

GREATER YAKIMA CHAMBER OF COMMERCE

Monthly News Magazine • October 2011

Action Report

GREATER YAKIMA
Chamber of Commerce
www.yakima.org



Bebe
DESIGN



CREEKSIDE Business Park

Creekside Business Park is proud to welcome our newest tenants:

Central Washington Eye Clinic

Location: 3902 Creekside Loop, Suite 110
Abel Li, MD
David Moon, OD

Central Washington Optical

Location: 3902 Creekside Loop, Suite 110
Donna Hatch, LDO

Dermatology Arts, PLLC

Location: 1701 Creekside Loop, Suite 120
Samir Master, M.D.

Hearing Connection, LLC

Location: 1703 Creekside Loop, Suite 100
Opening October 1
Gregory Sheets, Au.D.
Holli Christensen, Au.D.

Yakima Ear Nose & Throat,

Memorial Physicians PLLC
Location: 1601 Creekside Loop
Opening November 1
Rick Gross, M.D.
Palmer Wright, D.O.
Ryan Black, D.O.
Robert Scheffer, M.D.

- AmericanWest Bank
- Apothecary Compounding Solutions
- Burkhart Dental Supply
- C & C Counseling Services
- Cascade Cosmetic & Reconstructive Surgery
- Cascade Esthetics & The Make-up Boutique
- Cascade Foot & Ankle
- Cascade Neurosurgical Associates PLLC
- Cascade Summit Physical Therapy
- Central Washington Eye Clinic
- Central Washington Optical
- Coffee @ Creekside
- Creekside Dental
- Creekside Orthopedics
- Creekside Physical Therapy
- Creekside Professional Services
- Creekside Real Estate Services
- Creekside West Bar & Grill
- Culpepper Law Offices
- Dermatology Arts, PLLC
- Dr. Shayne Toliver, MD
- Edward Jones
- Hearing Connection, LLC
- Interpath Laboratory
- Jakeman Shaklee & Oliver PS
- Leonard Rickey Investments
- Maison Family Chiropractic
- NW Allergy & Asthma Center
- PAML
- Pearson Professional Center
- Salon Latour
- Scizzors O' Hair
- Shannon Elizabeth Waxing Studio
- Sole Therapy Medical Day Spa
- St. of WA Gambling Commission
- SurgiMark
- Washington Vision Therapy Center
- Yakima Ear Nose & Throat - Memorial Physicians
- Yakima Gastroenterology & Associates
- Yakima Pediatric Dentistry

FOR PREMIER PROFESSIONAL OFFICE SPACE & BUILD TO SUIT OPPORTUNITIES CONTACT:

TRENT MARQUIS

Office: (509) 248-3837 / Mobile: (509) 728-3190
tmarquis@marq.net

SHEILA BLACK

Office: (509) 654-7618 / Mobile: (509) 728-1039
sblack@marq.net

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On the cover:

Business After Hours at Belu Design.

Cover designed by: amyographics.com

Welcome New Businesses!

We are pleased to announce the following new businesses have joined your Chamber in the month of July 2011: Please support these businesses & associations who support your Chamber!!

IQ Tax Corporation

psimonmahler@iqtaxcenter.com or
 www.iqtaxcenter.com 509-837-6000
 2010 Yakima Valley Highway,
 Sunnyside, WA 98944
P.Simon Mahler – President

Wal-Mart (East Yakima)

mdraine.s02269.us@wal-mart.com or
 www.walmart.com 509-248-3448
 1600 E. Chestnut Avenue, Yakima
Michael Rainey – Store Manager

Joy Garden- Korean Restaurant & BBQ

Alphaomega14@live.com 509-965-9544
 5605 Tieton Avenue, Yakima, WA 98908
Jane Kim – Owner

Mighty Tieton, LLC

edm@marquand.com or
 www.mightytieton.com 206-321-2982
 608 Wisconsin Avenue, Tieton
Ed Marquand – Partner

Central Washington Family Medicine Residency Program

www.comhealthcw.org/residency
 1806 W. Lincoln Avenue, Yakima, WA,
 98902
April Yates Hardy – MSOD, C-TAGME

Don's Doughnuts and Julie's Java

www.yelp.com/biz/dons-donuts-and-julies-java-yakima
 509-453-6688
 1024 W. Nob Hill Boulevard, Yakima,
 WA 98902
Don Wade – Owner

Executive Committee Members:

Chair: Roy Bauerle, *Granite Construction Inc.*
1st Vice Chair: Mike Dooley, *Wilbert Precast, Inc.*
2nd Vice Chair: Chris Brown, *Wray's Food and Drug – Chalet Place*
Treasurer: Mike Broadhead, *Central Valley Bank*
Immediate Past Chair: Verlynn Best, *Fairfield Inn and Suites by Marriott*
Chair Appointee: Jeff Louman, *Huibregtse, Louman Associates, Inc.*
Chair Appointee: Sheri Smith, *Avail Home Health, Inc.*
Legal Counsel: Don Boyd, *Carlson, Boyd & Bailey PLLC*

Board of Directors:

Rich Austin, *Yakima Valley Sports Commission*
 Mike Bastinelli, *Russillo's Pizza & Gelato*
 Craig Dwight, *YV Tech*
 Lanette Headley, *ReMax/Traditions*
 Alex Hodge, *Terril, Lewis, & Wilke Insurance, Inc.*
 Larry Hull, *Megalodon Property Management*
 Ron King, *New NW Broadcasters*
 Joe Mann, *Ron's Coin and Book*
 Jennifer Rodeen, *Joel's Tire*
 Charlene Upton, *Yakima County Medical Society*
 K. L. Wombacher, *Yakima Bears Baseball Club*
 Mina Worthington, *Yakima Valley Credit Union*
 Christine Cote, *Perry Technical Institute*
 Jon DeVaney, *Yakima Valley Growers and Shippers*
 Ryan Smith, *Petersen CPA's and Advisors*
 Adam Dolsen, *The Dolsen Companies*

Administrative Team members:

Verlynn Best, *President & CEO*
 Scott Filkins, *Vice President of Membership Development*
 Lou Ann Matches, *Bookkeeper*
 Thane Phelan, *Communications & Special Events Director*
 Carolyn Gray, *Account Executive*
 MaryAbigail Dills, *Executive Administrator & Events Coordinator*
 Gay Thompson, *Receptionist*

Ex-Officio Members:

Micha Cawley, *Mayor – City of Yakima*
 Rand Elliott, *Yakima County Commissioner*
 Jim Lemon, *Mayor – City of Union Gap*
 LTC Michael Daniels, *Post Commander – Yakima Training Center*
 Nestor Hernandez, *Hispanic Chamber of Commerce*
 Luz Gutierrez, *Hispanic Chamber of Commerce*
 John Cooper, *Yakima Valley Visitors and Convention Bureau*
 Greg Stewart, *State Fair Park-SunDome – CWFPA*
 Linda Johnson, *SBDC- Small Business Development Center*
 Doug Picatti, *Picatti Brothers*
 Carl Rimmel, *Yakima Air Terminal*
 David McFadden, *New Vision/YCDA*
 Bob Jones, *Mayor- City of Selah*

© 2011. All rights reserved. The *Action Report* is a monthly publication of the Greater Yakima Chamber of Commerce containing information for and about the Yakima business community. The Action Report is mailed to Chamber members and civic leaders. To submit a press release or offer comment about our publication please e-mail the Chamber at chamber@yakima.org, Phone (509) 248-2021, send fax to (509) 248-0601 or write to P.O. Box 1490. Yakima WA 98907-1490. The magazine editor reserves the right to reject or edit any information to be published in the Action Report. Deadline to submit information is the 20th day of the previous month. Opinions expressed or implied in the Action Report do not necessarily reflect the opinion of the Greater Yakima Chamber of Commerce as an organization. The Action Report and the Greater Yakima Chamber of Commerce publish (USPS501-570) monthly for \$12 per year. Periodical postage is paid at Yakima, WA. POSTMASTER: Send address changes to Action Report Editor, P.O. Box 1490, Yakima, WA 98907-1490. Advertising sales performed by the Chamber staff. Printing and binding by: Abbott's Printing, Inc. Yakima, Washington

I - 1183 Yes or No?



The Washington Liquor State Licensing, Initiative 1183, will appear on the November 2011 statewide ballot in Washington as an Initiative to the People.

The measure would close state liquor stores; allow state licensing of private parties. Privately owned stores would be required to have at least 10,000 square feet of retail space to sell and distribute liquor.

Join us for an informative discussion on Initiative 1183

Presenting speakers
"Yes on 1183" and "No on 1183"

*AND a report from
James Stickel, President
of the Committee for
Downtown Yakima*

Monday, October 10th, 2011

11:30am ~ 1 pm



Red Lion Hotel
607 East Yakima Ave.
\$20 Chamber Members
Preregistered by 10/7
\$30 Non-members

\$30 at the door members
and non-members
Register online www.yakima.org
Or call 248-2021



Business After Hours

October 19th, 5-7 PM

YAKIMA AREA ARBORETUM

Rattlesnake Hills Wine Trail, Wines

Appetizers

Short presentation

Enter into a drawing for the FREE
use of the Solarium (Seats 32) for a
business meeting

FREE to members

\$5 for non-members

No registration required

*If you would like to be a host of BAH, visit
www.yakima.org and download the application.
Submit to maryabigail@yakima.org.*



Verlynn Best
President & CEO

I'm back..... and I'm thrilled to be working for you! I started on September 14th, 2011, after getting my youngest daughter married on September 10th. It's been a busy time but I'm blessed by the support, opportunities, and Dream Bigger philosophy this team has to serve you. It's time to lead your Chamber into

a new season and we are counting on you to be a part of it all.

The Ted Robertson Awards Gala was awesome and the committee, staff, nominees and winners made it a heartfelt celebration. To all the Chamber Members, families, and guests attending, thank you for your continuous support. Congratulations to the entire group of outstanding Nominees and deserving Award Recipients!

Now let's get down to business in Yakima! I'm planning on being engaged on every level; City, County, and State. Each relationship will be treated with respect and dignity and at the end of the day our humanity will be intact. If we all work together for good things that bring value to

our community, businesses, and familiesprosperity will come like sunshine in Yakima. We have

to create partnerships which embrace our differences, learn to listen to even the smallest voice, and respect each other always!

Three key factors in business are: (1)taking care of the existing business in Yakima and supporting our many members, (2) we must look for other types of business to develop that will offer the next generation opportunities to live, grow, and raise their families here, (3) create a five year aggressive Economic Development Plan. Then, bring it all together with everyone's support.

I have an open door policy and welcome every opportunity to listen, engage, and help prosper the Yakima Valley business community. If you have ideas, concerns, or need help with your business, please contact us. It does not matter if it's an existing business, a growing business, or being created (Dream Bigger)..... let us, "The Greater Yakima Chamber of Commerce", work for YOU!



The Perfect Fit.

When it comes to shoes or gloves or underwear, the perfect fit is important. With employees, it is absolutely *critical!*

People are your product or at least the image of your company. Find out how they're put together and how they fit with you.

We solve People Puzzles.



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Coffee
Club*

Join us every Tuesday
9 - 10:30 AM

Business and social networking,
open to everyone!

Located at the Chamber.



Roy Bauerle

Chair of the Board of Directors

A Huge Thanks!
What a great night it was for the Ted Robertson and Chamber Award Banquet. The weather was beautiful and people were all dressed with somewhere to go. The suspense was great and kept many of us on our toes. The program moved steadily along giving people the opportunity to mix and mingle after the event. Congratulations again to Bob Brown our Ted Robertson Community Service Award recipient. The biggest night of the year for the Chamber

went off without a hitch.

I want to thank Julie Grieb for her leadership in heading the committee. She knew what had to be done and did it. Anything she didn't know she figured out in short order. I want to thank each of the awards committee members, Lanette Headley, Garry Heilman, Sally Hart, Charlene Upton, Mike Broadhead and Lisa Rickman. Great job everyone.

Additional Thanks to Wineglass Cellars, Treveri Cellars, Severino Cellars, Yakima Craft Brewing, Kana Winery and Wilridge Winery.

Thane and Dale Carpenter were great! Good job as the Masters of Ceremonies. Also, the rest of the Chamber staff was incredible when it came to pitching in and getting things done. MaryAbigail, the center-pieces were perfect.

I would also like to thank our sponsors for their contributions: Legends Casino, Central Valley Bank, The Yakima Herald Republic, Yakima

Federal Savings and Tree Top. We could not have done this without you.

The thank you list goes on and on, if anyone is left off please forgive me.

Verlynn Best is now in place as our new CEO, and Jon Mulvenon (our interim CEO) is continuing his retirement and is off to Arizona to visit family. I cannot begin to thank Jon enough for his dedication and hard work to keep the Chamber more than just afloat while we selected our new CEO.

Verlynn has clearly hit the ground running. We are planning our strategic planning session for October 21st. We look forward to more specifically defining what direction we want, and need, to take for the remainder of this year and beyond.

We still have significant challenges in front of us. We still need to keep our eye on the ball and stay focused. We still have some tough decisions to make, but long as we do what we say we will do and know our priorities we will be just fine.



Chamber University Presents:

The Power of Email & Social Marketing Made Simple

More than 450,000 businesses use Constant Contact to help grow their business! Learn how to build relationships that are the key to the success of your business with easy, inexpensive, and highly effective email marketing.

For more details go to: www.constantcontact.com/pacificnorthwest.

October 25th,

10 AM - 3 PM

FREE

Yakima Valley Museum, 2105 Tieton Dr



Chamber University is formally know as Biz Seminars



Integrating Video On Your Website

Thane Phelan

Communications & Special Event Director

If you're a regular user of the Greater Yakima Chamber of Commerce Website at www.yakima.org you may have been watching some of the event videos we've been doing over the last few months. By highlighting the things we do in video, you've been able to witness and see what is happening with the Chamber and it gives you a glimpse at new

businesses, events, and moments that you may have missed. It's a great way to get a view of an event or business before you ever get there and for us to introduce you to what we do...and the key is video online.

Online video has become a key component of business web strategies over the last few years as bandwidth has increased for most users. The explosion of user friendly sites like YouTube have only fueled the fire and made it easier to post and embed videos into your existing website.



You may have thought of adding video to your businesses sight and you're not alone, eMarketer stats show that 73 percent of online retailers are using video on product pages this year, an impressive jump from 55 percent in 2010. According to comScore's "2010 U.S. Digital Year in Review", the average American spent more than 14 hours watching online video, a 12-percent increase from 2009.

When deciding to place a video on your site, as in businesses real estate, location is key in seeing results. Placing video on your website where it is not visible without scrolling down will deter play count compared to giving it a prominent position. Placing it on a sidebar or making the player too small will have the same effect. If you're thinking that a video may not warrant such a great location, Yahoo research from 2009 found that "An engaging video wins 250 percent more clicks than a rich media or graphic", video is statistically more effective at getting customers to engage with your site.

Introduction and tour videos are a great way to familiarize potential customers to your business. Having videos on other pages can be used to demonstrate your products and their application, or testimonials from your customers can create a positive feeling for new customers.

If you didn't make it to a chamber function...or you've thought about attending but didn't know what to expect...watch for it online at www.yakima.org and www.youtube.com/greateryakimachamber, then join us at the next event!

"Why do you love KYVE?"

"Whether you want an education or want to travel, KYVE can take you there."

Suzanne Garrison
Owner
Spanky's



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www.kyve.org



KYVE47

Inform. Involve. Inspire.

The Greater Yakima Chamber of Commerce proudly presented the Annual Chamber Awards and Ted Robertson Community Service Award on September 16th . Awards for 'Best Performance' were presented in several categories. Chamber members submitted their choices for the top three nominees and winners! Congratulations!



Annual Business Excellence Award

*The Print Guys
US Cellular
Instant Press*



Jeff Winn and Chris Swedin

Business of The Year

*GE Aviation
Yakima Craft Brewing Co.
Yakama Nation Legends Casino*

Emerging Business of the Year

Liberty Bottleworks
*Mike Bastinelli's: Russillo's Pizza & Gelato
Apple-A-Day*



Tim Andis



Mike Broadhead

Member of the Year

Mike Broadhead, Central Valley Bank
*Charlene Upton, Yakima County Medical Society
Jon Mulvenon, Greater Yakima Chamber of Commerce*



Thanks to September's Business After Hours host; Belu Salon 32 N 2nd St Yakima WA 98901 (509) 965-1731 Belu Designs is Yakima's most prestigious hair salon located in beautiful Downtown Yakima featuring the area's only 'Color Bar'.

Great job by owner Kristeen Wade and staff! This is how a "Business After Hours" should be done!



Live "mannequins", great food and drink, and fantastic prizes on hand for all who attended.



The live mannequins in the windows drew attention of passersby.



August Renewing Members

Members for 1-4 Years:

- Invisible Ink.....3 Years
- John Hunter Foundation.....2 Years
- McAdams Wright Ragen.....3 Years
- Wilma Koski / Individual Member.....2 Years

Members for 5-9 Years:

- Durrett & Associates.....6 Years
- Financial Management Inc.....9 Years
- Peopleworks.....8 Years
- Rad's Auto Repair5 Years
- Spanky's Auto Wash5 Years

Members for 10-14 Years:

- 2nd Street Grill 12 Years
- A.W. Roofing of Yakima10 Years
- Moonlit Ride Limousine.....13 Years
- New Northwest Broadcasters..... 13 Years
- SCORE (Counselors to America's Small Businesses)..... 11 Years
- Tube Art Signs & Sports Displays.....11 Years
- Valley Hills Funeral Home.....10 Years

Thank you to all of our renewing members for continuing your Greater Yakima Chamber of Commerce Membership!

Members for 15-19 Years:

- American Medical Response.....16 Years
- Graphic Label.....15 Years
- Oxford Suites18 Years
- Yakima Association of Realtors...17 Years

Members for 20-29 Years:

- Edward Jones / Gailon Gentry....22 Years
- Oxford Inn.....27 Years
- Summit Leasing26 Years
- Super 8 Motel of Yakima.....28 Years
- Wardell Architects22 Years

Members for 30-39 Years:

- Congdon Orchards.....32 Years
- Dr. Bruce Kinney, DDS.....31 Years
- Goodwill Industries of the Yakima Valley.....32 Years
- McDonalds of Yakima County... 32 Years
- Solarity Credit Union.....31 Years
- Wells Fargo Insurance Services... 36 Years
- YMCA of Yakima.....32 Years

Members for 40-49 Years:

- Central Mechanical Services.....45 Years
- Central Pre-Mix Concrete Company45 Years

Members for 50-59 Years:

- Cintas Corporation51 Years
- Sunfair Chevrolet..... 51 Years
- Yakima Regional Medical & Cardiac Center56 Years

Members for 70-79 Years:

- Keith & Keith Funeral Services.....73 Years

Members for 80-89 Years:

- H. R. Spinner Corporation.....89 Years
- Picatti Brothers.....84 Years
- Sundquist Fruit and Cold Storage.....85 Years

Bank On Yakima

In May 2010, Bank On Yakima County was established as an initiative of the Yakima County Asset Building Coalition and United Way Central Washington. Modeled after programs in San Francisco and Seattle, Bank On Yakima County was started to help people without bank accounts find access to affordable financial services and education so they could build assets and achieve financial stability. Whether someone had trouble in the past or simply never learned about the benefits of utilizing checking/savings accounts, Bank On Yakima presents the chance to start anew at one of the 7 participating financial institutions. The current financial partners are Bank of the West, Banner Bank, Key Bank, U.S. Bank, Wells Fargo, and Yakima Federal Savings and Loan. For a limited time, if someone attends a two hour financial education class (in English and/or Spanish), opens an account at any of the participating financial institutions and maintains the account in "good standing" for 60 days, they will receive \$100 directly deposited into their account! Go to their website www.bankonyakima.org or www.ycab.org to find out more information.

Yakima Assisted Living Community Recognized For Outstanding Activities By National Organization



Washington, D.C.—The National Center for Assisted Living (NCAL) is proud to announce that the recipient of the 2011 National Assisted Living Week Programming Award is the Ponderosa Assisted Living Community, in Yakima, Wash., a member of the Washington Center for Assisted Living. NCAL bestowed the award to three Ponderosa employees who created the outstanding week of activity and events centered on the 2010 National Assisted Living Week theme, Living Life. Ponderosa's Lori Crow, executive director; Marilee Ramos, marketing director; and Annie Oord, activity director were recognized at a special awards ceremony on Sept. 18, 2011 in Las Vegas during the

Fifth Annual NCAL Day.

"The Ponderosa has a motto, 'continuing our commitment to the community' which reminds us that no matter what our age, we all have something to give," says Crow. "Our activities were tailored for residents' enjoyment, and acknowledges through the celebrations of their lives—past, present, and future—that they still continue to touch other people lives."

The Ponderosa successfully integrated the 2010 NALW theme "Living Life," into every event and activity. The activities were tailored for the residents' enjoyment and reminded them of how their lives touch others. A gratitude ceremony featured songs written by residents and a message from a Yakima City Council member that ended with a release of balloons.

Pacific Power

Save energy in cooler weather
As temperatures outside start to drop, these simple tips can help you save on energy costs and keep your business comfortable.

- Have your HVAC system serviced to ensure it's working properly.
- Inspect heating ducts and seal any leaks.
- Check air filters throughout the building and change regularly during the heating season. Dirty or clogged filters reduce air flow, and increase energy use.
- Look for and seal air leaks around windows, doors, and where plumbing or ductwork runs through building walls or roofing to the outside.
- Use programmable thermostats to set the temperature to 68F during the day and to 55-60F after business hours.
- Install locking covers on your thermostats to prevent unauthorized setting changes.

For additional money-saving energy advice and information, register or log in to Pacific Power's Business Solutions Toolkit at www.pacificpower.net/toolkit.



Andrea Box

Peak Performance Sports & Spine would like to announce the addition of Andrea Box, DPT to our staff. She is currently accepting new patients!

2505 Racquet Lane, Yakima, WA 98902
(509) 453-7325



Crime Free Rental Housing

Presented by: Yakima Police Department
Attend four classes about gang legislation, medical marijuana, and landlord tenant law. Dates: October 25th and 27th, November 1st and 3rd. Contact Sgt. Linda Watts: lwatts@ci.yakima.wa.us or 509.575.6158. Registration deadline is October 19th.

Yakima Regional Medical and Cardiac Center presents the

2011 Basket Bazaar

Junior Achievement

A fundraiser to benefit Junior Achievement

At the Yakima Regional Medical and Cardiac Center Auditorium

Baskets available for purchase at 11:00 a.m. Friday Oct. 7. For best selection, shop early.

Accepting cash and checks only. 100% of sales go to Junior Achievement (Remaining baskets will be discounted at 1:00 p.m.)

CHRISTMAS IS AROUND THE CORNER! BOOK YOUR HOLIDAY PARTY TODAY!

- On site catering service
- Event Coordinator to attend your every detail
- Exclusive Holiday Menu
- Complimentary room rental for groups of 75 or more
- Complimentary Holiday Decor
- Champagne toast included with your Holiday dinner



MEETING PLANNERS:

Mention the promo code **"HOLIDAY"** and receive a complimentary hotel stay the night of your party. Event contract must be signed and submitted by November 1, 2011.



Holiday Inn Downtown Yakima
802 East Yakima Avenue
Yakima, WA98901

Event Coordinator: Kelly Keith
509-454-1406

Call today and book your complimentary tour!

United Way Day of Caring

Pictured left to right:

Carol Yeates, Joe Tanasse,
Laura Terrazas, Lillie
Higginbotham, Mike
Broadhead (President),
Marion Kooyman,
Nicole Rathbun, Sally
Meredith, Dana Carson,
Jack Kooyman.



CVB Central Valley Bank

"Large enough to serve, Small enough to care." SM

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in Yakima and Kittitas counties

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Disaster Prevention & Recovery Solutions

- 7 out of 10 small firms that experience a major data loss go out of business within a year. (DTI/Price Waterhouse Coopers)
 - 50% of all tape backups fail to restore. (Gartner Group)
 - 30% of all businesses that have a major fire go out of business within a year and 70% fail within five years. (Home Office Computing Magazine)
- Let us help you make the most of your IT investment.

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