



ABILENE CHAMBER

DAILY BUSINESS BRIEF

Skimming the daily updates for your business so you don't have to.

FIVE YEAR ANNIVERSARY OF TORQE62

Today marks the five year anniversary of the tragic TORQE62 air fatality. We honor the men and women who serve our country each and every day, but especially on days like today. If you have a moment, please keep their families in your thoughts as we honor those who paid the ultimate price.

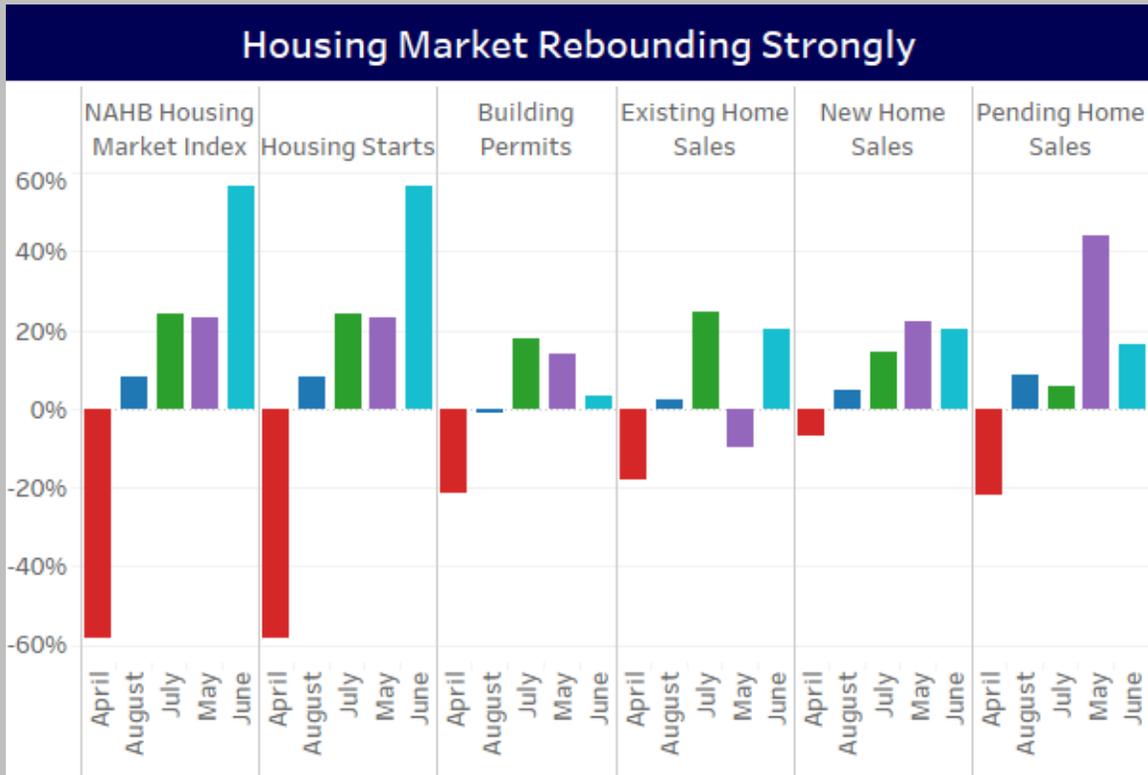


HOUSING MARKET INDICATORS RISE FOR FOURTH STRAIGHT MONTH

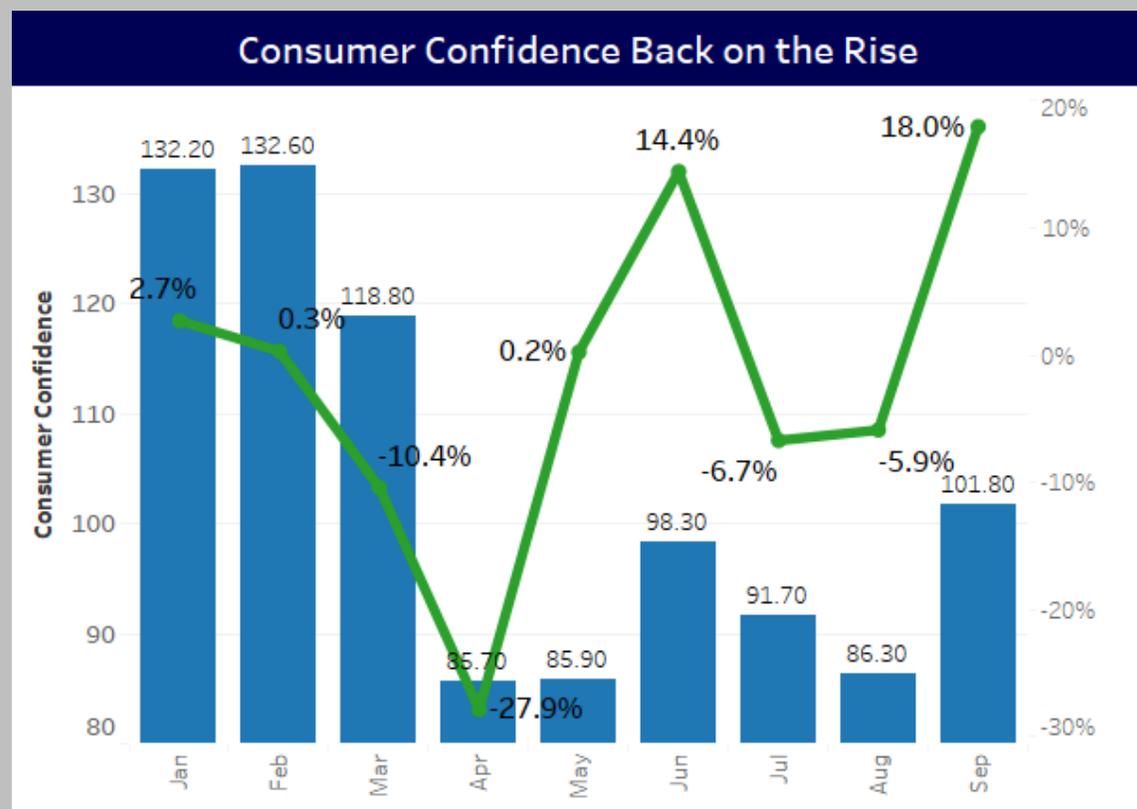
The housing market is one sector on the top part of the “K” in the ongoing “K-shaped” economic recovery. Now that all the data is in for August, we know it was the fourth consecutive month of sharp gains for the market. Home sales had tanked in March and April when people were stuck at home. But since the Great Pause has ended, homebuying has been on a tear.

August numbers: Pending home sales led the way rising almost 9%, the NAHB Housing Market Index rose over 8%, new home sales were up about 5%, existing home sales were up 2.4%, and home prices were up 0.8%.

Building permits and housing starts fell 1% and 5% respectively, but only because they rose a blistering 18% in July and had previously risen sharply in May and June.



The housing market is one of the brightest spots in the economy right now. It is likely to remain that way because, according to the Conference Board, [consumer confidence picked up](#) considerably in September. Overall confidence is still well below pre-pandemic levels, but it is now much higher than it was in April and May during the depths of the recession.



More importantly: Consumers' expectations for the future rose even more than their current feelings about the economy. Consumers spend more on big ticket items that require financing, like housing, when they are more confident about the future.

The virus is still the driver of economic performance. If virus cases resurge soon, the progress on housing and consumer confidence will fall. If virus levels remain relatively low, then both should continue to pick up.

Dig deeper:

- [Latest Job Market Data Shows the Uneven Impacts of a K-Shaped Recovery on US Industries](#)

—Curtis Dubay, Senior Economist, U.S. Chamber of Commerce

A DISCUSSION OF ECONOMIC DEVELOPMENTS AND IMPLICATIONS FOR MONETARY POLICY

On October 14, join us for a virtual town hall discussion on the economy and monetary policy featuring Rob Kaplan, President and CEO, Federal Reserve Bank of Dallas. The town hall will be from 5 p.m. to 6:15 p.m. CT and be moderated by Stacy-Marie Ishmael, editorial director, *The Texas Tribune*.

Register via the button below to access the webinar and to add a meeting invitation to your calendar. You will be able to submit your questions ahead of time during registration as well as live during the event.

[Register here.](#)

98TH ANNUAL COUNTY JUDGES AND COMMISSIONERS ASSOCIATION OF TEXAS CONFERENCE

Abilene welcomes the 98th Annual County Judges and Commissioners Association of Texas Conference next Monday here in Abilene. Your Chamber Government Affairs team will be attending sessions that might have an impact on your business including a birds eye view of the upcoming Session.

[More info.](#)



**ELEVATE YOUR
BRAND AWARENESS**
ADVERTISE IN THIS SPACE.

[Reserve this space here.](#)

WHAT WE'RE READING

3 tips for great leadership in uncertain times

For Hispanic Heritage Month, leadership experts explore creative ways that

business owners can meet today's most critical challenges.

[Read more.](#)

5 Small Business Owners on How COVID-19 Has Changed Customer Service

These five business owners explain how they're going to great lengths to keep customers connected with confidence during COVID-19.

[Read more.](#)

You don't want to miss these upcoming event for your business.

OCT 6: EIDL APPLICATION WEBINAR What you need to complete the application. Step-by-step on how to apply. [Register here.](#)

OCT 7: VOSB & SDVOSB—APPLICATION MECHANICS This is the second part of The Northwest Texas PTAC's Veteran Owned Small Business Certification webinar. This first part covered the VOSB/SDVOSB certification program, the advantages, and qualifications. This second part will cover the hands on mechanics of applying for the certification. We'll go through the process screen by screen to show you how to navigate the certification system to the point of final submission of application. [Register here.](#)

OCT 7: BUSINESS STRATEGIES FOR AN EVOLVING FUTURE: DYNAMIC FINANCIAL PLANNING It has never been more critical for all businesses to have a roadmap for the future. The next Governor's Small Business Webinar, focused on Dynamic Financial Planning, will provide small businesses and entrepreneurs with information and resources to create a sustainable vision for their business. This webinar will help small businesses enhance their business planning and cash flow management strategy to increase resiliency and maintain a competitive edge. The event includes a live Q&A with our panel of experts. [Register here.](#)

OCT: 7-8 DIGITAL EMPOWERS SUMMIT A two day [virtual conference](#) convening leading business and community leaders, technologists and changemakers to set the tech-for-good agenda for the 'next normal' and discuss strategies for further cooperation and coordination to bring about positive impact through digital transformation. [Register here.](#)

OCT 8: GOVERNMENT, NON-PROFIT & SOCIAL SERVICES VIRTUAL CAREER FAIR This Government, NonProfit & Social Services VIRTUAL Career Fair is brought to you by the West Central Texas Career Consortium. Participating in this event is an excellent way for your organization to gain visibility and maximize recruiting potential! Employers interested in participating in this event are encouraged to register online as early as possible. [Register here.](#)

OCT 13: THE BIG WEEK FOR SMALL BUSINESS A three day [virtual event](#) consisting of audience-driven discussions, powerful advice, unique networking moments, engaging breakout sessions, and practical strategies from business owners focused on recovering and rebuilding in the wake of the COVID-19 pandemic. [Register here.](#)

OCT 14: DBE—DISADVANTAGED BUSINESS ENTERPRISE CERTIFICATION PROGRAM THROUGH TXDOT Want to learn how to qualify your small business as a DBE with the Texas Department of Transportation?? Join the Northwest Texas PTAC as we present this informative webinar that begins with an overview of the program, talks about the advantages of being certified, discusses the qualifications for certification, and talks about the documentation needed to complete the application. [Register here.](#)

OCT 14: TEXAS WORKFORCE COMMISON: LUNCHTIME LIVE! Unemployment Claims: General Overview for Employers, Unemployment Taxes: Chargeback and Reimbursing Employers, Best Practices for Maintaining a Safe Workplace, Payroll Tax 101 discussion. [Register here.](#)

MORE FROM THE CHAMBER:

- [Wow - what a year](#)
- [Business Spotlight: Caprock Home Health](#)
- [Fill out your census](#)
- [Your Chamber Commitment for Fall Events](#)
- [Update your newsletter preferences](#)
- [Hiring? Add your job to AbileneWorks.com for free](#)
- [Previous Business Briefs](#)

[LinkedIn](#) | [Facebook](#) | [Member Directory](#)

[Update your email preferences](#)