



## Happy New Year

I love this time of year, it feels like a clean page, a new start, a sunrise. Once we get by the New Year's Eve resolution (I just read 17% of people achieve) January gives us the opportunity to think about and plan for the future. As I think about what excites me in the coming year, it is clear we have an incredible 2024 ahead of us.

- Perhaps the most important 2024 launch is the opening of the two new high schools, I cannot find anywhere in the nation where they are launching two new high schools, at the same time, creating new cultures, expectations, and outcomes. The decisions made this year will impact our community for generations.
- I am excited to see the nation's largest hemp processing facility come online with the full activation of Panda Bio.
- New Leadership is always exciting and with the election of Tim Short as our new Mayor, I can't wait to see his leadership in action.
- With four existing company expansion's that have been announced, but will begin hiring, opportunities like this remind us that the "Greatest Force for Change is a Job."
- 2024 also sees the kickoff of the redevelopment of the Memorial Auditorium and City Hall that will kick off this year and when completed will set a new standard for expectations of public staff and its usability.
- While not in Wichita County, the groundbreaking for the new Hydrogen plant will be an incredible milestone for the entire region.
- What are you excited about for 2024? I would love to hear your thoughts, how about posting them on the Wichita Falls Facebook Chamber Page.

Always Forward.

- Ron Kitchens

## Leader to Leader

### **Meet Pam Hughes Pak, Manager of Public Affairs at Atmos Energy and Chamber Board Member.**

#### **What made you want to become a Wichita Falls Chamber of Commerce Gold Coat Ambassador?**

I was born in Wichita Falls/Holliday, so I have been here all of my life. I joined the Chamber in 2015 and can remember my first event. It changed everything for me. I was able to network, meet new people, and build relationships that would have not been possible without the opportunity the chamber provided. Since then, I have been a ribbon cutting, event attending, recruiting member of the Chamber - and a big fan. It is an honor to serve on the board representing Atmos Energy and to use my gifts and talents in any way possible to help individuals, businesses, and the city as a whole be more prosperous.

#### **What is your favorite place in town to eat lunch?**

Depends on the craving...If it is steak, it has to be MCBRIDE'S (and everything else is fantastic there too!) If it is sushi, I still prefer the OG from my days as a student at MSU - SAMURAI OF TOKYO. And if I want to enjoy time with friends and catch a game, I love the eat at PARKWAY GRILL on Southwest Parkway.

#### **What is your favorite thing to do in Wichita Falls?**

Honestly, my favorite thing to do is volunteer or attend Chamber/City/non-profit events in Wichita Falls. My husband Sam and I are never bored - and never home! Our favorite Friday night thing to do is meet with friends at Half Pint, then Hook & Ladder, and end the evening at 6th Street Winery. Sam and I also enjoy randomly meeting our "couples" group, we call The Stupid Six, at Parkway to catch a game or unwind during the week.

#### **What is the most influential business book you have read?**

Nothing beats HOW TO WIN FRIENDS AND INFLUENCE PEOPLE by Dale Carnegie. I even listen to it on Audible in my car a few days a week. (I need the refresher.)

#### **What advice would you give to a future community leader?**

- Put yourself out there. Come to events, bring 10 business cards, and give them away before the end of the night. It is a good icebreaker. Take notes during and/or after you meet people so you don't forget how you can help them.
- Volunteer. Ask to join a non-profit committee or board and give your time. You will never regret making an impact, however big or small.
- Keep your promises. Be transparent. No one is perfect so own your mistakes and do what you can to correct them. Tomorrow is a new day so if you have a bad one start over. Be honest.
- Show appreciation to others and spend time building people up. (We all need encouragement.)
- Atmos Energy has Principles to live by. All offer a perfect template for both our professional and personal lives: 1. Inspire Trust. 2. Be at Your Best. 3. Bring Out the Best in Others. 4. Make a Difference. 5. Focus on the Future.
- For myself, I never forget to thank God for the opportunities and the open doors He has provided and will continue to provide for me.



## Chamber Happenings

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- [Maximizing Membership](#), on January 10, at 8:00 a.m. to 9:00 a.m. at American National Bank & Trust Boardroom at the Wichita Falls Chamber, on 900 8th St. Suite 100.
- [Cooking with Kitchens](#) on January 10, at 11:30 a.m. to 1:00 p.m. at American National Bank & Trust Boardroom at the Wichita Falls Chamber, on 900 8th St. Suite 100.
- [Sundaes With the CEO](#), on January 10, at 3:30 p.m. to 4:30 p.m. at American National Bank & Trust Boardroom at the Wichita Falls Chamber, on 900 8th St. Suite 100.

**Attendance Requirements:** Are you interested in attending any of these events? Contact Kasia at 940-723-2741 to get on the guest list!

## Guess Who Joined the Chamber?

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

- Megan Bodine - [Falls Psychology Services](#)

## Military Matters

### **Our Latest Hidden Gems: A Coffee Cupping with Mythic Roasters**

For the Chamber's final Hidden Gems of 2023, 9 military spouses and active-duty members enjoyed a coffee cupping experience. This one-of-a-kind experience was led by Patrick Riordan, owner of [Mythic Roasters](#). Guests were guided through a sensory experience of four different coffees, which started with noting the aroma of the ground coffee and ended with a tasting of each coffee. Participants were able to make notes about such flavors/aromas including the notes of fruit, florals, acidity, sweetness, bitterness and body. To help with these flavors the [Specialty Coffee Association's coffee taster's](#) flavor wheel was used! A special thank you to Patrick for leading this experience and for all those military affiliated members who signed up!





## Jobs Board Highlights

Would others describe you as self-motivated and a multi-tasker? If so, Kalco Machine & Manufacturing Co. is looking for a [Graphite Quality Control Lead](#) with those attributes. Apply today!

- [Restaurant Manager](#), Taco Darlin
- [Human Resource Generalist](#), Kiowa Casino
- [Inside Sales Representative](#), WPT Power
- [Newscast Director](#), KAUZ News Channel 6
- [Assistant Coach, Football-Defensive Coordinator](#), MSU Texas

## Interested in Being A Part of the Relocation 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 advertising sales and the design process.

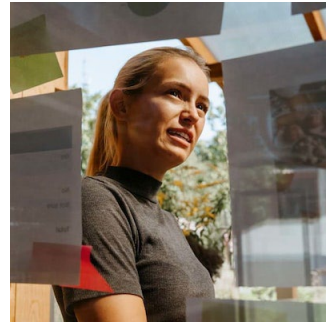
To explore advertising rates and sign up online, visit: <https://reserveyourad.com/WFCOC/>

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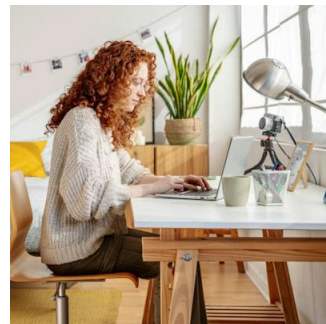


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