



Spokesperson Bios

Tim Chase

Since 2001, Tim Chase has served as President and CEO of the Wichita Falls Chamber of Commerce after having served as its Vice President of Economic Development since 1998.

Mr. Chase relocated from Dixon, Illinois where he had served as the Executive Director of the Dixon Industrial Development Association (DIDA) for ten years. Prior to his career in economic development Mr. Chase was in the retail industry for twelve years serving eight years as manager of three full-line department stores, and also served four years in the U. S. Navy.

Mr. Chase has been active on the boards of economic development, chambers of commerce, and downtown business development organizations in Colorado, Wyoming, Iowa, Illinois and now Texas.

Mr. Chase is currently the immediate past Dean for the University of Oklahoma's Economic Development Institute and has been on staff for 20 years as an instructor. Mr. Chase is a nationally recognized speaker, trainer, and facilitator on the topics of economic development, community development, strategic planning, infrastructure, sales, and marketing.

Lindsay Greer

Lindsay Greer is chiefly responsible for taking the vision of "Pride in the Falls" and using it to attract tourists and meetings to the region as Director of the Convention and Visitors Bureau, which she has served since January 2010.

Born and raised in Wichita Falls, and a graduate of Midwestern State University, if anyone can promote the reasons for tourism and business development in the city, it's Lindsay.

Her professional experience in advertising and volunteer experience is a significant benefit in soliciting groups, associations and professional conferences to utilize Wichita Falls for their conventions and meetings.

The Convention and Visitors Bureau serves a dual role in attracting conventions, trade shows and professional seminars as well as developing campaigns to attract tourism to the Wichita Falls community and neighboring cities in the rapidly growing Wichita Falls region.

Kevin Hugman

Kevin Hugman is currently the Assistant City Manager of Wichita Falls, and primary contact for the city's involvement with "Pride in the Falls."

He began his public sector career with the city of Southlake, Texas, serving in a variety of capacities, including Director of Community Services and Director of Human Resources until he joined the vision for the City of Wichita Falls in January 2010.

Upon graduating from the University of Texas at Austin where he received his B.S. degree in Architectural Engineering, Kevin served in the U.S. Navy in submarines. He later went on to earn his Masters in Public Administration from the University of Texas at Arlington.

Cynthia Laney

As executive director of Downtown Wichita Falls Development, Cynthia Laney understands the importance of her position with Wichita Falls rebranding and reinvigoration. In fact, she believes this campaign is not about us, but you.

"Wichita Falls has a strong business base for local owners, cultural diversity in our museums and theatres, and a wonderful quality of life with short commutes with friendly people. Many of those great attributes can be found downtown," said Laney.

Cynthia currently is on the state board of directors for the Texas Downtown Association and the economic development sub-committee for the TIF #3 East Side District. Additionally, she serves on the North Texas Regional Comprehensive Economic Strategic Committee, which was created to form a regional economic district for 13 counties regionally.

Carla Bolin

Carla Bolin serves the city of Wichita Falls as its vice president of community-wide marketing. Among her chief responsibilities are directing city integrated marketing communications, acting as chief liaison with all internal entities – Chamber of Commerce & Industry, Downtown Proud, Convention & Visitors Bureau and the City of Wichita Falls.

Her work has been instrumental with the "Pride in the Falls" campaign as she has been a spokesperson of its success and an ambassador for awareness throughout the region. Carla's position was created to orchestrate a community-wide branding and marketing plan in 2010, and broaden those efforts regionally in 2011, largely based upon the City's "Vision 20/20" plan.

Prior to her work with the Chamber and the City of Wichita Falls, Carla was an award-winning veteran in public relations, marketing and advertising with more than 25 years of experience in both public and private sectors. She was also the founding chair of the Mass Communications Program at Midwestern State University.

Harry E. Patterson, JR.

Reared in Moore, Oklahoma, Harry Patterson is owner of Patterson Auto Center in Wichita Falls, Texas and co-owner of Star Dodge, Chrysler, Jeep and Hyundai in Abilene, Texas. His Wichita Falls dealership includes GMC Truck, Kia, Mercedes Benz, Dodge, Chrysler, Jeep, Hyundai, Cadillac, Buick, BMW, Honda and Hyundai franchise. The Wichita Falls dealership, which he purchased in 1979, has been the top registered seller of new and used vehicles in North Texas and Southwest Oklahoma. The Wichita Falls dealership presently has 250 employees and the Abilene dealerships have 150. He also owns the Patterson RV Center.

Harry attended Oklahoma Christian College for two years and Oklahoma State University for another two years where he majored in Agricultural Economics. He got into business as a retail salesman during a summer break from college. He never returned for the next fall semester, since he knew after a couple of months that he had discovered his career.

Harry served in the Armed Services where he was awarded the bronze star decoration while serving in Vietnam with the 5th Infantry Division Mechanized.

Harry is a deacon of Faith Village Church of Christ and chairman of the Communication Ministry. He is Past President of Wichita Christian School and has served on the board for more than 28 years. He is a member of the Board of Trustees of Oklahoma Christian, on the board of Texhoma Christian Care Center, Wichita Falls, and past director of Wichita Falls Board of Commerce and Industry. He serves as Area Director of the Texas Automobile Dealers Association, is Past President of the Wichita Falls New Car Dealer's Association and is a member of the Better Business Bureau. He has served on the Board of Partners for Christian Education for 28 years and is currently National Chairman. He and his wife serve as volunteer ambassador speakers for Partners, which is dedicated to helping Christian schools and colleges all over the nation.

Among the honors he and his dealership have been awarded are the Vaughn Luster Leadership Award, recognizing his contribution to Christian education in Texas, selected by the Wichita Falls Board of Commerce and Industry as its Small Business Person of the Year – 2001, as well as being awarded 2002 Small Business Person of the Year, for North Texas. His Wichita Falls dealership received the prestigious Torch Award for Marketplace Ethics from the WF Better Business Bureau Education Foundation, and he received the Northwood University Dealer Education award for 2001, in recognition of those in the retail automobile industry who made noteworthy contributions to education.

Harry prioritizes his life by putting Christ first, family second and business third. He maintains his attitude, that the sole basis for his company's and associate's success is how well their customers are served. Customer loyalty is dependent on their experience. Every associate must be constantly aware of the fact that giving the customer quality workmanship, fair dealing and courteous treatment is the only way to achieve this goal.

Bobby Schaff

Bobby Schaff's career in realty goes back for more than 25 years. In that time, he has served as President of the Wichita Falls Board of Realtors and was Re/Max's Top Commercial Producer for the State of Texas.

Bobby Schaff and Paul Clark founded Domain Real Estate Services, Inc. in April of 2000. They teamed up in 1998, and have been involved with almost every aspect of commercial real estate. They have worked with national clients such as Wal-Mart, Starbucks, Lowe's, Circuit City, Best Buy, Eyemart, Logan's, Furniture Row, McAlisters, Petco and Office Depot.

They have facilitated the Wichita Falls' openings of Fountain Park Village, Cingular, Cheddars, AT&T Call Center, Johnny Carinos, Ruby Tequilas, Ashley Furniture, the new Social Security building and the Pyramid Center.

Bobby and Paul are part owners and manage the Pavilion building, the Kell West Family and Urgent Care Clinic on Kell, Local Boys Shopping Center, Sear's Building located on Montgomery Street, the Galaxy Office Building, the Gibson's Building on Kell and the Stanley Building on Production Blvd. Outside the city, they also manage the new 90 unit Burkburnett Residence apartments in Burkburnett.

Dr. Howard Farrell

As Vice President for University Advancement and Student Affairs, Howard Farrell is concerned about community outreach and brand perception. This commitment is clearly visible through his tireless efforts to rebrand the university's mascot to the Mustang, following NCAA guidelines regarding Native Americans.

Since then, the mascot has been embraced by the student body and the community as a whole. Howard has now carried that same dedication with the "Pride in the Falls" campaign looking to develop the same community buy-in for this brand.

In addition to his responsibilities on campus, Howard is active in the community as well. He was named Wichitan of the Year by the *Wichita Falls Times Record News* in 1998 and serves on various city, state and national boards. He is a member of the Wichita County – City of Wichita Falls Hospital Board and currently serves as chair. He is a member of the Wichita Falls Rotary Club and served as their president in 2003-04.

In 1989, he joined the staff of Midwestern State University as Vice President for Student and Administrative Services in 1989. Howard carries a Ed.D. in Student Personnel and Guidance and University Administration from Texas A&M University at Commerce.