

AR

action report
January 2011

Moving Forward in 2011

In this Issue:

- Changing the way you power Your Business
- General Membership Luncheon
- Supervisory Training Courses





Holiday Party 2010

Thank You Chamber Members!



Message from the Chair

Happy New Year ... this is our year to prosper & grow.

We begin this New Year with a lot of vacancies.... City Manager, Police Chief, Assistant City Manager and the Fire Chief. What this really means is we have an opportunity to make great choices for our community's future!

Our City's leadership has a big job before them and they need to get it right. This starts by listening to the people they serve. It also means providing the citizens with good information. With a good understanding of what it will take to do the job and what we, as residents need to do, to allow the crème to rise to the top.

I've said it so many times and I will keep saying it until we all get onboard.

“We do not need critics. We need citizens who will roll up their sleeves and get to work. We need to change our internal image, increase local business, welcome new business, and hang an “Open for Business” sign at the gateway to our Valley.”

As we prepare for all of the change our community faces, we have to ask ourselves what each of us is willing to do to make our community the best it can be. And then commit ourselves to get involved. It seems like everyday I'm confronted with questions of how, when, or where does someone go to get involved. Then I ask YOU:

“What is your passion...your dream and how do you get the things done you do now”?

There are many organizations that your passion... dreams and abilities can help to move forward. And when we all get involved nothing can hold us back, down, or against our will. So good citizens of Yakima....what is it going to be? I believe that it is time to put ourselves on the map to success! Get involved....be the change you want for the place we call home.

Happy New Year! May the blessings, passions, and dreams we all have for this community be multiplied by rolling up our sleeves and getting down to Business!



Verlynn K. Best
Chair of the Board of Directors

Welcome New Businesses
to the Yakima Chamber of Commerce!

Anytime Fitness
5611 Summitview Ave
Yakima, WA 98908

Community Living
Randy Hauck-Regional Director
421 S 47th Ave. Ste C
(5069) 966-1998

Hog Wild BBQ Catering Co.
Ryan Mather-Owner/Chef
1815 Pleasant Avenue
(509)307-6339

Seasons Gift Shop at Regional
Pamela Jenkins
10 S. 9th Ave (Inside Regional)

The Healthy Worker
Lynda Aguirre
210 S. 11th Ave Ste. 44
(509) 894-7340

Lincoln Medical-Dental Center
Sherpri Small- Clinic Manager
2205 W. Lincoln Avenue
(509) 575-3306

In December 2010, Your Chamber:

- Processed over 42 Certificates of Origin for local ag producers and manufactures
- Served over 17 Walk-in Visitors
- Processed over 33 phone calls, inquiries & requests for information
- Over 15,000 hits @ www.yakima.org





The Greater Yakima Chamber of Commerce
Changing the way you power your business

Thursday February 3, 2010
Yakima Visitors and Convention Center

The Theme for the EXPO will be “Changing the Way you Power your Business” focusing on all things Green in Technology, Products, Processes or Practices. Also companies or individuals that are leading the way in Sustainability or recycling arenas are encouraged to participate.

We are proud to announce our Chair for this event, Diana Manzanares, Solutions Provider for Alliant Communications. She has a 4 year background in the telecommunications industry and a passion for Green products and practices, also we have the following Chamber members who are giving their time and expertise:

Larry Masengale, *President & Branch Manager of the local BBSI 575-4114*

Don Collins, *Business Banking Manager for Wells Fargo 575-5432*

Tiattia Cromar, *Assistant Controller for Yakima Regional Medical and Cardiac Center 454-6177*

Chris Anderson at *Don Jordan Energy Systems 457-8892*

For Further Information Contact:
Diana Manzanares 575-1700
Carolyn Grey or Scott Filkins 248-2021 x110
scott@yakima.org

***Why Your Company Needs
to be Involved!***

In a tough or trying economy, one of the most cost effective exposure strategies that you may employ is to participate in your communities Business EXPO! Now more than ever you need to showcase your people, information, products and/or services to as wide an audience as possible in order to help Grow your Business!

Increase Your Visibility - Take advantage of this High Impact, yet short-term Marketing Event to feature your business products and services.

Meet Potential Customers - Tap into this events potential to network and build your customer base.

Cost-Effectiveness - The most cost effective way to meet new clients in the shortest amount of time.

Centralized Location - Where else can other business owners and the public learn about your company in one location.

Networking - Gain tangible leads, build connections for future growth, discuss common challenges and solutions.

Knowledge - Learn from other exhibitors and programs, ways to make your business more cost efficient.

Introduction - Showcase a new product line or service to hundreds of people in a most cost efficient manner.

Should Yakima Change its form of Local Government?

January 10, 2011

General Membership Luncheon

(Members: \$15 Guests: \$20)

Red Lion Inn
11:30 - 1:00

Government Division:

Greater Yakima Chamber of Commerce

Charlene Upton, Chair

Advanced Reservations
are strongly encouraged as
seating will be limited.



Forum to Discuss:

- February Special Election
- Ballot Issue Proposal to change form of Yakima Municipal Government

Invited Panelists Include:

- CWU Prof. Mathew Manweller
- Kathy Coffey
- Dave Edler
- Don Schussler
- Bruce Smith
- Moderator: Verlynn Best

Questions for the Panel
must be submitted in advance
to the Chamber office....

Contact: dan@yakima.org

Business Education Partnership

Ready Set SHOW Updates

The BEP is excited to share; nearly 3,000 students throughout the valley have undergone certified training in preparation for Career Pre-View placements this year. As a result, more students are arriving better prepared for their Career Pre-Views at the business hosts site, and coming away with a clearer understanding of the career fields they have interest in.

Students are calling ahead in record number, arriving in appropriate professional attire, and presenting their business hosts with thoughtful, and insightful questions concerning; education, responsibilities, duties involved in the student's career of choice.

Career Pre-Views continue to be effective in directing area youth toward their future career goals; providing a tool which students can use to refine their career aspirations, and define their goals to achieve them. Recently, a Selah high school student responded to these placements evaluation questions:

[About the Cake Decorating Career Pre-View]

What did you like most? "I liked hearing What the hard parts were, what the good parts were, benefits, etc. It was the first time I really got a grasp on the life of a cake baker/decorator, which was extremely beneficial. I also learned a lot about the wedding business industry, which overall is my ultimate goal to get into."

Are you still interested in this field? Why or Why not? "Probably not, because baking is really just a hobby I'm passionate about. Not the career path for me. What I'm really interested in is [s]pecial events planning (specifically weddings) and this job shadow really gave me a good in[sight] into the wedding industry in Yakima. So overall I'm really happy I did this and am very grateful for the opportunity."

Our Business Partners are also seeing positive changes in the students arriving to observe and learn. Jennifer Rodeen, Business Partner and Chamber Board member, had this to say about Career Pre-Views she has hosted this year:

"I have definitely noticed a big change in how students represent themselves this year. They came with great question and were well prepared. Last year most were present but really there. There's been big improvement."

Kudos, to all the Students, Coordinators, Business Partners, and Administrators working together to make BEP a continued success. We look forward to next year, and the upcoming 2011 Pre-View Events promise to make the New Year the best one yet.

Happy New Year to All,
Kimberly Gunvaldson
Director Business Education Partnership Program
Greater Yakima Chamber of Commerce



Kimberly Gundvaldson
*Director of
Business Education Partnership*

Why I love KYVE 47/PBS

"We love KYVE because it involves our families"

Nancy Leahy

"KYVE 47/PBS is the best TV on TV today. Without KYVE 47, science and in-depth documentaries would be missing from the airwaves."

Connie Bloxom,
KYVE 47 Supporter.

LOCAL PROGRAM SCHEDULE:
Insiders Roundtable
Mondays - 7 PM • 3rd Monday of each month
Showcase Yakima
Mondays - 7 PM • 4th Monday of each month
Your Yakima Rotary
Sundays - 10 AM • Each & Every week
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www.kyve.org Inform. Involve. Inspire.

Woe is us? NOT!

At the December General Membership Luncheon, our panel of guest speakers (Dave Edler, Jamie Stickel, Verlynn Best and Moderator KL Wombacher) shined up their crystal globes and peered into the past and looked into the future.

While their predictions and observations covered a broad spectrum, there was one area that they all could agree upon: Yakima and our region need a strong dose of better self-perception! Gulp. This is pretty gutsy stuff. These business and community leaders have put our community on notice. Lose the self-deprecating attitude! From the feedback at this luncheon, most folks agreed with their message.

“So, how do we begin to change attitudes? How do we convince folks that the glass is half full?”

It will take more than just a panel to declare it so. Please read Verlynn Best's column this month. She's got a wonderful perspective on how we all can and should become more involved.

The day after this luncheon, I had the pleasure of meeting with several West Valley 6th Grade Advanced Humanities Classes. The class projects about our Community were excellent and examples of their efforts are proudly on display at the chamber office.

The “better self image” comments still resonated strongly for me and it occurred to me that these talented youngsters have a pretty good idea of what's happening in our community. So, I've challenged their classes to help our chamber by listing their favorite reasons for living, playing and going to school here.

“I can't wait to read from their perspective why our community is such a great place”...

and am hoping for these West Valley Scholars to provide me with plenty of examples later this month. Stay tuned.

Hopefully to continue this dialogue, I'd like to also challenge our members to submit to us their “favorite” list of things about our community. We'll soon be adding a link for your submissions on our website and Facebook page.

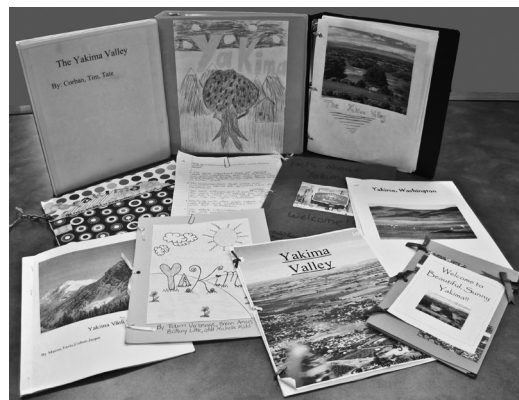


Dan Schenkein
President/ CEO

As a new-comer, here are a few of my favorites (in no particular order):

- Jar's jambalaya
- Franklin Park
- Orchards in town
- Bears Dogs
- Larsen Building lit up at night
- Hanging baskets downtown
- Toppenish Murals
- Darigold Squeaky Cheese

Go ahead and send us your list today!



West Valley 6th Grade Advanced Humanities class book reports on the Yakima Valley.



Executive Committee Members:

Verlynn K. Best
Chair of the Board
Fairfield Inn and Suites by Marriott

K.L. Wombacher
Firt Vice Chair
Yakima Bears Baseball Club

Roy Bauerle
Second Vice Chair
Granite Northwest

Mike Broadhead
Treasurer
Central Valley Bank

Trent Marquis
Immediate Past Chair
Creekside Business Park

Mike Dooley
Chair Appointee
Huibregtse, Louman Associates, Inc.

Don Boyd
Legal Counsel
Carlson, Boyd & Bailey PLLC

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Rich Austin
Yakima Valley Visitor and Convention Bureau

Chris Brown
Wray's Food & Drug

Mike Bastinelli
Russillo's Pizza & Gelato

Craig Dwight
Yakima Valley Technical Skills Center

Lonnie Eaton
KCYU TV-Fox 41

John Gehlsen
Yakima Steel

Lanette Headley
Re/Max Traditions

Alex Hodge
Terreil, Lewis & Wilke

Larry Hull
Megalodon Property Management

Ron King
New Northwest Broadcasters

Leo Lee
Sousley Sound

Joe Mann
Ron's Coin and Book

Jennifer Rodeen
Joel's Tire

Clark Satre
Pacific Power

Charlene Upton
Yakima County Medical Society

Mina Worthington
Yakima Valley Credit Union

Ex-Officio Members:

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Mayor of Yakima

Rand Elliott
Yakima County Commissioner

Jim Lemon
Mayor of Union Gap

Linda Johnson
SBDC

LTC Michael J. Daniels
Post Commander-Yakima Training Center

Nester Hernandez
Hispanic Chamber of Commerce

Luz Guitierrez
Hispanic Chamber of Commerce

John Cooper
Yakima Valley Visitors and Convention

Christine Cote
Perry Technical Institute

Creg Stewart
State Fair Park-Sundome-CWFA

Cal Rimmel
Yakima Air Terminal

Doug Picatti
Picatti Brothers

David McFadden
New Vision

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AWB President sets Business Priorities for Legislature

1. At Issue: Big deficits for the current budget year and next fiscal cycle. Washington State faces grave challenges from the Great Recession and from long term spending habits. The recent special session reduced the \$1.1 billion current budget deficit by \$588 million, but lawmakers must make another big chunk of cuts and reductions in the New Year to balance the current year budget.

2. The Problem: Lawmakers must re-examine how state budgets are constructed. Gov. Gregoire's call for a brief special session to tackle cuts and shore up the current year budget was a good first step. But our state's recurring deficits are symptomatic of a much deeper problem.

In the coming months, the Legislature must make fundamental changes in the way it spends tax dollars enact reforms that tailor all future budgets around those priorities. Absent that, Washington taxpayers will continue to see unsustainable budgets and spiraling deficits for years to come.

Budgeting and Long-Term Spending

3. What AWB Proposes: The Legislature must do what businesses and families have done all across Washington: re-examine spending priorities and align budgets accordingly. To balance the budget and reset spending, lawmakers need to enact resources on essential services and resist raising costs on business and individuals. Numerous reforms are necessary, including the need to:

a. Prioritize spending and plan budgets around those priorities accordingly.

b. Control spending and re-enact the original spending limits imposed under Initiative 601, which ties state spending to annual economic growth.

c. Adopt a constitutional amendment to require the transfer of one-time extraordinary revenue gains to the emergency rainy-day fund.

d. Restrict the transfer of money from dedicated funds.

e. Revise collective bargaining agreements to allow limited flexibility to the governor to renegotiate current state contracts.

f. Implement performance audit recommendations from the state auditor.

g. Allow agencies to contract out for services from the private sector.

h. Streamline or merge state agency functions, reduce overhead and eliminate overlapping regulations.

4. Conclusion: State government must make fundamental changes in the way it operates and that means re-evaluating its spending habits. With passage of Initiative 1053, lawmakers have a new opportunity and clear directive from voters to balance the budget without tax increases.

5. Your Action: Call your legislator at 1.800.562.6000 and tell them to:

* Make structural changes to the budget that promote long-term fiscal stability

* Control spending

* Prioritize government services

* Avoid new obligations

By Don Brunell, President of Association of Washington Businesses

Supervisory Training Courses Organized for Local Industry

New Vision is working with the South Central Workforce Council to offer a series of seminars on supervisory skills for local manufactures. This three part series will be held in three half day sessions; supervisors can attend one or all three sessions. Perfect for new supervisors or a great refresher for experienced team members.

The class will unfold in February. Individual sessions are:

Supervision 101 - February 9th

Supervision 201 - March 2nd

Supervision 301 - March 23rd

All sessions will run from 8:00 a.m. to noon and take place at the New Vision offices (10 North 9th Street, Yakima, WA). All classes will be taught by Diana Welch owner of **Human Resources Management Solutions**. Diana has over 20 years of HR experience and working with employers.

Cost: \$45 per person, per session (**scholarships are available**). Please contact *Tammy* at (509) 575-1140 for information on financial assistance. For more information or to register: contact New Vision at 575-1140, email newvision@ycda.com or visit www.yakimavalley.biz.

Legislative Send Off



Legislators from Districts 13-14-15 were on hand for the “Bridge over the Cascade Divide” themed event.



A large group of Chamber members were on hand December 3rd for the annual Legislative Send Off.

DON'T WAIT till it's TOO LATE



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