

GREATER YAKIMA CHAMBER OF COMMERCE

Monthly News Magazine • April 2012

Action Report



GREATER YAKIMA
Chamber of Commerce
www.yakima.org



Reagan Dunn Candidate for Attorney General stopped by The Greater Yakima Chamber of Commerce in March. Reagan has served on the King County Council from February 2005 to the present. Reagan is the outgoing Chairman of the Law, Justice, Health, and Human Services Committee in King County. Before working as a federal prosecutor, Reagan served in the United States Department of Justice (DOJ) in Washington, DC in January 2001. At DOJ, Reagan worked in a variety of capacities including serving as the first National Coordinator and co-author for Project SafeNeighborhoods, a nationwide effort to reduce gun violence through enhanced prosecution. From this post, Reagan served on the Executive Committee of the Attorney General's Task Force on Gun Violence and Chaired the Justice Department's Firearms Enforcement Assistance Team. Prior to joining the Justice Department, Reagan lived in Bellevue, Washington, and practiced law for several years with the law firm, Inslee, Best, Doezie & Ryder, P.S. *For more information about Reagan Dunn visit www.reagandunn.com*

The Greater Yakima Chamber of Commerce and The Central Washington Hispanic Chamber of Commerce hosted a Candidate Meet & Greet with Washington State Supreme Court Justice Steven Gonzales. Currently running unopposed, Steve González was appointed to the Washington State Supreme Court effective January 1, 2012. Before joining the Supreme Court, Justice González served for ten years as a trial judge on the King County Superior Court hearing criminal, civil, juvenile, and family law cases. Prior to his election to the King County Superior Court, Justice González practiced both criminal and civil law. He was an Assistant United States Attorney in the Western District of Washington, a Domestic Violence Prosecutor for the City of Seattle and an Associate in the Business Law Department at the Seattle law firm Hillis Clark Martin & Peterson. Justice González speaks Japanese, Mandarin Chinese, and Spanish. He lives in Seattle with his wife, Michelle, an Assistant Dean at the University of Washington School of Law, and their two sons.



US Senator Maria Cantwell held a press conference at Manhasset Specialty Co. in Yakima, to discuss a bipartisan reauthorization of the Export Import bank that benefits Washington businesses, through 2015. Groups supporting the amendment include: The U.S. Chamber of Commerce, The National Small Business Association, a bipartisan group of 22 governors and many more. After the press conference by Chamber CEO Verlynn Best and Senator Cantwell, Manhasset Executive VP Barry Heid gave her a tour of Manhasset Specialty Co. one of Washington oldest manufacturers, producing high quality music stands and products in Yakima since 1942.



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On the Cover: U.S. Senator Maria Cantwell Visits with Barry Heid at Manhasset Specialty Company in Yakima

Photos by: Thane Phelan

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

GENERAL MEMBERSHIP LUNCHEON

Building Business in the Yakima Valley



Tim Andis of Liberty Bottleworks



Tim Sieber

Vice President—SeaPort Airlines

"Bringing broadband to rural communities of Washington"

Monday, April 16th, 2012

11:30am –1pm

Red Lion Hotel

607 E. Yakima Ave.

\$20 Chamber Members

Preregistered by 4/13

\$30 non-members

\$30 at the door

Register online at

www.yakima.org

Or call 248-2021 x.106



The Northwest Open Access Network (NoaNet) is part of a huge effort to expand reliable high-speed connectivity throughout Washington State. Angela Bennick of Noanet will explain the benefits specifically to the Greater Yakima area with the project nearing completion in July.



Executive Committee Members

Chair: Roy Bauerle, Granite Inc.

1st Vice Chair: Chris Brown, Wray's Yakima's Food Stores

2nd Vice Chair: Mike Dooley, Wilbert Precast, Inc.

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.

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

Julie Grieb, Treveri Cellars

Ex-Officio Members

Micah Cawley, Mayor - City of Yakima

Mike Leita, Yakima County Commissioner

Jim Lemon, Mayor - City of Union Gap

John Gawlick, Mayor - City of Selah

LTC Michael Daniels, Post Commander - Yakima Training Center

Nestor Hernandez, Hispanic Chamber of Commerce

Luz Gutierrez, RCDCR -Rural Community Development Resources

John Cooper, Yakima Valley Visitors and Convention Bureau

Greg Stewart, State Fair Park-Sun Dome - CWFA

Linda Johnson, SBDC - Small Business Development Center

Doug Picatti, Picatti Brothers

Carl Remmel, Yakima Air Terminal

David McFadden, New Vision/YCDA

Moe Broom, Yakima School District

Administrative Team members:

Verlynn Best, President & CEO

MaryAbigail Dills, VP of Operations

Elizabeth Fitzgerald, Development Director

Scott Filkins, Account Executive

Carolyn Gray, Account Executive

Amy Lopez, Information Coordinator

Beverly (BJ) Pfaff, Staff Assistant

Thane Phelan, Communications & Marketing Director

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Roy Bauerle

Chair of the Board of Directors

Continuous Improvement:

We have all heard the term, "If it isn't broke don't fix it". I guess it would be fair to say that within the Chamber there are some things that are broke that need fixing, and we are working on those things and keeping them a priority. However, we are always looking at all aspects of the Chamber and doing what we can to

continuously improve those things that are not broken. Leadership Yakima comes to mind as a quality program that doesn't need fixing, however, there are things that we consistently review and improve to make sure that the Chamber is providing an optimum value and service to our community.

As a Chamber we are continually improving the business climate for our members. We are the voice of our business community, and we strive to advance the most important economic issues and programs in Yakima. We help our members grow their businesses by delivering outstanding opportunities to connect with each other and the broader community. We have a small staff, so this is no easy task. Part of our initiatives will be successful because we have engaged our members and business community in the work of the Chamber. In short, we need your

help.

Part of our success will be because we continuously improve our partnerships with other organizations and work cooperatively with city government, other nonprofits, and community sectors for the betterment of Yakima. All the while, we strive to stay focused on the day to day issues and strategic direction set by the Board.

As individuals and as a team, we strive for excellence and continuous improvement in everything the Chamber does. Working together we can make Yakima a great community for business owners, workers, residence and visitors alike. Become involved, volunteer to help out when you can. Attend our Chamber activities; take advantage of the Chamber University. We can use your help in keeping Yakima a great place to live. For more information visit us at www.yakima.org.

Chamber Business Excellence Award presented to Dunbar Jewelers

For over 100 years Dunbar Jewelers has upheld the tradition of quality jewelry, timepieces and gifts as well their professional, friendly service. The store began in the dirt streets and wooden sidewalks of Yakima in the late 1800's. Pat and Linda Gilmore purchased Dunbar Jewelers in 1978 and have since relocated to a beautiful remodeled building close to 40th and Summitview Avenues.

In today's jewelry industry, education is paramount...whether the customer's needs are small or large, Dunbar's promises to search the world to bring their customers the best quality jewelry at the most competitive price. Dunbar Jewelers has two certified Gemologist Appraisers, one Certified Gemologist and one Graduate Jeweler. Complimentary jewelry cleaning and in-



Pat & Linda Gilmore presented with Business Excellence Award by Aaron Arndt of the Chamber Awards Committee

spection, full service repair, remount and design services and machine engraving are just a few of the services offered at Dunbar.

Dunbar Jewelers, year after year, help local charities, non profits and fundraising events with donations or sponsorships. Pat and Linda Gilmore have been nicknamed the "Mr. and Mrs. Santa Claus" of the jewelry

industry due to their high level of community giving and involvement. The Gilmore family, including Matt their son who joined the staff in 2004, are involved in service clubs, professional industry organizations and have run a successful and sustainable business. Dunbar Jewelers has contributed to the Yakima School's Foundation, Allied Arts of Yakima, The Yakima Bears Baseball Club, The annual Yakima Bridal Show/After the Rock event, Ag Expo Award Dinners, American Red Cross, and many other organizations throughout our entire Valley.

Congratulations to Pat & Linda Gilmore, owners and operators of Dunbar Jewelers recipients of the first Business Excellence Award of 2012. To nominate a business for the next BEA, visit www.yakima.org or email thane@yakima.org.



Verlynn Best
President & CEO

Make a difference by making a plan...make a decision and make it happen!

Yakima City needs to support current businesses, create new businesses, and build future businesses. As we scramble to stick our finger in the dike (potholes, law enforcement, fire safety, CDY, North Front Street) we have to really ask ourselves some very serious questions. What

is our goal, achievement, or quality of life objective for Yakima? Those of us who live here need to organize and exercise our right to life, liberty and the pursuit of happiness! What did or does that look like? I've said it many times...the only thing that changes crime and poverty is prosperity! Everyone is always saying there is a process....how do we expedite it? It's time to stop lollie-gagging!

We need tax revenues to be growing..... because commerce is growing in Yakima. Not because we increase personal, property, or businesses assessments or taxes. I believe the citizens of this valley are willing to do what is needed if we are pointed in the right direction and are using our resources wisely.

At the same time there was a downturn in our economy and we may have to all make some sacrifices to get back on track. Our City, County, and State leaders need to be setting

the example....if not here, where? And if they aren't, what are you going to do about it? Are you going to tell them, show them, or change them? I think we have a lot of questions about our future in Yakima. So let's get to work on the answers.

How: (Citizens and Community Leadership) Make a plan!

When: (Now) Make a decision!

Where: (Yakima) Make it happen!

One easy answer is to grow, create and build commerce. Instead of creating obstacles to business let's get them out of the way and let Yakima's commerce and entrepreneurial spirit lead us to success.

Make a difference by making a plan, making a decision and making it happen!

Welcome New Businesses!

We are pleased to announce the following new businesses have joined your Chamber in the month of February 2012!

Please support these businesses who support your Chamber!

Jags Commercial Cleaning Service*
Joshua Gonzalez – Owner / Operator

jagsccs@yahoo.com or
j4gonzalez@yahoo.com
509-833-8078

Commercial Janitorial Services

**Do to an editorial error, the owners last name was incorrectly presented in the March 2012 Action Report.*

Platt Electric Supply, Inc.

Staci Mendez – General Manager
smmendez@platt.com or www.platt.com
16 S. 1st Avenue, Yakima, WA 98902
509-452-6444
Electrical Equipment Supplies & Sales

Playground Paintball

Shawn Beaman – Owner
playgroundpaintball@gmail.com
15850 Ahtanum Road Yakima, WA 98908
509-901-4040 - Entertainment

Red Vision Strategies, LLC

Ryan Abegglen – CEO
ryan@redvisionstrategies.com or www.redvisionstrategies.com
509-654- 5666
Website Development

Running Springs Ranch

Gary Lukehart – Owner
PO Box 1489 Yakima, WA 98907
509-930--9374
Events

SeaPort Airlines

Claire James – Marketing Director
marketing@seaportairlines.com or www.seaportairlines.com
888-573-2767 - Airlines

Skyline Home Loans

Brian Brennan – Loan Officer
bbrennan@skylinehomeloans.com or www.skylinehomeloans.com
2211 W. Dolarway Ste 8, Ellensburg, WA 98926
509-546-7369
Home Lending

Sweetie Pie Baby Cakes

Lisa Rembold – Owner
lisapburns@gmail.com or www.sweetiepie-babycakesyakima.com
1709 Summitview Avenue, Yakima, WA 98902
509-654-0134 Catering

Verizon / Diamond Wireless

Jorge Mendez – District Manager
jorgemendez@diamond-wireless.com or www.diamond-wireless.com
123 E. Yakima Avenue Ste 110, Yakima, WA 98902
509-480-9460
Cell Phones

Warehouse Theatre Company

Andrea Goberville – President
agoberville@hotmail.com or www.warehousetheatrecompany.org
5000 W. Lincoln Avenue, Yakima, WA 98908
509-966-9051
Theatres

Yo Yakima

Karen Sherman – Owner
Karen@yomercer.com or www.yoyakima.com
2401 S. 1st Street Ste 100, Yakima, WA 98903
509-426--2925
Frozen Yogurt

MILITARY CORNER



LTC Michael J. Daniels
*Commander, Yakima
Training Center*

Please call me at 577-3205 if you have any concerns or issues.

2. The Veterans History Project, a Library of Congress (LOC) initiative that our Yakima Valley Red Cross is spearheading, has now begun. A number of volunteers conducted oral interviews at a local retirement community in March, with these tapes being archived at the LOC. If you are a veteran, or have a friend or family member who has served, or if you would like to volunteer as an interviewer, please call our local Red Cross at 457-1590. You can also visit www.loc.gov/vets for more information.

3. Want to support local service members and their families, or golf with a service member? Don't forget about the annual YTC Commander's Cup Golf Tournament on 19 June at the Yakima

Elks. Contact Judy Jacobson at 577-3337 for more information about signing up a team to play and / or becoming a sponsor.

4. Do you have a loved one in our Armed Forces that is flying back to Yakima (either permanently, on leave, just to visit)? Let us know - we have a number of local volunteer groups who are eager to show their support for those serving or who have served, and would be ready to welcome your service member home. Call the Training Center (577-3205) and let us know.

Thanks to all of you in our community for the ongoing support to and interest in our military community. Remember, we are you!

1. Get ready for some noise! The new 16th Combat Aviation Brigade travels east across the pass next month to conduct their first-ever training here at YTC. Not too many booms, but you should all see more helicopters flying in the area than you have in the recent past.

SAVE THE COLONEL!

THE COLONEL

That is what we have come to call the Spanish-American war memorial, dedicated to the fallen soldiers of Company E from Yakima. On July 4th 1902, the statue of Colonel J.J. Weisenburger was placed in the middle of Yakima Avenue, where it was acknowledged by presidents Roosevelt and Taft. It was moved from Yakima Avenue to the old courthouse on 2nd Street when the trolley and paved roads installation began. The statue now stands in the Memorial Parkway of South Naches Avenue where it intersects with Yakima Avenue.

OUR GOAL

From the beginning, our goal has been to RESTORE, REPAIR or REPLACE this aging, patriotic memorial. Through our research, we have found that the memorial may be unable to be saved unless it is moved inside to a climate-controlled environment to prevent further natural deterioration.



HAPPY 110th BIRTHDAY!

We have the preliminary support of the Arts Commission and Historic Preservation Commission as well as other community clubs, groups and organizations. We will be looking to the Arts Commission for guidance and advice during this process. It is our hope to expedite the progress of this project in order to plan for a project kick-off and celebration on July 4th, the 110th anniversary of the original placement.

THE BIG QUESTION ...\$\$\$

We have had enormous support from family, friends and the community, from Moxee and Terrace Heights to Naches, Selah and Union Gap. Community response has been so strong that we have raised almost \$3000.00 toward the effort. Nearly all of these funds have been received \$5, \$10, and \$20 at a time. Through fund-raising ideas and events, we expect to raise all necessary funds ourselves and NOT ask the City of Yakima for any direct monetary contribution. We want to include the community and invite them to share the pride of this project. We welcome anyone to contribute, monetarily or otherwise. **Our current non-profit partner is the Yakima Valley Museum. Anyone interested in making a donation toward this effort can contact them -attention Save the Colonel.**

THANK YOU

We believe in the duty of preserving Yakima's first and most monumental piece of public art, a gift to the community, from the community. We know that you can see the value of this project and the importance of transforming the oldest public memorial in downtown Yakima from a touchstone to a community treasure.

~Mike Isaacs & Jan Lowell

February Renewing Members

Please Support These Businesses that Support Your Chamber!

Members for 1-4 Years:

Holiday Inn Downtown – 3 Years
Rodda Paint Co. – 2 Years

Members for 5-9 Years:

Alliant Communications – 9 Years
Charter Business – 6 Years
Ready by Five – 5 Years
The Seasons Performance Hall – 6 Years
Tom Froula – 5 Years
WRP Gateway, LLC – 7 Years

Members for 10-14 Years:

Airporter Shuttle – 10 Years
Cole Industrial, Inc. – 13 Years
JV Accounting – 13 Years
Manhasset Specialty Company – 11 Years
Merit Resource Services – 11 Years
Patrick Construction – 13 Years
Pizza Hut – 12 Years
R.E. Powell Distributing – 13 Years
State Farm Insurance / Linda Roth Agency – 13 Years
The Print Guys – 13 Years
Vision Craft – 13 Years

Members for 15-19 Years:

A & A Motor Coach – 15 Years
Holiday Inn Express – 15 Years
King Door & Hardware – 15 Years

Members for 20-24 Years:

Adelante Media Group – 22 Years
CenturyLink Communications – 23 Years
Jack-Sons Sports Bar & Clubhouse – 23 Years
Wardell Architects – 23 Years

Members for 25-29 Years:

Add Staffing – 28 Years
Fidelity Title Company – 27 Years
Green Baron – 27 Years
Headwaters the Source – 28 Years
Nob Hill Water Association – 26 Years
The Capital Theatre – 27 Years
Washington State Department of Transportation – 26 Years

Members for 30-39 Years:

American Red Cross – 33 Years
Charter Communications – 34 Years

Kameo Flower Shop – 35 Years
KYVE TV (PBS) – 33 Years
Stephens Metal Products – 35 Years
The Dolsen Companies – 33 Years

Members for 40-49 Years:

Efcom...Yakima's Mac Store – 48 Years
Larry J. Fuchs Painting Co. – 46 Years
Yakima Theatres – 49 Years

Members for 50-59 Years:

AmSan Yakima – 58 Years

Members for 80-89 Years:

Del Monte Foods – 85 Years
Roche Fruit – 86 Years

Members for 90-99 Years:

Horizon Distribution – 93 Years

Members for 100+ Years:

Pacific Power – 103 Years

Chamber Ambassador Update



Michael Liddicoat
*Chamber Ambassador
Committee Chair*

There's something about personal connections that is getting lost in today's online culture. Technology allows us to connect with more people than ever, but see less people than ever. Be honest, the last time you had to tell your brother something, did you text, e-mail, Facebook, call, or stop by? What about a client? That personal touch of talking with people and shaking hands is essential to making a great relationship and the Ambassadors for the Chamber know this better than anyone. Most of them come from sales backgrounds, but it's not a requirement. The only requirement in fact is that you belong to a Chamber business and that you talk to other Chamber members.

Ambassadors are essential to the function of the Chamber because they provide face to face, business to business connections. They attend ribbon cutting

events where local businesses are celebrating moving or improvements to their facilities. At Business After Hours, or when they're out and about stopping in and checking with Chamber members, the Ambassadors break the ice between new members, make introductions, and connect businesses.

The Ambassadors are hoping to grow their numbers over the next few months. If you or someone at your company is interested in knowing more about the businesses in our area, connecting your business with potential clients, and making a presence in the community, please contact the Chamber today.

Sign up to receive Chamber Ambassador updates and informational e-mails at www.yakima.org

Open House at Perry-Tech

Learn more about the training offered at Perry Technical Institute by attending spring open house on Thursday, April 19.

The open house is scheduled for 3:30 to 7 p.m. Visitors will have a chance to tour each of PTT's 10 specialized training programs: Automotive Technology; Business Technology & Accounting; Electrical Technology; Heating, Ventilation, Air Conditioning & Refrigeration Technology; Information Technology & Communication Systems; Instrumentation & Industrial Automation Technology; Legal Assistant/Paralegal; Machine Technology; Medical Office Administration & Coding; and Welding Technology.

Perry instructors and staff will be on hand to answer questions and provide information about the curriculum, enrollment process and financial aid.

Perry Tech is located at 2011 W. Washington Ave., across the street from the Yakima Air Terminal. For more information, call the school at 453-0374 or toll-free at (888) 528-8586.

Parent company of Yakima Regional and Toppenish Community Hospital, named one of World's Most Admired Companies



Health Management Associates, parent company of Yakima Regional Medical & Cardiac Center, and Toppenish Community Hospital, has been named by Fortune magazine as one of the World's Most Admired companies in Health Care.

"We are very proud to be a member of the Health Management family," said Rich Robinson, CEO, Yakima Regional Medical & Cardiac Center and Toppenish Community Hospital. "This award is powerful evidence of the excellent support Health Management provides to enable Yakima Regional and Toppenish Community Hospital to deliver great healthcare to our community. It is also a testament to the dedication to patient care of the Associates and physicians at our hospital and other Health Management hospitals around the country."

Within the category of Health Care: Medical Facilities, Health Management

was named the No. 1 company in Quality of Products/Services and in Social Responsibility.

Fortune compiles the ratings each year based on a survey of businesspeople in each industry who are asked to vote for the companies they admire most. Apple was named this year's most admired company across all industries. The list will be published in the magazine's March 19 issue.

Argus Expands Its Sales Team



Argus Insurance, Inc., leading Eastern Washington Insurance brokerage firm with offices in Yakima, Sunnyside, Ellensburg, and Moses Lake, WA, specializing in Business, Farm, Construction, Automobile, Home, Life, and Employee Benefits Insurance, announces the hire of Chanda Johnson and Kevin Phillips as Agents and of Rich Romm as Sales Manager.



Chanda Johnson is a 2010 graduate of Central Washington University with a Bachelors degree in Public Relations and Business Administration

and a 2006 graduate from West Valley High School, Yakima, WA. Chanda completed a comprehensive training program and specializes in personal and business insurance.



Kevin Phillips is a 2007 graduate of the University of Washington with a Bachelors degree in Economics and a 2003 graduate from Davis High

School, Yakima, WA. After graduating from UW, he worked as a Thrift Institutions Examiner for the United States Department of Treasury in Dallas, TX. Kevin is completing an extensive training program and specializes in personal and business insurance.



Rich Romm joins Argus after working ten years as a Marketing Director for a Third Party Administration firm in Washington State and as a Loss Control Specialist. Rich will work as Sales Manager out of the Argus office in Moses Lake, WA.

Yakima Sunfair Festival Association names 2012 Officers

The Yakima Sunfair Festival Association has voted in new officers who will lead this year's planning for the 51st annual Sunfair Parade.

Named President is Joe Mann, Ron's Coin & Book Centers; Vice-President, Brian Campfield, Community Volunteer; Secretary, Christine Peña, Community volunteer, Treasurer, Bob Brown, Wray's Food and Drug.

"This is an exciting year for our Association because we are building on the successful events that made our 50th year extra special for the people of Yakima" said Board President Joe Mann, adding "introducing a float of our own, and a Miss Sunfair Pageant, is something Yakima hadn't had in years, it has given us great direction for the future."

The Yakima Sunfair Festival Association's chief responsibility is the Sunfair Parade held annually the first Saturday of the State Fair. The 51st annual parade takes place on September 22nd, serving as an "official" start to the popular Central Washington State Fair.

Central Valley Bank Employee Promotions



Central Valley Bank has promoted Heather Brandt to the position of AVP/Manager of the Union Gap Branch. Brandt has worked at the bank since November

2002. She graduated from YVCC with an Associate Arts degree in Business and completed the Advanced Branch Manager School with Washington Bankers Association in June 2011.

Business Briefs continued next page...



Central Valley Bank has also promoted Kelly Sykes to AVP/Branch Manager of the Nob Hill Branch. Sykes has worked at Central Valley Bank since September 2002. She completed the Managers Supervisor Training in 2006 and is an IRA Specialist.

Identity Theft Awareness Shred Event & Take Back Your Meds Day

Saturday, April 28th 9 AM to 1 PM
Now Two Locations to serve the Yakima Valley:

Solarity Credit Union

401 Tieton Dr, Yakima WA

American West Bank

1010 Yakima Valley Hwy, Sunnyside, WA

It's that time again and this time we will have two locations for shredding. Bring your outdated financial records including bank statements, old checks, credit card statements and offers and other items that contain personal and financial information.

Got Drugs? Now you can also turn in your unused, expired prescription medications for safe disposal. No limits on amount to safely dispose.

There is no cost for this service but Yakima County Crime Stoppers will be accepting and appreciate your donations to their reward fund.

Material is limited to two banker boxes or three shopping bags of personal items.

Shredded items and medicine must be clearly separated.

Support Our Sponsors: Yakima County Crime Stoppers, C.I. Shred, American West Bank, Solarity Credit Union

Bob Hall Earns Honda's Highest Dealership Honor



Bob Hall's Honda of Yakima earned the Honda President's Award from American Honda Motor Co., Inc. This annual award is presented to top-ranking Honda dealerships across the country, based on their achievement of excellence in all areas of operation – customer service and satisfaction, sales, training, and facility operation for the prior calendar year. This is the first year that Bob Hall's Honda has earned Honda's highest dealership honor.

"Earning the President's Award is a yearlong commitment that requires the dedication of every dealership team member," said Bob Hall, owner of Bob Hall's Honda. "Out of more than 1,000 Honda dealerships in the United States only 144 earn this distinction. This is truly a moment of pride for our people. And we will honor their achievement with a first class dinner celebration on the Honda showroom with crystal and linen."

"Honda is proud to recognize the accomplishments of its top dealers," said John Mendel, executive vice-president of Automobile Sales for Honda. "You will recognize their success by the President's Award trophy and mementos displayed throughout the dealership. I invite you to experience for yourself the advantage of doing business with an award-winning Honda dealership."

For more information on Bob Hall's Honda award winning dealership visit www.bobhallhonda.com.

Central Washington Medical Group Welcomes New Doctor



The Cardiac & Thoracic Institute of Central Washington, an affiliate clinic of the Central Washington Medical Group, welcomes Adriana Slobodova, MD, Electrophysiology Cardiologist and Cardiac Arrhythmia Specialist.

After completing medical school, Dr. Adriana Slobodova, completed her Internship and Residency Program at Mayo Graduate School of Medicine before a General Cardiology Fellowship in 2006 at the University of Florida. Dr. Slobodova continued her education with a Cardiac Electrophysiology Fellowship at the University of Oklahoma. Dr. Slobodova has served as the lead Electrophysiologist at the Billings Clinic in Billings, Montana since 2007.

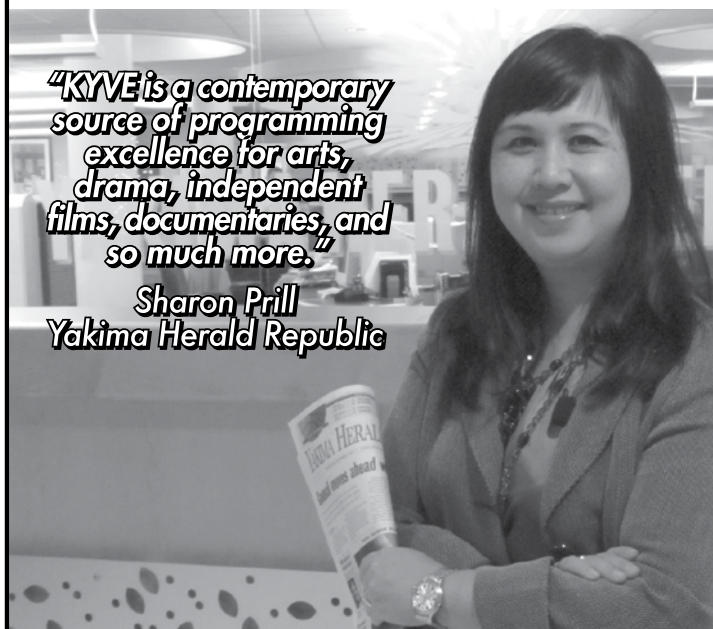
Dr. Slobodova brings a completely new line of patient care services being the first Cardiac Electrophysiologist in Yakima. Patients can now get their electrophysiology testing, ablations or cardiac device implantations performed right here in the Yakima Valley.

Dr. Slobodova is board certified by the American Board of Internal Medicine; Cardiovascular Disease; Clinical Cardiac Electrophysiology as well as the Board of Nuclear Cardiology. She is excited to move her family to Yakima, where they look forward to enjoying the outdoors together.

"Why do you love KYVE?"

"KYVE is a contemporary source of programming excellence for arts, drama, independent films, documentaries, and so much more."

Sharon Prill
Yakima Herald Republic



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Inform. Involve. Inspire.

The results are in! Shared Work Keep Businesses Afloat

By Paul Trause, Employment Security Commissioner



Great news! More than two-thirds of employers who participated in Employment Security's Shared-Work layoff-avoidance program in 2011 say the program helped them survive the recession. Another 20 percent of businesses reported that it probably had.

These amazing results show that the Shared-Work Program is one of the most effective tools offered by any government agency to save jobs and businesses.

The program allows employers to reduce the hours of their full-time employees by up to 50 percent, while the workers collect partial unemployment benefits to make up for some of the lost wages.

This provides business owners with immediate payroll savings without losing skilled employees.

In 2011, 3,176 businesses and more than 38,000 employees were approved to participate in Shared Work, the second-highest year on record.

The program also saved an estimated 26,000 jobs and more than \$42 million in unemployment-benefit payouts in 2011.

Most employers who responded to Employment Security's survey reported cutting their payroll by 20 percent or more. Additionally, 52 percent of businesses saved up to two jobs, while 30 percent saved three to five jobs, and another 12 percent saved five to 10 jobs.

Better yet, nearly 100 percent of participating employers said they would apply for the program again and recommend it to other struggling businesses.

If your business is struggling and you've been considering layoffs as a way to cut costs, check out our Shared-Work Program as alternative.

Thousands of Washington businesses have used the program to cut costs and hang on to their most valuable resource – their trained employees.

To learn more about the Shared-Work Program, visit www.esd.wa.gov, search on "shared work," or call 800-752-2500.

TOURISM SPENDING IN YAKIMA COUNTY GREW SLIGHTLY IN 2011

New data shows that visitor spending in Yakima County was just under \$350 million dollars in 2011, up 1.7% over 2010 and 5.7% over 2009, according to the Yakima Valley Visitors & Convention Bureau.

"Given the state of the economy the past three years, these are encouraging numbers," said John Cooper, President & CEO of the Yakima Valley Visitors & Convention Bureau. "Visitors produce significant revenues for the public services enjoyed by our citizens, while supporting a range of local businesses."

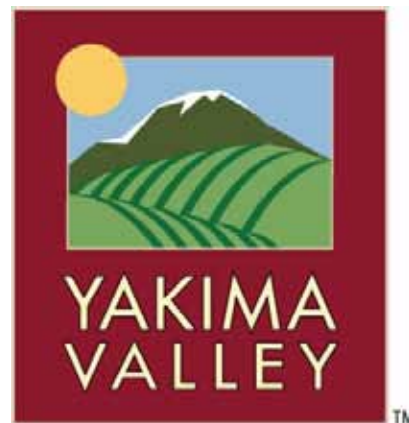
A breakdown of 2011 expenditures shows that tourists to Yakima County and residents traveling elsewhere spent:

- \$ 51.2 million on transportation & fuel
- \$ 82 million on food and beverages
- \$ 38.6 million on lodging
- \$ 53.7 million on retail sales
- \$ 39.7 million on entertainment, arts & recreation
- \$ 43.1 million on grocery/food stores
- \$ 41.6 other travel expenses including air travel, travel agencies and outbound travel expenses

Other Yakima County tourism data:

- Visitor spending generates in excess of \$23 million in state and local taxes in 2011
- 3,540 people are directly employed in the tourism industry in the county.
- The ratio of overnight visitors to resident population is 4:1
- Average travel party size is 2.4 people and they stay 2.5 days
- Travelers staying in hotels and motels spend the most while visiting the community, an average of \$600 per trip. People staying with friends and family spend the least, an average of \$225 per trip.

Dean Runyan Associates of Portland collected the data for the visitors bureau in cooperation with the Washington State Destination Marketing Organization Association.



**Visitors and
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