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Audie Adkins  
photo by Chris Johnson

## A Bright Future

By DeAnn Daley Holcomb

### AUDIE ADKINS LIKES TO CONNECT.

As president of the Frisco Chamber of Commerce, Adkins connects people to business, people to people and people to the community, doing her part to promote the Frisco business community.

"I think one of the most important things for a chamber is to be the voice of business and the information resource center between the business community and our citizens."

Adkins is celebrating ten years as president of the Frisco Chamber. When she arrived on the city's doorsteps, Frisco's population was about 14,000 compared to 81,000 residents today.

In the beginning Adkins didn't visualize the recently opened Pizza Hut Park, a state-of-the-art facility and home of the FC Dallas professional soccer team or that Frisco would make its mark as retail giant. The phenomenal growth and Frisco's positive economic climate has become a model for other cities hoping to capture the magic.

The Frisco Chamber serves more than 1,200 members and is the seventh largest Chamber of Commerce in the Dallas-Fort Worth Metroplex.

"Someone asked me, 'How do you keep up with it?'" Adkins said. "I would be bored if there wasn't this much activity."

As a community leader, Adkins believes strongly in charity and volunteerism as an important part of the city's structure.

Outside of the chamber, Adkins serves as chair of the governing board of the new Centennial Medical Center in Frisco.

"My father was a physician. Coming from a medical background, I understand the importance of merging the medical community with the business community to be successful," Adkins said. "We are very fortunate in Frisco to have two wonderful facilities, Centennial Medical Center and Frisco Medical Center."

Adkins also works with the Frisco Republican Women's group and is a founding member of the Rock-n-Stock Investment Club that started eight years

ago.

"We put \$50 in every month when we meet and we use the money to buy stock and we've been very successful."

Adkins adds, "It's a women's investment club of all age groups. It's a way for us to expand our horizons. We're there to invest for the long haul."

No doubt Adkins is a trailblazer in the business community. But when the weekend comes, Adkins said it's important for her to connect with her outside hobbies such as gardening or making plans with her grandchildren. Adkins fondly reflects on when she worked in a nursery and makes the time to garden. She treasures the time all to herself.

"I still like to dig in the dirt even though my yard isn't nearly as weed-free as I would like it to be," Adkins said. "I do grow roses and herbs and flowers. I like sitting in the back yard and enjoy the view because it gives me a sense of being back in nature, very soothing."

Audie and her husband, Larry, have four children, two each from a previous marriage. Each were married for 19 years the first time and are proud to have made a perfect match for each other for the past 16 years. Adkins said she wouldn't be where she is today without her husband's constant support.

Above all else in her life, Adkins said her greatest joy is having two granddaughters and she spends as much time as she can with them.

"Larry's oldest daughter is Laurie. She has Paige who is four years old. They live in Waco," Adkins said. "My daughter, Barbra, has Zoe who is 20-months old. They live in Austin."

"Grandchildren are the Lord's blessing for raising children. They help our family stay connected."

Son, Philip was recently married in Austin and daughter, Rachel lives in Waco.

So what does the immediate future hold for Adkins? "Larry and I like to travel. We are planning to go to London in the fall," she said laughing, "while we can still walk, talk and breathe."

*DeAnn Daley Holcomb is a freelance writer living in Plano.*