

GREATER YAKIMA CHAMBER OF COMMERCE

Monthly News Magazine • February 2012

Action Report





2012 Business Expo

“There’s No Business like Your Business”



The Business Expo will be Thursday March 1, 2012 from 1pm - 8pm at the Convention Center!

Call now to reserve your space for this premiere business event!

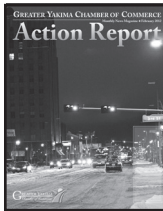
Now more than ever you need to showcase your people, information, products, and/or services, in order to grow your business!

For more information or booth prices, please contact Scott Filkins at 248-2021 x-110 scott@yakima.org or Carolyn Gray at 248-2021 x-114 carolyn@yakima.org



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On the cover

Photos by: Thane Phelan

Action Report Layout & Design by: amygraphics.com & Thane Phelan

Welcome New Businesses!

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

AFLAC District Office

Dixie Simon –
State Sales Coordinator
dixie_simon@us.aflac.com
www.aflac.com
509-249-5825
Insurance & Employee Benefit

Halo Construction

Brett Swanson – Project Manager
brett@halo-construction.com or
www.halo-construction.com
509-834-2014
1811 S. 11th Avenue
Yakima, WA 98902
Construction Management

Kronos Micronutrients

Rick J. Camp III – Managing Partner
rick@kronoslp.com or
www.kronoslp.com
509-248-4911
301 W. Charron Road
Moxee, WA 98936
Fertilizer Manufacturer

Universal Synergy

Merla Manuel – Co Owner
solarhomesandgardens@gmail.com
www.solarlightsandpower.net
509-965-1167
Lighting



*Greater Yakima Chamber of Commerce
Since 1893*



Executive Committee Members

Chair: Roy Bauerle, *Granite Inc.*
1st Vice Chair: Mike Dooley, *Wilbert Precast, Inc.*
2nd Vice Chair: Chris Brown, *Wray's Food and Drug – Chalet Place*
Secretary/Treasurer: Mike Broadhead, *Central Valley Bank*
President/ CEO: Verlynn Best, *Greater Yakima Chamber of Commerce*
Appointed by Chair: Jeff Louman, *Huibregtse, Louman Associates, Inc.*
Appointed by Chair: 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.*
Ron King, *Radio Yakima*
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 Tech*
Jon DeVaney, *Yakima Valley Growers and Shippers*
Ryan Smith, *Petersen CPA's and Advisors*
Adam Dolsen, *The Dolsen Companies*
Julie Grieb, *Treveri Cellars*

Ex-Officio Members

Micah 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-Sun Dome – CWFA*
Linda Johnson, *SBCDA – Small Business Development Center*
Doug Picatti, *Picatti Brothers*
Carl Rimmel, *Yakima Air Terminal*
David McFadden, *New Vision/YCDA*
Bob Jones, *Mayor-City of Selah*
Moe Broom, *Yakima School District*

Administrative Team members:

Verlynn Best, *President & CEO*
Thane Phelan, *Communications & Marketing Director*
MaryAbigail Dills, *VP of Operations*
Earl Hall, *Chief Financial Officer*
Elizabeth Fitzgerald, *Development Director*
Scott Filkins, *Account Executive*
Carolyn Gray, *Account Executive*
Amy Lopez, *Information Coordinator*
Beverly (BJ) Pfaff, *Staff Assistant*

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Executive Profile



Verlynn Best
President & CEO

Background

Personal: Married with four grown children, two grandchildren and four Pugs still at home!

Education: Y.V.C.C. Accumulated 170 credits resulting in three Degrees and three Certifications.

Chamber Experience: Served on the BOD, EX BOD, Past Chair and Current CEO/ President of the Greater Yakima Chamber of Commerce. Served on the Yakima Valley Visitors & Convention Bureau BOD and currently serving on the BOD for the Association of Washington Businesses (AWB)

Business Philosophy

Guiding Principles: Service, integrity, honor, and respect.

Yardstick of Success: Faith

Advice to Others: Dream Bigger

Judgment Calls

Best Business Decision: Apply for this job!

One Word Description of You: Passionate

True Confessions

Like Best About Your Job: Our Members and my staff (they are amazing)!

Interests/Hobbies: Since I do not have time for a hobby, my interest is building a better community for all of us to live and prosper!

Pet Peeve: Negativity

Things You Need To Work On: pacing myself

Predilections

Favorite Book: "Acres of Diamonds"

Favorite Movie: I have two...."Gone With the Wind" & "McLintock"

Favorite Quote: "You see things and say 'Why?' But I dream things that never were and say 'Why not?'" -George Bernard Shaw

Favorite Song: Amazing Grace

Favorite Vacation Spot: A white sandy beach anywhere!

Favorite Way to Spend Time: With my family.

Who I Would Like to Meet: Anyone with a smile...that's all it takes!

Personal Hero or Inspiration: My Mother & Grandmother for their never ending support and love!

Anything You Would Like To Add?

One of my favorite things to do is participate in Habitat for Humanity...I have worked on builds in Orlando, Florida, San Diego, CA, San Antonio, Texas, and New Orleans, Louisiana. This is one form of service I love and I have been completely humbled by the stories of the recipients of these homes.

MILITARY CORNER



LTC Michael J. Daniels
Commander, Yakima Training Center

Snow has finally arrived to our Valley, and just in time as thousands of Soldiers begin training out at the Training Center at the end of January. Expect to see convoys of Soldiers transiting back and forth from Joint Base Lewis-McChord throughout most of 2012. It should be another busy year.

Please mark your calendars now as the Yakima Training Center Commander's Cup Golf Tournament returns to the Yakima Elks on 19 June. This is your chance to golf with a local service member, and support local service members and their families. Space is limited, with preference given to our returning teams. This is also a great opportunity to promote your business, or reward outstanding employees and/or customers. For more information please contact tourney director Judy Jacobson at 577-3337, or judy.l.jacobson@us.army.mil.

Washington Vision Therapy Center Wins Enterprise Challenge



Dave McFadden
President & CEO
Yakima County
Development Association

New Vision, the Yakima County Development Association is pleased to announce that three emerging businesses were selected as winners of the second annual Enterprise Challenge, a business plan contest. These entrepreneurs were selected by seven judges.



Dr. Ben Winters Accepts Our Check for \$10,000!

Hop Central Brewing Company placed second in the contest and received a check for \$5,000. Hop Central will be a new microbrewery in downtown Yakima. The company plans to handcraft uniquely hop centered beers which choice hops for the Yakima Valley.



Milt's Original Gourmet BBQ Pellets took third place in the contest and won \$2500. The Grandview-based company manufactures flavor enhanced barbecue pellets made from tree fruit wood and food processing wastes. The company sells one and twenty pound bags of pellets through farm stores, barbecue dealers and other outlets.

The other five final contestants received consolation prizes that can be redeemed for legal or accounting support from local businesses. We are thrilled with the results of our business plan contest. All our contestants have enormous potential in terms of launching or running successful local businesses. If these emerging companies get off the ground according to their plans, we should see them add, open, or expand facilities and add a significant number of jobs.

Dr. Ben Winters, owner of Washington Vision Therapy, was excited to win the contest: "We benefited tremendously from participating in the business plan contest. Having over 40 business leaders review our plan and evaluate our business was invaluable. We learned a lot and the contest gave us very favorable exposure within our community. The funds we won will be plowed into our business and support our growth over the next year."

New Vision's Enterprise Challenge started in September and featured several educational events where contestants could learn more about managing a business. There was also a coaching round for final contestants where they could get advice from local experts. The development association is planning to run the contest again next year. The contest helps anchor our initiative to support local entrepreneurs and we are confident our 2012 contest will be even better.



Roy Bauerle

Chair of the Board of Directors

Leadership Yakima:

When I first came to Yakima and heard about Leadership Yakima, I jumped at the chance to sign up for the next class. It gave me a jump start in learning about what a great community this is. I learned more in those nine months than many of the people who have lived here all their lives. I like to tell people that I graduated first in the class, and follow that with the fact that they call the graduates to the stage alphabeti-

cally. A couple of my connections through Leadership Yakima went on to become members of our board, and are contributing in a significant and positive way.

Leadership Yakima was a springboard for my community involvement. What I learned in Leadership Yakima became important information for me to know if I was going to be effective as a Board Chair.

My employer, Granite Construction Company, sponsored my attendance. I want to thank them for allowing me the time it takes to be involved in a good cause outside of work. I would also like to thank the many other companies that are very supportive of the program, including Memorial Hospital who has sponsored Leadership Yakima this year.

Any community would be better and stronger if it had more people attend a program such as Leadership Yakima. Not only is it an education about what government programs

and agencies are doing locally, it also provides an opportunity for people to get involved and volunteer in local nonprofits that need help.

This year, in May, we will be having a reunion, giving alumni the opportunity to meet others who have benefited from the program. I'm sure there are many who will be surprised to see to who has participated in this program.

When the classes are finished you look back and think "Wow that was a great program". In addition, you get an opportunity to provide feedback that may help the program become even better. Our class recommended that we have a day dedicated to agriculture. We have that now.

If you haven't already, please consider signing up or sponsoring one of your employees for Leadership Yakima.



New Staff at Your Greater Yakima Chamber of Commerce



Elizabeth Fitzgerald
Development Director

Elizabeth Fitzgerald joined the multi-talented, enthusiastic administrative team at the GYCC on January 30th, 2011. In partnership with Verlynn Best CEO, the Chamber Boards, and staff, Elizabeth's primary objective will be to cultivate individual and philanthropic support for the Chamber Foundation.

She hopes to assist the team in building the Chambers' visibility, impact and financial resources. Elizabeth will also work with MaryAbigail Dills, VP of Operations, to expand Leadership Yakima and Chamber University.

Elizabeth helped start St. John of Kronstadt Orthodox Christian School in 2002. For the past nine years she worked as their Business Administrator and Development Director. She served as their School Board President for eight years. Her previous work experience is in business administration and events coordination. She is a member of Yakima Downtown Rotary and serves on the Yakima Character Education Committee. She owns Kronstadt Consulting and is a new SCORE small business counselor.

Elizabeth has lived in Yakima for 26 years. She is married to Rob Fitzgerald, BSRN, at Yakima Regional Cardiac and Medical Center's Cardiac Cath Lab. They live in West Valley and have four children, Sean, Dan, Steve, and Joanna, ages 23 to 12.

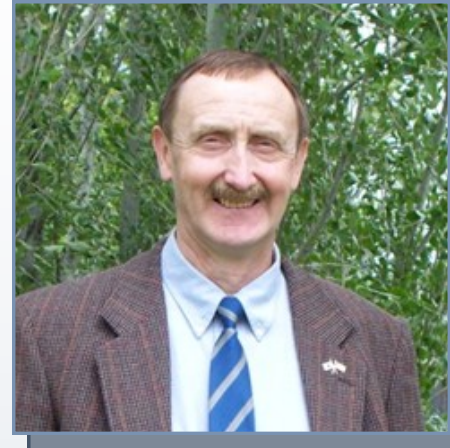
If you would like to invest in the growth and development of Yakima's business community, please consider making a donation to the Chamber Foundation. You can help us fulfill the mission of the GYCC: to advocate for our members and our business community to strengthen the development of our economy. For more information contact Elizabeth Fitzgerald at 248-2021 or send your gift to GYCC Foundation, P.O. Box 1490, Yakima, Washington, 98907.

GENERAL MEMBERSHIP LUNCHEON



“The Yakima County Economy - 2011 in Review”

Donald W. Meseck, Regional Labor Economist
Labor Market and Economic Analysis Branch,
WA State Employment Security
Out-stationed in the Economics Department,
Central Washington University



Donald W. Meseck is assigned to the Labor Market and Economic Analysis (LMEA) Branch of the Washington State Employment Security Department. He has worked for the Department since 1983. Don retired from the Army Reserve in 2001 with the rank of Lieutenant Colonel. However, from February 2009-February 2010 Don was recalled to Active Duty and served in Iraq as Agricultural Chief for the 1st Corps, Multi-National Forces - Iraq. His military tenure spanned 26 years and included 13 years on Active Duty with 16 overseas assignments. His military decorations include the Combat Action Badge and the Bronze Star.

Since 1998, Don has been serving as Regional Labor Economist with LMEA.

Don earned a BA degree from Alfred University, Alfred, New York in 1973; an MA from Pacific Lutheran University, Tacoma, Washington in 1981; and an MBA from Pacific Lutheran University, Tacoma, Washington in 1988. He also graduated on the Commandant's List from the U.S. Army Command and General Staff College.

Monday, February 13th, 2012 - 11:30am –1pm
Red Lion Hotel ~ 607 E. Yakima Ave.



\$20 Chamber Members Preregistered by 2/10

\$30 non-members

\$30 at the door

Register online at www.yakima.org

Or call 248-2021 x.106

Luncheon brought to you by:

Goodwill
Because jobs change lives



Chamber Member Benefits - DID YOU KNOW? NAVTEQ®

The Chamber is now able to extend the benefit of integration into the NAVTEQ map to you. More than one hundred million times a day, consumers turn to the NAVTEQ map. You now have the ability to get your business in front of today's active, mobile consumers when they are in your area, ready to make purchasing decisions. We are happy to provide this unique marketing opportunity as an additional benefit to our members.

To initiate this program you need to grant ChamberMaster (the online program that runs our member database) the right to publish your business data to NAVTEQ. You will then need to login to your ChamberMaster member area at www.yakima.org and verify or adjust your GPS coordinates and also select a NAVTEQ Point of Interest Category and Secondary Category. This is a great benefit to your business as well as your potential customers.

This is the data that will be sent to NAVTEQ: Member Name, Category, Sub-Category, Physical Address Line 1, Physical Address Line 2, City, State, Zip/Postal Code, Phone Number, Website Address, and Description. All this information is currently available publicly on your website except the new Category and Sub-Category fields.

How do I get started?

All you need is your Chamber login and password. If you don't know it, just call the chamber at 509-248-2021 and ask for Thane or MaryAbigail or email Thane thane@yakima.org, and he will get you what you need. Once you do, you may also want to watch a short video on this at <http://software.chambermaster.com/NavteqVideo.htm>. Once you login, the process will only take a minute or two.

Is there a charge for this?

No! It is a unique scenario in which all parties involved provide and receive benefits. NAVTEQ improves the quality and value of the data they can license to map providers, such as Garmin, and provides this benefit to us free of charge. In turn the Chamber membership is connected to NAVTEQ Locations, a single, secure place to ensure their data is accurate on maps everywhere.

What should I do now?

This will enable over 800 map providers information about your business, so you need to take a few minutes to make it accurate. The value of your membership in the Chamber has just increased with this service.

Chamber Legislative Update Conference Calls

Confirmed 14th District Legislators ~ Mark Your Calendars! Spread the Word!

Tuesday, February 7, at 7:30 a.m. to 8:00 a.m.

Tuesday, February 21, at 7:30 a.m. to 8:00 a.m.

Tuesday, March 6, at 7:30 a.m. to 8:00 a.m.

Tuesday, March 20, at 7:30 a.m. to 8:00 a.m.



All calls will be at the Chamber Office, Coffee will be available

Future dates will be scheduled accordingly with the legislative session.

GREATER *Yakima* CHAMBER OF COMMERCE

December Renewing Members

Please Support These Businesses that Support Your Chamber!

Members for 1-4 Years:

Tamaki Law – 2 Years
Canyon River Ranch Lodge –
4 Years
Copiers Northwest – 3 Years

Members for 5-9 Years:

Bethel Ridge Family Resources –
7 Years
Bethel Ridge Retreat – 7 Years
CALCOE Federal Credit Union –
7 Years
Community Living – 7 Years
Shopkeeper – 5 Years
State Farm Insurance / Dennis
Hasslinger – 5 Years
Ummelina / Yakima Valley Spa
Retreat – 5 Years
Wheatland Bank – 5 Years

Members for 10-14 Years:

All American Self Storage –
14 Years
Camp Prime Time – 12 Years
Casey Family Programs – 13 Years

Lynch Distributing – 14 Years
Meredith Furniture – 11 Years
Pathology Associates Medical
Laboratories – 13 Years
Valley Dermatology Associates –
10 Years
Valley Ford Nissan Kia – 11 Years

Members for 15-19 Years:

Integra Telecom – 15 Years
Johnston Insurance – 17 Years

Members for 20-29 Years:

Cascade Eye Center – 26 Years
Design Service Corporation –
22 Years
DSHS – Division of Vocational
Rehabilitation – 27 Years
Golden Wheel Restaurant –
29 Years
John L. Scott Real Estate – 26 Years
Terrace Heights Development, LLC
– 27 Years
United Business Machines –
29 Years

Members for 30-39 Years

Pro-Build – 33 Years
YWCA of Yakima – 32 Years

Members for 40-49 Years

CliftonLarsonAllen – 47 Years
Dunbar Jewelers – 46 Years
Larry J. Fuchs Painting Company –
45 Years
Tree Top, Inc. – 41 Years

Members for 50-59 Years

KNDO TV – 53 Years !!

Members for 70-79 Years

TownSquare Media – 77 Years !!

Members for 90-99 Years

H.R. Spinner Corporation –
99 Years !!

Members for 100+ Years

International Paper – 100 Years !!!

Ambassadors Committee

The Ambassador Committee is a vital aspect of the Chamber's recruitment and retention strategies, as well as holding an integral role in supporting Chamber events.

The Ambassadors' primary responsibility is to communicate and network with local businesses and professionals. They are the link between the Chamber's Board of Directors, the President/CEO, the staff, and the more than 900+ members. This volunteer position is truly the best networking vehicle in the Yakima Valley!

Ambassadors call and visit veteran members monthly, asking for feedback about their Chamber membership, and they reach out to new members to be sure they are realizing all of their member benefits. They are also available to members who would like to have a few introductions as a starting point for future networking.

Ambassadors meet once monthly to discuss the Chamber's current goals and projects, and to organize their member communications. They also attend Business after Hours, General Membership Luncheons and other Chamber functions as requested, and are always seen supporting large events such as the Business Expo, the annual Chamber Awards program, etc.

The Chamber is actively recruiting Ambassador Volunteers at this time. If you are interested in learning more about the Ambassadors, please **contact** Scott at scott@yakima.org or Carolyn at carolyn@yakima.org

Local Auto Body Shop Featured in National Industry Magazine!



Yakima, WA, 28 December 2011
 Precision Collision Auto Body was recently recognized for their commitment to a green environment and has converted their collision centers paint department over to the PPG Enviro-base paint system. Precision Collision is a family owned MSO (multi service organization) that was featured in the fall 2011 Volume 70, Number 2 edition of the PPG Repaint Reporter Magazine for their effort to help promote a greener environment here in Washington State. Marketing Director Mark Lovell said, "Our goal was to become a greener company. We want to help the environment but most importantly help to protect our people and give our paint technicians a safer product to spray". Together with Russ Boston, PPG Sr. Regional Manager and his team, Precision Collision Auto Body and Wesco Auto Body Supply transitioned 17 of their 18 locations methodically with the last following suit shortly afterwards. Wesco was a big part of the process which resulted in a very smooth and efficient transition. Production was completed on a Friday afternoon and then everything was converted over the next two days for production with the new paint line starting back up and running that next Monday morning! Prior to the transitions, the paint technicians all attended a one day PPG waterborne class at the local PPG training center in Kent, WA. Upon submission of the events and successful transitions to PPG, Precision Collision Auto Body was selected as one of the few companies to have a feature article written in their quarterly trade magazine.

For additional information, Contact:
 Contact Person: Mark Lovell
 Telephone Number: (425) 923-3555
 Email Address: mlovell@precisioncollisionautobody.com

Save Now: Low-Cost Ways to Reduce Energy Use



Source: Pacific Power and Questline

The following low and no-cost energy-saving tips can help your business lower energy use and boost your bottom line.

- Minimize artificial lighting – Turn off lights in unoccupied areas. Use occupancy sensors or label light switches so employees know which lights to turn off.
- Power down electronic equipment – A single computer and monitor left on overnight and on weekends can add \$30 or more to your annual energy bill. Some equipment, including printers and copiers, should have their power management features enabled or be turned off when not in use.
- Control heating and air conditioning – Reducing heating temperatures or increasing cooling temperatures by one or two degrees can cut heating and cooling bills by 8 percent or more, according to the U. S. Department of Energy.
- Measure and record energy use – Walk around your facility to identify inefficient equipment and processes that are wasting energy. This information can be useful in developing an action plan for reducing energy consumption. Once your plan is in place, measure and record your energy use to determine if your energy-saving efforts are working.
- Get employees involved - You may want to appoint an employee as an energy champion to gather information on improving efficiency and to ensure that equipment and machinery are properly maintained.

For more energy-saving information, please visit pacificpower.net/toolkit.

Yakima Convention Center Launches New Website

The Yakima Convention Center has launched a major update to its website www.yakimacenter.com. The site has been redesigned to align with tourism brand standards plus incorporates a new logo designed for the facility. "We are excited with the way the site looks and navigates," said Connie Upton, General Manager of the Yakima Convention Center. "Meeting planners and local event coordinators have raved about the new format and content."

Among the features are a detailed layout of meeting rooms with capacity information, new additions including the Outdoor Plaza, a Facebook page for ongoing news, plus updated images and graphics.

The Yakima Convention Center is the premiere meeting facility for Central Washington. The building was built in 1976 and expanded in 1996 and 2002. The Outdoor Plaza was added in 2010. The facility is more than 77,000 square feet in size.



*Tuesday Morning
 Chamber
 Coffee Club*

Join us every Tuesday, 9:00 - 10:30 AM

**@ The Greater Yakima
 Chamber of Commerce**

Business and social networking, plus news of the day! If it's about your Yakima business, then please join us and share your info with others at the "Tuesday Morning Chamber Coffee Club". Open to everyone!

February 21st - Dr. Benjamin C. Winters will speak about the VISION AND LEARNING LINK, Workshops for parents or teachers who deal with young people who are behind in reading or have trouble with comprehension.



www.yakima.org



www.facebook.com/greateryakimachamber

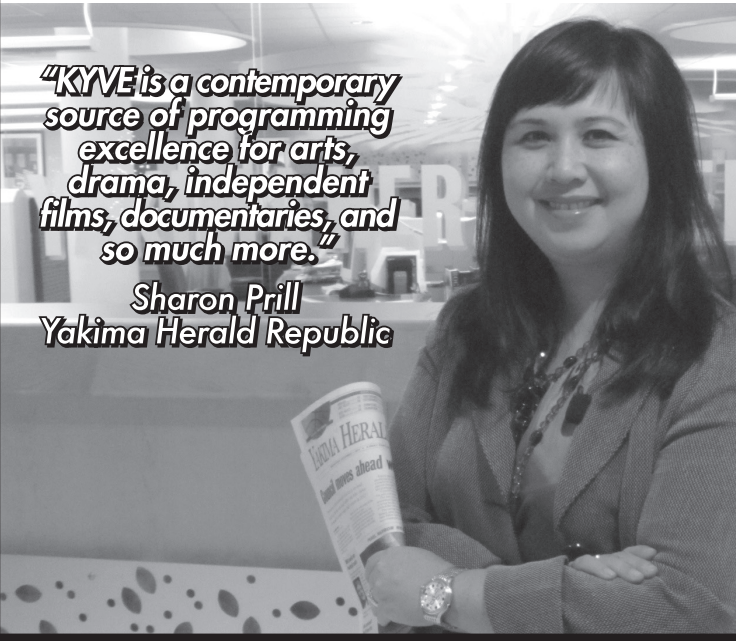


www.youtube.com/greateryakimachamber



www.twitter.com/yakimachamber1

"Why do you love KYVE?"



Sharon Prill
Yakima Herald Republic

KYVE47 / Cable 8 / HD Cable 788



www.kyve.org

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Pictured left to right: Mike Broadhead and John P. Hale

Discover excellence in relationship and business banking. Call or stop by any of our six convenient locations in Yakima and Kittitas counties

"CVB was there when times were tough and have always taken care of my needs. They understand agriculture and respond to my needs in a timely fashion."
- John P. Hale

Customer:
John P. Hale
Toppenish Creek Farms

Banker:
Mike Broadhead
President
Union Gap Branch
2205 S 1st Street
Yakima, WA 98903
(509) 575-0424



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



www.cvbankwa.com



