



Quote of the Day

Outstanding people have one thing in common: an absolute sense of mission.

- Zig Ziglar

Mission Versus Methods

My friend Carey Nieuwhof, who leads a global company that lifts up church leaders, recently shared with me the idea/question of mission versus method and it hit home with me like a punch in the nose. It struck me that the reason so many businesses and communities fail is that they fall in love with how they do things, not why they do it. Or as Carey would say, “they fall in love with methods over mission.”

Methods are things like the style of signage, how we do billing, how we communicate (I know that’s overwhelming, in our offices we have phones, email, text, Facebook, LinkedIn, Slack, or heaven forbid we can get up and actually go talk to someone). Methods should be simple things that change at least every generation or in reality as technology or culture change.

Our mission never or almost never changes, it is the bedrock on which we build. For us at the Chamber, our mission is clear, a stronger local economy by growing more and better companies.

As we dive into this election season, local and national, our challenge must be to filter by method or mission. Will they make us stronger and more capable or just change the color of the walls?

Always Forward.

- Ron Kitchens

Something to Know

Our Jobs Team spent some time last week in Odessa with Site Decision Influencers from around the country at the 2023 Economic Summit. We brought home a lot of knowledge and had good conversations about what Wichita Falls is doing and where we're headed. We're excited to have time with these knowledgeable experts and that we were able to tell Wichita Falls' story to some who had not heard it yet.



The Chamber Gets a New Look

We are thrilled to share two things occurring at the Chamber. First, we have a brand-new website, it has everything you loved from the old website but with more features and information that benefits the people and businesses of Wichita Falls. It went live this past weekend. Don't worry, it still lives at the same website – www.wichitafallschamber.com. Second, we are redesigning our Falls Forward newsletter to make it twice a week. The first will be on Mondays and will include all the community and Chamber events that you don't want to miss that week. Thursdays will be similar to what you know, but will have a little facelift. The first Monday newsletter is scheduled for September 11th. If you know people that would benefit from this information, please have them subscribe in one of the following ways – email candice@wichitafallschamber.com or you can go to the new website, scroll to the bottom and enter your information there. We hope that you love both and look forward to your feedback!



Chamber Happenings

Where the Scissors Cut the Ribbon

Come join the Chamber Team as we break out our oversized scissors to snip the red ribbon in celebration as members grow their presence in our community. Mark your calendars and head out to meet us!

- [Grand Opening](#) of [Serenity Hill Aesthetics](#), located at 2921 Southwest Parkway, on September 13th, from 10:00.am-11:00a.m.
- [Grand Opening](#) of [Cantu Vending Services](#), located at 5401 Central Freeway, on September 14th, from 10:00a.m. to 11:00a.m.

Military Matters

Sheppard Elementary Earned a Purple Star

Congratulations to [Sheppard Elementary](#) on being designated as a Purple Star Campus by Governor Abbott. To receive the [Purple Star Campus Designation](#), schools must designate a campus-based military liaison, create and maintain an easily accessible webpage that includes information for military-connected students and their families, institute a campus transition program for military-connected students, and support a military family assistance initiative. All Texas public schools are eligible to receive a Purple Star Campus Designation, regardless of their military-connected student population size. Applications for the designation are accepted annually. Check out the article [here](#).



**SHEPPARD ELEMENTARY
NAMED PURPLE
STAR CAMPUS**

SAFB Air Show

We love jet noise and we're excited for a whole weekend of fun with the [Sheppard Air Force Base Air Show April 26-28, 2024!](#) The [Guardians of Freedom Air Show](#) will feature the [US Air Force Thunderbirds](#). April 26 will be a STEAM (Science, Technology, Engineering, Art, and Math) Fair day for students and April 27-28 will be performance days. This event is free and open to the public!

Interested in being a sponsor for this event? Contact Tim Kahn at 82fssponsorship@gmail.com for more information on the details for each sponsorship level.



Jobs Board Highlights

This Week's Featured Job

Are you looking for a federal job with amazing benefits? Do you have clerical experience? If so, Sheppard Air Force Base may be looking for you to be their [Guest Services Representative](#). To be eligible, you must be able to handle multiple tasks and provide quality customer service. To apply for this position, please go to our [Chamber's Job Board](#).

- [News Content Specialist](#), News Channel 6
- [Telephone Operator Sr.](#), Texas Oncology
- [Human Resources Risk Management Coordinator](#), Wichita County
- [CTE – Health Science Teacher](#), Wichita Falls ISD

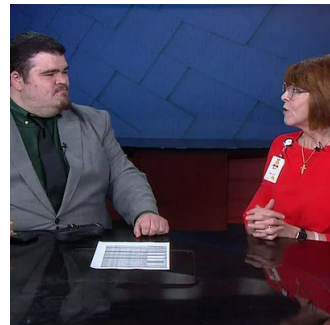
In the News ...

<https://www.newschannel6now.com>

Texoma Gives: United Regional Foundation Community Care Fund

Noel Filer joined us in the studio to remind those who plan on donating during Texoma Gives about the Community Care Fund.

[Read More](#)



The Economist

From social-media stars to the Mexican army, everyone wants to run an airline

Exotic new airlines are a sign of an industry in full recovery

[Read More](#)



Entrepreneur

Why Ambarella's 20% Decline is a Strong Signal for New Investment

Ambarella shares fell more than 20% on weak guidance but a return to growth is at hand; analysts and institutions put a floor in the market.

[Read More](#)



**Isn't it time you joined the
Wichita Falls Chamber?**

Start making the right connections today to take your business to the next level.



WICHITAFALLSCHAMBER.COM/ATTHEHEARTOFBUSINESS



Grow your business in
Wichita Falls.



Contact us at

940.723.2741 or wichitafallschamber.com.



Wichita Falls Chamber

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