



Two New Fire Vehicles Added to the Fleet

The City of Wichita Falls Fire Department is introducing two new fire vehicles this week at their [“Push In” Ceremony](#)! Help them celebrate this Thursday, November 2 at 1:30 p.m. at Fire Station 8 at 2000 Southwest Parkway.

Leader to Leader

Get to know Kelly Fristoe, CEO and Founder of [Financial Partners](#), and one of our Chamber Board Members.

What made you want to become a Wichita Falls Chamber of Commerce Board Member?

I grew up in a small town just east of Lubbock, Texas (Lorenzo). There were just over 30 people in my high school graduating class. It was a community where everybody knew everybody. If I did something unbecoming somewhere out in the community, my parents knew about it by the time I got home. For me, back then, that wasn't such a good thing. But as a parent, I can now see the value of a close-knit community where everybody knows everybody. There's a "goodness" in a community like this that allows for a higher level of accountability between its citizens and businesses. When we moved here from the Lubbock area back in 1991, I immediately noticed that this place has the same type of feel, accountability and friendliness of the small community I grew up in. It didn't take long for us to get to know people and develop friendships across the community. This environment also made it easier to grow my business into what it is today in serving the individuals and other businesses in this community. It's been a true blessing. Many years ago, a business owner client and mentor challenged me to step up and join the Chamber. I did and immediately began seeing the value of what the Chamber does. When the opportunity arose to become a board member, it was an ask that I simply couldn't refuse. I love being a part of a group of community leaders that are striving to make a positive economic difference in where we work and live. Franklin Roosevelt has a quote that has stuck with me through the years: "Every person owes a part of their time and money to the business or industry in which they are engaged. No person has the moral right to withhold their support from an organization that is striving to improve conditions within their sphere." I don't know how much clearer that message can be as it relates to what we should all be doing.

What is your favorite place in town to eat lunch?

I rarely eat lunch. When I do it's usually something that I prepared at home and brought to work. So let me change it up and tell you where my favorite place is in town to eat dinner. Just recently I've become a huge fan of the Wellborn in the new Delta Marriott Hotel downtown. A few months ago, I began a journey to be on a strict carnivore diet and that place has some mighty tasty cuts of meat.

What is your favorite thing to do in Wichita Falls?

It's a term I refer to as "being out." I like "being out" in the community with other people ... where ever that is. My wife and I are pretty basic. We love working in the yard and around the house. On Saturdays we like going out for breakfast and then going to Smith's Garden Town, the hardware stores, Sam's and other retail establishments. And it never fails that we end up running into several friends, people we know and other friendly faces in the process and having conversations and catching up with what's going on in each other's lives. There's something about that activity that just feels good to your soul.

What is the most influential business book you have read?

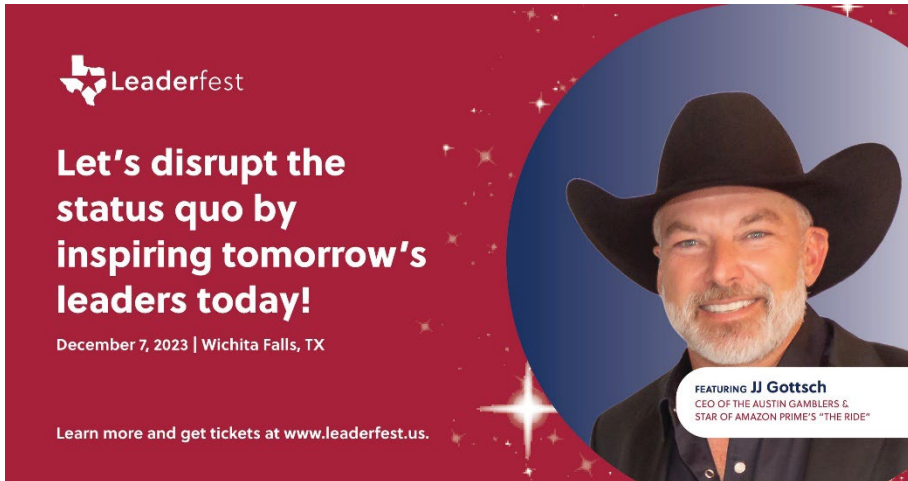
It's a toss-up for me. I really liked Stephen Covey's "The Seven Habits of Highly Effective People." The other one is Jim Collins' "Good to Great."

What advice would you give to a future community leader?

It comes from a quote that Waite Phillips said, "Those individuals with unusual professional or business ability have a solemn obligation, in my opinion, to use it. Furthermore, to use the surplus, beyond their reasonable requirements, for human welfare."

**Leaderfest**

What do baseball and bull riding have in common? The answer: JJ Gottsch. Learn how The Ride's tagline, "Team Up. Hang on," can apply to your business by joining us at Leaderfest on December 7. For more information and to buy tickets, go to leaderfest.us.



Leaderfest

Let's disrupt the status quo by inspiring tomorrow's leaders today!

December 7, 2023 | Wichita Falls, TX

Learn more and get tickets at www.leaderfest.us.

FEATURING **JJ Gottsch**
CEO OF THE AUSTIN GAMBLERS &
STAR OF AMAZON PRIME'S "THE RIDE"

Chamber Happenings

Where the Scissors Cut the Ribbon

Come join the Chamber Team and Gold Coat Ambassadors as we break out our jumbo scissors to cut the red ribbon in celebration as members grow their presence in our community. Mark your calendars and come join us.

- Celebrating the one-year anniversary of [Suga B's](#), located at 4000 Armstrong Drive, on October 31 at 12:00 p.m.
- Recognizing new ownership at [Star Brite Cleaners](#), located at 4304 Kemp Blvd, on November 7 at 2:00 p.m.
- Grand Opening of [Brewnita Café](#), located at 3315 Kemp Boulevard, on November 8 at 2:00 p.m.

Set Your Alarm a Little Earlier for Wake-Up Wichita Falls

What better way to start your day off than with a good cup of coffee and some great business connections? This event will be hosted by [Vernon College](#) and [Community Healthcare Center](#) on Tuesday, November 7, from 8:00 a.m. to 9:00 a.m. They are located at 4105 Maplewood Avenue. Begin the day supporting a local business and talking with business owners.

Featured Events

Drive-Thru Trick-or-Treat

Camp Fire North Texas is hosting a [drive-thru trick-or-treat](#) to get your fill on candy and treats! Put on those costumes, load up the family and drive on over! This event will be Tuesday, October 31 from 5:00 p.m. to 7:00 p.m. at 2414 Ninth Street.

Western Swing at Sundown

Round up your family and friends for the opening concert of the 76th season of the Wichita Falls Symphony Orchestra! Dave Alexander takes the stage for an evening of Texas music and

Western swing, featuring the Quebe Sisters. [Purchase tickets](#) today for this event on November 4 at 7:30 p.m. at Memorial Auditorium.

What's Happening This Week?

Monday, October 30

- Commissioner's Court, attend via [Zoom](#) or in person, starting at 10:00 a.m.
- [Trunk or Treat](#), hosted by Wichita Falls FFA, from 5:30 p.m. to 7:30 p.m.
- [Spooktacular Chamber Music Concert](#), hosted by Midwestern State University, starting at 7:30 p.m.

Tuesday, October 31

- [Light the Night](#), hosted by Heritage Church, from 6:00 p.m. to 8:00 p.m.
- [Haunting at the Falls Asylum - Extreme Fear Challenge](#), benefiting Base Camp Lindsey, from 7:00 p.m. to 10:00 p.m. (advance online ticket purchase only)
- [Drive Thru Trick or Treating](#), hosted by Camp Fire North Texas, from 5:00 p.m. to 7:00 p.m.

Thursday, November 2

- Learning Opportunity about [Low Dose Naltrexone](#) at Harvest Drug, starting at 11:00 a.m.
- [Art Lab: Zines for Adults](#), hosted by the Kemp Center for the Arts and Arts Council WF, from 6:00 p.m. to 8:00 p.m.
- [Food Pantry](#), hosted by Colonial Church, from 4:00 p.m. to 5:30 p.m.

Friday, November 3

- [Christmas Magic](#), hosted by the Junior League of Wichita Falls at the Ray Clymer Exhibit Hall, from 9:00 a.m. to 7:00 p.m. (multiple day event through November 5)
- [Forever Plaid Dinner Theatre](#), hosted by the Wichita Theatre, starting at 6:30 p.m.
- [Kid's Combination Ballet, Hip-Hop & Jazz Dance Class](#), hosted by the City of Wichita Falls Parks and Recreation, starting at 6:30 p.m.

Saturday, November 4

- [Western Swing at Sundown](#), hosted by the Wichita Falls Symphony Orchestra, starting at 7:30 p.m.
- [22 Miles for 22 Vets Hike](#), benefiting Operation Heal Our Patriots and Mighty Oaks Foundation, starting at 7:00 a.m.

Sunday, November 5

- [94.9 The Outlaw's 4th Annual Veterans Day Salute](#), hosted by Under the Influence Band at Legends Roadhouse, from 2:00 p.m. to 5:00 p.m.
 - [Wind Ensemble Concert](#), hosted by the MSU Art Department, starting at 7:00 p.m.
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What's Happening Next Week?

Monday, November 6

- [Watercolor 101 hosted by Gingersnap Art](#) at 9th Street Studios at 5:30 p.m.

Tuesday, November 7

- [Christmas Party](#) at Clark Design Studio WF from 6:00 p.m. to 8:00 p.m.
- [Art Lab: Zines for Kids](#), hosted by the Kemp Center for the Arts and the Arts Council of Wichita Falls, at 5:30 p.m.

Wednesday, November 8

- [BBB Fall Toast](#) by the Better Business Bureau from 5:30 p.m. to 7:30 p.m.
- [Texoma Baby Café](#) by WIC-Wichita Falls from 9:30 a.m. to 11:30 a.m.

Thursday, November 9

- [Storytime](#) at the Wichita Falls Public Library at 10:30 a.m.
- [50 Plus Zone Thanksgiving Luncheon](#) from 11:30 a.m. to 1:30 p.m.
- [Hiring Red, White and You!](#) Job Fair by Workforce Solutions North Texas from 11:00 a.m. to 2:00 p.m.

Friday, November 10

- [Art Battle Wichita Falls](#) at Legends Roadhouse starting at 6:00 p.m.
- [Texas Flood, A Tribute to Stevie Ray Vaughn](#), at The Iron Horse Pub at 9:30 p.m.

Saturday, November 11

- [Hangar Holiday](#), hosted by the Sheppard Spouses' Club at the MPEC, from 9:00 a.m. to 6:00 p.m.
- [Firebird Inferno Wrestling Tournament](#) at Kay Yeager Coliseum from 8:00 a.m. to 8:30 p.m.

Sunday, November 12

- [Snow White and the Several Dwarves](#) at the Wichita Theatre at 3:00 p.m.
 - [It's a Grinch - Palate to Palette](#) at OG Cellars at 2:00 p.m.
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<https://www.newschannel6now.com>

Get to know the candidates: Samuel Pak, Mike Battaglino and Kevin Hunter

Sam Pak, Kevin Hunter and Michael Battaglino have all thrown their hat in the ring to be the next councilman to represent district 4.

[Read More](#)



<https://www.newschannel6now.com>

MSU Texas celebrates Maverick's 17th birthday during homecoming

MSU students and staff celebrated their mascot Maverick's 17th birthday on Wednesday.

[Read More](#)



Entrepreneur

Free Report: How to Use AI to Launch and Grow Your Business

Get the inspiration you need to use AI to launch and grow your own business.

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Contact us at

940.723.2741 or wichitafallschamber.com.



Wichita Falls Chamber

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