



## What Do Wichita Falls, Apple and Chick-fil-A all have in common?

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The simple answer is organizational culture, but what does that mean?

To paraphrase Investopedia, culture refers to the values, beliefs, and behaviors that determine how an organizations team interact, perform, and handle transactions. Often, culture is implied, not expressly deñned, and develops organically over time from the cumulative traits of the people involved.

Culture is important because it can support important objectives. New residents for example, might be attracted to communities whose culture they identify with, which in turn can drive community growth and economic expansion. Fostering a culture of economic growth is critical to maintaining a competitive edge with respect to growing jobs and community vitality.

Here is the thing, great companies, churches, and communities all clearly understand and embrace their cultures. So here is your chance to be part of Deñning Our Culture by joining Texas Tech University, Sheppard AFB, MSU Texas, the City of Wichita Falls and the Wichita Falls Chamber on April 10 & 11 to come together to deñne our culture and our future. For more information about how you can join us, please contact [Maria@wichitafallschamber.com](mailto:Maria@wichitafallschamber.com).

Always Forward.

-Ron Kitchens

## Chamber Happenings

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### Ribbon Cuttings to Celebrate

Join the Chamber Team as we celebrate our members' expanding presence in the community. Grab your calendars and get ready to cut the red ribbon together!

- [Gloss & Groom Barbershop & Salon](#) b 4022 Callfield Road Suite 3, Wichita Falls, Texas. April 1, from 12:00 p.m. to 1:00 p.m.
- [Positive Frame of Mind Counseling](#) b 719 Scott Avenue Suite 1108, Wichita Falls, Texas. April 5, from 10:00 a.m. to 11:00 a.m.
- [Emmalee's Shop](#) b 301 East Scott Avenue, Wichita Falls, Texas. April 12, from 1:00 p.m. to 2:00 p.m.
- [Safe Simple Storage](#) b 7124 Seymour Highway, Wichita Falls, Texas. April 19, from 12:00 p.m. to 1:00 p.m.

### Wake Up Wichita Falls: Set Your Alarm a Little Earlier

What better way to start your day off than with a good cup of coffee and some great business connections? We will be hosted by [Smith's Gardentown](#) on April 3, from 8:00 a.m. to 9:00 a.m., at 4940 Seymour Highway. **Smith's Gardentown** has chosen [Southern Grit Advocacy](#) as their showcased charity.



## Featured Events

### DEFINING OUR CULTURE

April 10-11, 2024



Lunch & Break Sponsor



Break Sponsor



### Defining Our Culture - April 10 & 11, 2024

Who are we as a community and how do we create a vibrant culture that curates the future? Join us for Defining Our Culture on April 10 from 8:30 a.m. to 4:00 p.m. and April 11 from 7:30 a.m. to 12:00 p.m. Be a part of this community-changing movement! [Click here](#) to register for this event!



### Sheppard Air Show

Don't miss the Guardians of Freedom Air Show April 27-28 featuring the USAF Thunderbirds, US

Army Golden Knights parachute team, Red Bull Air Force, dozens of static displays and much more!  
For more information visit: [sheppardairshow.com](http://sheppardairshow.com)

## Jobs Team

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### Manufacturing Council Kicks Off 2024 Series

Last week, our Manufacturing Council met to kick off the series for 2024. We talked about where Wichita Falls is headed, what our manufacturers need, and how we can help resource their needs. We had great conversations about what our current workforce looks like and what they struggle with as employers. Thank you to those who attended! We look forward to the next one!



## Military Matters

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### International Country Partner: Belgium

Goedemorgen (good morning), Wichita Falls! Belgium, one of the countries represented at SAFB through our NATO partnership, is located in northwestern Europe and is significantly smaller than the state of Texas. You can more closely compare Belgium to the size of Maryland! Don't let size fool you, as Belgium has plenty of culture, especially with 3 official languages: Dutch, French and German. You are probably more familiar with some popular staples of Belgian culture than you might know: food, beer and chocolate! When it comes to food Belgium is known for mussels, french-fries and waffles. Beer is the national beverage, especially popular for their Trappist (brewed by Trappist monks) and lambic (spontaneous fermentation) style beers. And as for chocolate, that Godiva that so many love, also hails from Belgium! Other favorites that come from Belgium are comics like Tintin and the Smurfs. Learn more about these cultural elements [here](#).



### **Military Spouse Professional Network: Java & Job Search**

Are you a military spouse seeking employment? Join us for our next [Sheppard AFB Hiring Our Heroes Military Spouse Professional Network](#) event, Java & Job Search. This event will be held Monday, April 8 from 8:30 a.m. to 10:00 a.m. at Frank & Joes (2919 Bob Ave). Bring your computer/tablet if you have one and a copy of your resume, and let's search for your next opportunity. For more information contact Kaycee Denny, [kaycee@wichitafallschamber.com](mailto:kaycee@wichitafallschamber.com)

SHEPPARD AFB- HOH MSPN

## **JAVA & JOB SEARCH**

LET'S SEARCH FOR YOUR NEXT  
JOB OVER A CUP OF COFFEE

8 APRIL 8:30AM-10:00AM

FRANK & JOES COFFEE HOUSE  
2919 BOB AVENUE

**Hiring Our Heroes**  
U.S. Chamber of Commerce Foundation

**MILITARY SPOUSE  
PROFESSIONAL NETWORK**

## The Jobs Board

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Are you able to handle day to day work challenges with confidence? Do you have a background with insurance forms and scheduling software? **Texas Oncology** is hiring a New Patient Coordinator. Click [here](#) to apply!

- [Manager on Duty for Gaming](#) b Lonestar Casino
- [Sales Representative](#) - Express Employment Professionals
- [Bartender](#) b Sheppard Air Force Base
- [Membership & Healthy Living Director](#) b YMCA
- [Operator](#) - Westlake Pipe & Fitting

## Interested In Billboard Advertising?

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**Reduced Price** WICHITA FALLS AREA  
**DIGITAL BILLBOARDS**

Choose to be on one or all of our 9 billboard faces in the WF metro area.

We can tailor a campaign to fit your advertising budget!

Contact Crystal  
at 806-410-2211 OR  
crystal@lindmarkcompanies.com

**LIMITED TIME ONLY!**

BILLBOARDS / INK / STEEL  
**LINDMARK**



## Entrepreneur

### Is DraftKings (DKNG) a Better Pick Than International Game Technology (IGT) During March Madness?

The increasing popularity of digital platforms and the relaxation of gambling laws are projected to boost the entertainment industry's prospects. While entertainment stocks DraftKings (DKNG) and International Game Technology (IGT)...

[Read More](#)



## Breaking Defense

### ROC-X – The solution to organic precision strike capabilities

[Sponsored] At AUSA Global Force 2024, IAI will present integrated, AI-driven combat systems for both manned and unmanned that are opening new opportunities on the battlefield.

[Read More](#)

<https://www.newschannel6now.com>

### Burkburnett and Holliday Meals on Wheels receive \$3,500 in donations

The Burkburnett Meals on Wheels program received a \$2,000 donation from Atmos Energy this week.

[Read More](#)

