

TEXARKANA -- In a relatively short meeting, the Texarkana Regional Chamber of Commerce addressed business for November, set the stage for the remainder of the year and cast their eyes to the year to come. The theme for the coming year seemed to be development, summed up by Rob Sitterley, president and CEO of AR-TX REDI.

Sitterly noted various development projects that have been underway in Texarkana to encourage businesses setting up operations in the area. First, he noted physical infrastructure continues to be the focus, with organizations like TexAmericas Center and others creating spaces that allow businesses to operate.

Sitterly particularly noted development at Texarkana Regional Airport, and emphasized the plan to lengthen the runway.

"One of the future ambitions is to develop the facilities to receive cargo flights," he said. "This would greatly enhance that area asset and potential revenue generation."

Sitterly also commented on the importance of making sure all the homework is done for businesses considering setting up shop.

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"When businesses are shopping for real estate, much of that research is done online," he said. "We have to make sure that Internet traffic is sent our way so they can see what we have to offer. Also, face-to-face networking remains vital, as the Chamber's ambassadors illustrate."