



## What is Our Brand?

I have spent a lot of time this week on airplanes which means for me watching “TV” on my phone. I have been rewatching Yellowstone and was struck by the idea of a brand, in the case of the Dutton Ranch, that means a script Y that the cattle, horse, and cowboys wear. It is clear who they ride for and what the expectations are. It got me thinking about our community brand, while I am not promoting the idea of actual branding, it is worth talking about who we are, and what we stand for.

We hope to answer this question on April 10-11, when 250 community leaders will come together to try to answer those questions. The program called, Defining our Culture is lead by Steve Sosland the vice chancellor of Texas Tech, and supported by the City, Chamber, Base and MSU Texas. Interested in joining the group, please send me your information to [ron@wichitafallschamber.com](mailto:ron@wichitafallschamber.com) and we will follow up with you and the details.

Always Forward.

- Ron Kitchens

## Chamber Happenings

### Guess Who Joined the Chamber?

We express our gratitude to the following individuals and businesses who recently joined our Chamber organization:

- Salad Express
- James Borden - [Spectrum Enterprise](#)

### Network & Socialize at Business After Hours

Elevate your evening with networking at Business After Hours! Join us, along with your Chamber peers and the Chamber Team, at the upcoming event hosted by White Realty Management on February 13, from 5:00 p.m. to 6:30 p.m. Find us at 900 8th Street in the Hamilton Building Ballroom,

and seize this fantastic chance to expand your network, promote your business, savor delicious food, and even score some enticing door prizes! See you there!



#### **Need Dinner Plans?**

Did you know that Progress and Provisions Craft Kitchen is now open on Wednesday to Friday for dinner till 8:00 p.m. They have a variety of great entree's rolling out, such as their Buffalo Cauliflower, Korean Fried Chicken Sandwich and savory pizza. Check their menu [here](#). An American restaurant serving all the familiar dishes in a new inventive way, did we mention BYOB? Located in the Hamilton Building, 900, 8th Street.



**Military Matters**

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### **International Partner of the Month: Norway**

God Morgen, Wichita Falls! – That is good morning in Norwegian, the language of Norway, one of the 14 NATO countries that participates in the Euro-NATO Joint Jet Pilot Training (ENJJPT) program as part of Sheppard's 80th Flying Training Wing.

While your first thought might go to Vikings, [Norway's](#) modern armed forces is made up of their Army, Navy, Air Force, Special Forces, Cyber Defense Force, and Home Guard. The Royal Norwegian Air Force (RNoAF) is an F-35 fighter jet partner, with the main hub being at Ørland Air Station.



### **Jobs Board Highlights**

Are you an engineer? Do you have 3-5 years' experience and enjoy taking on non-traditional tasks? Delta T Thermal Solutions is hiring for a Design Engineer to join their fast-growing team! Make sure to apply [here](#).

- [Bartender](#) – Sheppard Air Force Base
- [Vote Reporter](#) – Wichita County
- [Financial Advisor](#) – First Command
- [Marketing Producer](#) – News Channel 6

### **State of the Economy**

The Wichita Falls Chamber's State of the Economy will be a gathering of National, State, and Local Economic Experts for the purpose of discussing the current state of affairs. The event will

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take place on March 19, 2024, from 10:00 a.m. to 1:00 p.m. at Sikes Lake Center. Interested in being a sponsor for this event? Contact our Small Business Team at 940.723.2741.

Title Sponsor



Presenting Sponsor



This event's guest speaker is Wells Fargo's Corporate and Investment Banks Economist, Nicole Cervi. Nicole graduated from the University of North Carolina at Chapel Hill and oversees the U.S. macro economy and assists with quantitative analysis. Nicole also contributes to the group's Weekly Economic & Financial Commentary and other various special reports. Click the [link](#) to buy your tickets today!



## STATE OF THE **ECONOMY**



### **Interested in Being A Part of the Community Guide in 2024?**

The Wichita Falls Chamber of Commerce has partnered with E&M Consulting, Inc. to produce our Community Guide. This comprehensive publication will be available both in print and digitally, providing an exceptional opportunity for businesses in the area to gain significant exposure through advertising. This guide will be a go-to resource for Chamber members, residents, and visitors, making it the perfect platform for businesses to showcase their offerings to a broad audience. E&M, known for its professionalism and quality, will manage this project, including

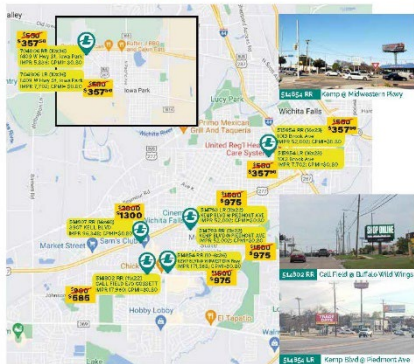
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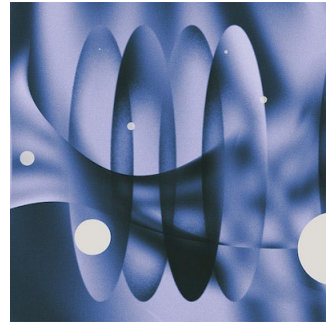


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