

AR

action report

March 2011



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Thank you Hanford Site and DOE for your presentation at the February 14, 2011 General Membership Luncheon.





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On the cover:
Business Expo 2011 - Going Green
 Thank you to all the Chamber Members that participated in this years event.
Cover designed by: amyographics.com

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General Membership Luncheon



2011 Economic Forecast

Presented by:
John W. Mitchell

Tuesday, March 22, 2011

11:30 am - 1:00 pm

Red Lion Hotel - Yakima Center
607 East Yakima Avenue

Sponsored by:



Accommodations for Mr. Mitchell Provided by:



Seating is Limited - Reservations are Recommended!

\$15 Chamber Member - \$30 Non-Members

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2011 Adopted Legislative Priorities

Based on the recommendations of the Chamber's Government Division, the Chamber's Board of Directors adopted the following Legislative Priorities at their February meeting.

According to Government Division Chair, Charlene Upton, "our committee felt that our elected leaders already know the issues and so by abbreviating our message, we can be more effective in sharing our priorities."

- 1. Public Safety** - Support the adoption of Anti-Gang Legislation to provide tools to law enforcement.
- 2. Private Sector Development** - Roll Back new taxes and fees; retain tax incentives that create private sector jobs and spur R&D; implement broad-based priorities of government process and reinstate successful expired incentives.
- 3. Economic Development/ Competitiveness** - Support workers' compensations reform and look for privatization of government services; support the government reform and innovation steps proposed by Thrive Washington.
- 4. Education** - Support increased tuition flexibility; support continuation of levy equalization funding; support skill centers and apprenticeship programs; support alternative teacher certification.
- 5. Infrastructure** - Support public infrastructure projects funding; implement transparent performance measures to assure full completion of major projects; develop new, innovative and stable revenue support. ■

Message from the Chair

Verlynn K. Best
*Chair of the
Board Of Directors*



March Madness is in the Valley!

This is a great time of year and a real opportunity to showcase the entire Yakima Valley. As all the State tournaments and competitions begin so does our chance to make a great impression on our many visitors'. Every hotel is sold out, every restaurant has lines, and there is lots of shopping. Some may take in movies, need to fill the gas tank and even make a grocery run. This is a great example of commerce!

This is big business for the Valley and is made up by The Sports Commission working with the Sundome working with the Yakima Valley visitors & Convention Bureau. I can attest to the great job everyone does to showcase the Yakima Valley. And the more often we do this, the more successful we will be. Competition is good but complementing each other is greater.

This is a great example of our community pulling together and selling the best of what Yakima has to offer. I believe we need

to do this more often, instead of small communities competing with small communities. Why don't we unite and create an environment for big business for all. I've said it before and I will say it again, we need to be united in our efforts from Selah to Prosser to prosper.

With all of the State budget cuts, and one of them being Tourism, there never has been a greater need to be working together. I hope that somehow, everyone involved in every community discussion will see uniting our efforts, our dreams, and our financial investments will equate to greater successes for all of us throughout our Valley.

So as we begin March Madness, I would like you to contemplate the efforts and hard work of so many working together and the successes it brings to the Greater Yakima Valley. ■

Blessed Wishes,
*Verlynn Best, Chair
Board of Directors*

NxLevel Entrepreneur Course Advanced Business Training

Would you like to feel better prepared to run your business? Then join the 170,000 entrepreneurs and small business owners who have attended NxLevel, the world's largest most effective entrepreneurial training network. Ryan Smith, CPA and Linda Johnson, CBA will be teaching "NxLevel Entrepreneur," an intensive 30 hour course covering research, marketing, record keeping, finance, cash flow, lending, and negotiation skills. Businesses attending will have class room instruction, guest speakers with real world experience, networking time, and work book exercises.

The class starts Tuesday, April 12 meeting every Tuesday from 6-9pm for 10 weeks. Cost to attend is \$395 for the first person from the business and \$50 for the second person. Class size is limited. Call the Chamber 248-2021 to register before April 1.

Better Prepare Your Business For Success!

**Starting Tuesday, April 12
6:00-9:00pm**

*Greater Yakima Chamber of Commerce
Central Washington Business Resource Center*

Why I love KYVE 47/PBS



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KYVE 47 Supporter.

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Kimberly Gundvaldson
*Director of Business
Education Partnership*



March Career Pre-View Events 2011

Business Education Partnership is very excited to share the details of the up-coming March Career Pre-View Events.

BEP along with partners; Yakima Valley Community College & Centers for Excellence, Yakima Valley Tech Prep; Yakima Valley Skills Center, Allied Health; will be hosting nearly 1,000 students over three days; **March 23rd, 24th and 25th**.

Beginning on **March 23rd** at the YV-Tech Skills Center is Construction Day. Students interested in professions within construction pathways, will experience hands-on real-life workshops; in trades that span from heavy machinery operations to dry wall and cabinetry.

March 24th at the Yakima Valley Community College is Engineering, Education, Information Technology, and Health Occupations Day. Students interested in these

pathways will be treated to more hands-on real-life workshops.

From building a robot, in Engineering; discovering how to use jelly beans and origami for math, in Education; designing a peer-to-peer network in I.T; to learning how to suture, practicing veterinary CPR, discovering the pathology of germs and hygiene, in Health Occupations; to administering an injection in Dental Hygiene. These are only a few of the workshops planned to excite the imagination of our valley's youth.

March 25th at the YV-Tech Skill Center, the career days wind down with Public Safety Day. Students interested in everything from law enforcement to fire safety; will be thrilled to experience workshops offering hands-on real-life exposure to these exciting and oft-times dangerous careers in a safe and secure setting. Allowing the students the ability to experience things they would normally be

unable to. For example working with a K-9 unit specialist (the dogs) or putting out a burning building.

In all these events promise to encourage and inspire our youth to reach the goals they have set for themselves. And these events will give the students the information and direction they will need to be successful in their future careers.

For more on these events please feel free to e-mail or call. We are always looking for volunteers. Kudos to all who have helped make these events possible. ■

Kimberly Gundvaldson

*Director Business
Education Partnership
Greater Yakima
Chamber of Commerce
Wk#: 509.248.2021*

E-mail: kimberly@yakima.org

Dan Schenkein
President/ CEO



Reverse Inspiration!

Several weeks ago the great folks at Perry Technical Institute invited me to deliver the graduation address at their February 24th Graduation Ceremony. What an incredible honor to have been asked. It was the first time in my career to have received an invitation to speak at a graduation gathering.

Two classes of students from the Electrical Technology Program and the Instrumentation & Industrial Automation Technology Program had completed their two year certificate program.

My task for the day was to try and provide words of inspiration and encouragement.

Despite my best efforts, I couldn't help but feel that the messages, stories, and enthusiasm of these 36 graduates turned out to provide me with more inspiration than any words that I may have spoken. The incredible support demonstrated by the families and friends was down right awe inspiring. Perry Tech's President, Christine Cote, along with faculty and staff made it a first class event.

The faculty stories about several of the students were also motivating. Several students had perfect attendance throughout the two year program; and one graduate worked two years of graveyard shifts at a job so that he could attend classes during the day to complete his program. Every graduate had a smile and aura of accomplishment and confidence that radiated throughout the auditorium.

Cheers, balloons, signs, and the outpouring of support from the audience were like nothing I had ever experienced before.

Particularly moving were the tributes paid to one of their classmates who had tragically died during the first year of the program. While the majority of his classmates had already been hired for well paying jobs both near and far, many of them made it back to Yakima and Perry Tech for the graduation ceremony as personal tributes to Joseph Aguilar. His photo and empty seat were powerful symbols of the love and respect this young man received from all.

While my comments drew a few

nods and smiles from the gathered audience, the true message of the day was the enthusiasm and sense of accomplishment these 36 graduates and their many supporters demonstrated. ■

Thank you Perry Tech for inspiring me!

New-To-Export Seminar

The Washington Small Business Development Center and the International Trade Alliance are presenting a 3 day program to give small businesses the primary information and resources needed to understand how to export their products or services.

When: April 6, 7 & 8, 2011

Where: Tri-Cities Business and Visitor Center, Bechtel Board Room, 7130 W Grandridge Blvd., Kennewick, WA 99336

No-cost to attendees because of the generous support of US Bank

** Pre-registration is required*

***Registration:** please register on line at wsbdc.org/training-calendar.

Course content info,
Call - 509.413.1470

Wake-Up Forum

The Greater Yakima Chamber partners with the Washington Policy Center to host a recent video teleconference call with local legislators. The next teleconference call is slated for Tuesday morning, March 22nd at 7:00 a.m.





Chamber Ambassadors welcome Chase Bank's new business location on West Nob Hill Road.

Build Your Virtual Business

In this age of instant communications and Web-based business services, there's more than one way to start and build a business. If your budget and time are limited, and potential partners or co-workers are widely dispersed, a good model to consider is to operate as a "virtual business" where most of the business structure exists online.

The virtual business movement has transformed how millions of small, successful firms operate in America.

Under the virtual model, business owners outsource nearly everything—including people and partners who may be anywhere—to create their company.

The technologies and Web-based services to tie it all together are becoming more sophisticated, but less expensive all the time, helping fuel the move to virtual existence.

But while the absence of a traditional office might change how you manage your business and the people who work for you, it doesn't eliminate the need for doing so effectively. Staying connected and working in unison are vital to virtual success. Cell phones, e-mail, follow-me-anywhere messaging and shared

workspaces on the Web can keep it all running smoothly.

With people interacting only electronically from remote locations and little if any face-to-face contact, you will need to make an extra effort to foster trust and bonding between individuals involved. Talk by phone, use Web conferencing and try to meet in person on occasion.

Leverage the strengths that a



virtual business affords, including flexibility, such as offer short turnaround, low overhead to keep costs lower than the competition; and competence by touting the credentials of your virtual partners.

The Microsoft Small Business Center at www.microsoft.com/smallbusiness is a portal site that offers nearly everything you'll need to get up and running. This site, previously known as bCentral, has been reinvented as a suite of small business tools and services such as Web marketing,

payment processing, online catalog creation, shopping cart, list building, banner ads and search engine submission.

Intranets.com and HotOffice.com both specialize in offering virtual small businesses Web space and handy tools to communicate, collaborate and get things done, while Yahoo Small Business, <http://smallbusiness.yahoo.com>, and BigStep.com offer an extensive lineup of tools and services to help establish a virtual retail business quickly and inexpensively.

Whether you operate virtually or in the bricks-and-mortar world, the small business experts at SCORE "Counselors to America's Small Business" can help. SCORE is a nonprofit organization of more than 10,500 volunteer business counselors who provide free, confidential business counseling and training workshops to small business owners. Call 509-248-2021 to make an appointment to see a SCORE Counselor, or find a counselor online at www.score.org. ■

Yakima Job Fair

Worksource ~ Working for You!

WorkSource Yakima is now accepting employer registrations for its 11th Annual Job Fair. The event is scheduled for Tuesday, April 26, 2011, from 11:00 a.m. to 4:00 p.m. at the Yakima Convention Center. WorkSource Yakima is expecting another great turnout from employers so please make sure you call to register right away. WorkSource also expects record level attendance by experienced job seekers from nearly every local industry. "Employers who participated last year were very impressed with the quality of applicants," said Jean Brown, WorkSource Business Services Manager. WorkSource has also been ramping up to increase vital services to local businesses by reaching out to them through meetings or one-on-one consultation visits. "The Job Fair provides a community event that supports our local businesses need to find the right person for the job. This event gives qualified candidates an opportunity to speak directly with businesses that can make hiring decisions".

At WorkSource, we also assist job seekers by providing workshops to prepare applicants specifically for the Job Fair. We offer everything from computer training to creating employment plans and retraining in high-demand occupations. We assist job seekers to be better prepared for job interviews.

A hospitality room for employers will be hosted by the Greater Yakima Chamber of Commerce at its office next to the convention center. Job Fair staff will be available to help employers transport supplies in and out of the Job Fair and cover breaks for businesses.

To register on-line, go to www.yakimajobfair.com or call Josie Capetillo at 509-574-0156.

The 2011 Job Fair is sponsored by WorkSource Yakima, the South Central Workforce Development Council, the Greater Yakima Chamber of Commerce, Print Guys, and the City of Yakima. Sponsorships are available. Register today! ■



Welcome New Businesses

to the Yakima Chamber of
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*Jason Davis – Owner
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(509) 972-8700
www.amfam.com
*Shawna Jewell – Owner
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www.clnrg.com
*Don Mills – Owner
Alternative Energy*

In February 2011, Your Chamber:

- Processed over 87 Certificates of Origin for local ag producers and manufactures
- Served over 57 Walk-in Visitors
- Processed over 166 phone calls, inquires & requests for information
- Over 15,000 hits @ www.yakima.org

January Renewing Members

Thank you to all of our renewing members for continuing your Greater Yakima Chamber of Commerce membership! Please support these Businesses that Support your Chamber.

Members for 1-4 Years:

Aweta-Autoline Systems.....	3 years
Graf Investments, Inc.....	3 years
Granite Northwest.....	3 years
Hops Extract Corp. of America – an S.S. Steiner company.....	4 years
Morsels Publishing, LLC.....	2 years
Quail Run at Terrace Heights.....	4 years
Robinson Drilling & Development, Inc.....	3 years

Members for 5-9 Years:

Alliant Communications.....	7 years
Amtech Corporation, LLC.....	8 years
Dispute Resolution Center of Yakima & Kittitas Counties.....	8 years
Eaton Hill Winery.....	5 years
Small Business Development Corporation....	5 years
WRP Gateway, LLC.....	5 years
Wynwood of Yakima.....	8 years
Yakima Secure Storage.....	5 years

Members for 10-14 Years:

A & A Motor Coach.....	13 years
Accounting Offices, Inc.....	11 years
Bernina Sewing and Vacuum Center.....	14 years
Cole Industrial, Inc.....	11 years
C.W.U. – Yakima Center.....	13 years
DEP Properties Inc.....	14 years
Five K Technologies.....	14 years
JV Accounting.....	11 years
Northwest Harvest.....	10 years
Outback Steakhouse.....	10 years
Patrick Construction, Inc.....	11 years
Pizza Hut, Inc.....	10 years
R.E. Powell Distributing.....	11 years
State Farm Insurance / Linda Roth Agency.....	11 years
Systems West General Contractors, LLC....	11 years
The Print Guys, Inc.....	11 years
Vision Craft, Inc.....	11 years

Members for 15-19 Years:

Pacific C A Systems, Inc.....	16 years
Rural Community Development Resources.	18 years

Members for 20-29 Years:

Capitol Theatre.....	25 years
Fidelity Title Company.....	25 years
Green Baron, Inc.....	25 years
Grumpy's Outdoor Store/ South First Distributing.....	22 years
Jacksons Sports Bar.....	21 years
Nob Hill Water Association.....	24 years
Qwest Communications.....	22 years
Valley Mall Merchants.....	23 years
Washington State Department of Transportation.....	24 years

Members for 30-39 Years:

American Red Cross/Yakima.....	31 years
Burger King of Yakima.....	31 years
Kameo Flower Shop, Inc.....	33 years
KYVE- TV.....	31 years
Warninger Chiropractic Clinic.....	30 years

Members for 40 – 49 Years

Efcom... Yakima's Mac Store.....	46 years
Larsen Allen, Inc. –	46 years
Smith, Phillips & DiPietro Advertising Agency.....	44 years
Yakima Theatres.....	47 years

Members for 50-69 Years:

AmSan Yakima.....	56 years
Burrows Tractor, Inc.....	66 years

Members for more than 80 years:

Roche Fruit Company, Ltd.....	84 years
Pacific Power.....	101 years
Horizon Distribution, Inc.....	91 years



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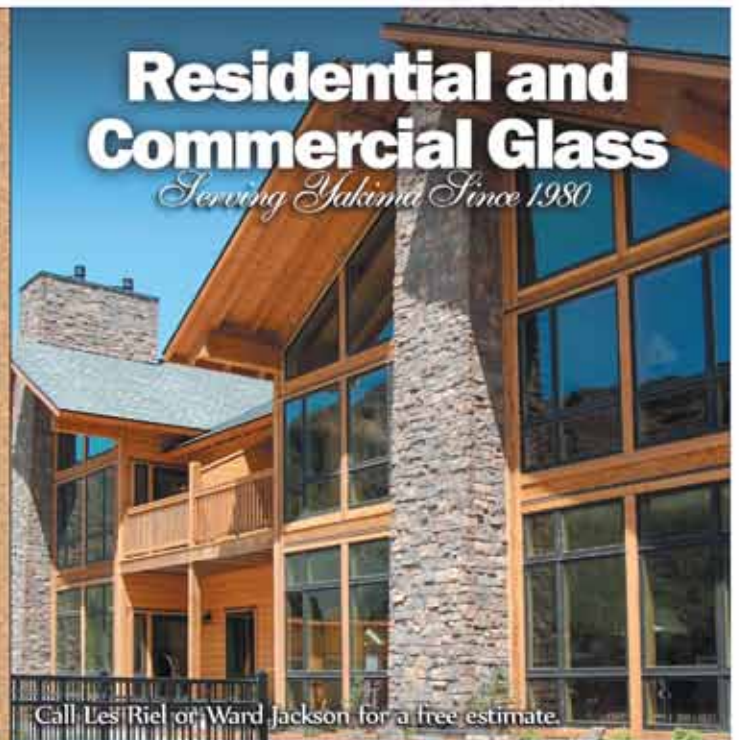
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Central Valley Bank has 6 branches in the Yakima and Kittitas counties. Our bank was started in 1962 in Toppenish, Washington making it the oldest community bank in the Yakima Valley with strong roots that encourage growth, patronage and strength. The bank has made a significant investment in land, buildings and people with a strong belief in investing in the communities we serve. Our 10% growth rate coupled with strong earnings has placed Central Valley Bank in the top performance group for banks in Washington for several years. We realize we must maintain an acceptable level of financial performance to ensure the long term success of our customers and communities. Our greatest asset is the 44 employees who are dedicated to providing high quality products and services focusing on developing long term relationships with those we serve. We also have a local board of directors.



CVB Central Valley Bank



DON'T WAIT till it's TOO LATE



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- 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)

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