

GREATER YAKIMA CHAMBER OF COMMERCE

Monthly News Magazine • September 2011

Action Report



COME CELEBRATE!

THE TED ROBERTSON
COMMUNITY SERVICE
AWARD HONORING
BOB BROWN AND THE
ANNUAL GREATER
YAKIMA CHAMBER AWARDS
SEPTEMBER 16, 2011

DETAILS INSIDE



Yakima's BLACK & WHITE

*Gala Presentation of The
Ted Robertson Community Service Award
and Annual Chamber Awards*

Friday, September 16, 2011

Yakima Convention

Center Ballroom

5:30 pm Reception

6:30 pm Dinner and Program

\$65 per person

\$468 for a table of 8

Call for reservations

248-2021

online www.yakima.org

*The 26th Annual Ted
Robertson Award,
Honoring Bob Brown*



GREATER YAKIMA
CHAMBER OF COMMERCE

**CVB Central
Valley Bank**

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



Contents:

- | | | | |
|---|------------------------|----|-----------------|
| 4 | Renewing Members | 7 | SCORE Workshops |
| 5 | President's Report | 8 | New Focus |
| 6 | Message from the Chair | 10 | Business Briefs |

Welcome New Businesses!

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

Crime Stoppers of Yakima County

dpurcell1@live.com or
www.crimestoppersyakco.org
800-248-9980
Dave Purcell

SCi Telecommunications

mkirby@scitel.net or www.scitel.net
509-697-9603
Marguerite Kirby – National Account Executive



On the cover:

Ted Robertson Community Service Award & Greater Yakima Chamber Awards

Cover designed by: amyographics.com

Executive Committee Members:

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

Board of Directors:

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

Administrative Team members:

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

Ex-Officio Members:

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



Chamber University presents:
Online Business Networking



Over 120 million professionals use LinkedIn to exchange information, ideas and opportunities:

- Register a company page
- Features for an online presence
- Manage business contacts
- Find people & knowledge you need to achieve your goals
- Connect businesses to seekers, find & manage talent

\$25 for members, \$35 for non members, Includes a light lunch

September 27th, Noon– 1:30 PM

Yakima Chamber, 10 N 9th St.

To register: Call 248.2021 or go to www.yakima.org

Non members please call to register



Chamber University is formally known as Biz Seminars

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The Perfect Fit.

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

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

We solve People Puzzles.



509-965-4556 www.newfocusassociates.com

Business After Hours

Tuesday, September 20th
5-7 PM

FREE to Members

\$5 for non-members

Belu is a distinctive full service Paul Mitchell Focus Salon, where the mood is edgy and sophisticated, come check them out. Located at 32 N 2nd St, Yakima



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

GENERAL MEMBERSHIP LUNCHEON

Join us for "Home Rule" presentations by Don Hinman of Mid-Valley Insurance providing information on the Pro side and Bruce Smith of the Yakima Valley Business Times presenting information on the Con side. Followed by Q&A from the audience.

Monday, September 12, 2011

11:30am - 1pm

Red Lion Hotel -

607 East Yakima Ave.

\$20 Chamber Members Preregistered by 9/9 - \$30 Non-members
\$30 at the door members and non-members

To register call: (509)248-2021

online: www.yakima.org



July Renewing Members

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

Members for 1-4 Years:

Apple-A-Day.....3 Years
Chukar Cherries.....3 Years
Hometown Ace Hardware.....4 Years
Quiznos (1809 S. 1st Street)....2 Years
Thompson Audiology & Hearing
Aid Center.....3 Years
Walgreen's.....2 Years

Members for 5-9 Years:

Healthcare Management
Administrators5 Years
Nob Hill Realty.....9 Years
Southwest Rotary Club of
Yakima.....5 Years
Zaremba Claims Service.....5 Years

Members for 10-14 Years:

Comfort Suites Inn.....14 Years
GuestHouse International (formerly
Cedars Suites).....14 Years
Haggen / TOP Food &
Drug.....13 Years
H.E.B. Mini Storage.....10 Years
West Coast Plastics, Inc.....13 Years

Members for 15-19 Years:

Best Western Lincoln Inn17 Years
Brockway Opfer Raab Architecture,
PLLC.....17 Years
McGree Insurance / Farmers
Insurance Group.....17 Years
Valley Septic Service.....17 Years

Members for 20-29 Years:

Barton's Center Pharmacy.....22 Years
Catholic Credit union.....26 Years
Grumpy's Outdoor Store.....23 Years
KCYU / FOX 41.....22 Years
Ponderosa Assisted Living
Community.....22 Years
US Cellular / Store Support..24 Years

Members for 30-39 Years:

Keeler's Medical Supply.....32 Years
Roy's Ace Hardware.....32 Years

Members for 50-59 Years:

GE Aviation.....59 Years
Noel Corporation51 Years

Member for 100 + Years:

Yakima Federal Credit
Union.....107 Years



Jon Mulvenon
*Interim President
& CEO*

“A NEW BEGINNING”

This year as the dog days of summer slowly pass and families prepare for the upcoming school year, the Yakima Chamber is also set to begin a new chapter of leadership for our business community.

We are working to make this year our best year! The search for our new President/CEO is complete. The search committee did a very diligent job in their analysis of all 22 applicants. We are now ready to take

our choice and recommendation to the Chamber Board for approval. The new face of the Greater Yakima Chamber is _____. We are all very excited with our choice.

Our first really big event is the annual awards gala event and recognition of the Ted Robertson recipient. We are very excited with our 2011 winner Bob Brown. This individual and his family are the face of community involvement. Their support for all community events is unparalleled. They support chamber, city issues, school events, non-profits and on and on. Most of all they provide jobs. See you September 16th at the Convention Center for an evening of great joy at this fantastic event.

My time as President/CEO is almost complete. It has been a real eye opener and quite an experience. Your chamber staff is very committed to working for you – the members/business community. Thane Phelan has made our communication sys-

tem the best in town. MaryAbigail has really been a key as well, with all her skills helping me to organize/operate the Chamber. LouAnn, as accountant, keeps all our financials and provides reports to the executive committee and the board. Scott and Carolyn work to represent and grow the membership. During my time here, we have collaborated with New Vision, the Visitor & Convention Bureau, Committee for Downtown Yakima, CSC (Committee for Safe Communities), The City of Yakima and Yakima County, to make Yakima the community we all know it can be.

We will have many new leaders in our community, including a new City Manager, Fire Chief, Police Chief and of course a new Yakima Chamber President/CEO. We all need to step up to assist wherever we can. We are poised for a NEW BEGINNING!

Thank you for all your support, the Chamber is you – the members.



General Membership Luncheon August, 8 2011

Attendance notes from: Elizabeth Fitzgerald of St. John of Kronstadt School, which is really a school.

In marketing your business, you should see yourself as a “fan factory”. You want to encourage your supporters to become ambassadors and advocates for your organization, promote their interest and engagement over time. If someone gives your organization a bad review, you want your fans to be loyal ambassadors on their own initiative. These are your high value customers.

Over time, high value customers are cultivated by a steady give and take. You ask them what they like and what they

don't like about your organization. Give updates, coupons and gadgets, offer a text event on twitter, forge connections, discover the emotional connection for your fans; ask them “Why are you here?” Recruit and understand your fans. The Seattle Sounders were the presenter's example with their “Scarf Seattle” campaign.

Look at your competition. What are they offering? How do you compare?

Define your niche. Know who you are and know how you are different. What is your target audience - baby boomers, men under 25, people with young children, etc.? Narrow your target market. Get on Twitter and Facebook, post flyers; go wherever your target audience is found.

In your advertising:

1. Keep your message simple
2. Make it repeatable, i.e. jingles and slogans
3. Communicate pride

A good message is one you are proud to deliver. Give an easy action and ask your fans to do it, example: Wear a scarf to the soccer match.

Your goal is to convert “blind loyalists, prospects and enthusiasts into fans”.



Stephanie Peirola from “Wexley School for Girls”



Roy Bauerle
*Chair of the Board
of Directors*

As you know, we have been in hot pursuit of a new CEO for the Chamber. The selection committee all agreed that we would hope, look, and advertise locally.

First we needed a clear definition as to what specific skills we were seeking. We defined these skills and put them together in the form of a job posting, which was advertised in the Yakima Herald, as well as on Craigslist.

In spite of our efforts we received applications from as far away as St. Louis and Arizona. We felt that we could “go after” candidates that we wanted to apply and this would help us in the long run.

Initially, we received 22 applications before the closing deadline of July 1st and a few more applicants trickled

in even beyond the closing date. Our first cut was rather straightforward, since half of the candidates came from Eastern Washington, these were our first choice. We considered other criteria, but at the end of the day felt we had four strong local candidates that closely matched the desired skill set and we wanted to hear what they had to say.

We asked each of the final four to do a 30 minute presentation involving some background information, where they thought the Chamber was today, and where they thought the Chamber should be heading. They were all enthusiastic and the presentations were excellent. This tool worked in getting the selection committee the information needed to make an informed decision. After the presentations, we asked questions of each candidate based upon the criteria we listed in our original job posting. Over lunch we discussed the final four and agreed to reduce the choice to two. I know this sounds easy, however when you have people with a passion for what they are doing, you can bet there was some emotional and strong opinions that needed to be considered.

The next step was reference checking. We spoke with people who knew our candidates and also asked the candidates for references. We were looking for detailed facts and not frivolous hearsay. With our reference checking now complete and the passing of standard pre-employment screening, we are happy to report our final decision.

I am pleased to announce that the new CEO of the Greater Yakima Chamber of Commerce will be Verlynn Best. Many of you have known Verlynn as the General Manager of the Fairfield Marriott where she has been for the past 10 years. You may also remember her as a previous Chair of the Board for the Greater Yakima Chamber of Commerce. She has been very active in our community, she has a passion and knowledge of the chamber, and is excited about this opportunity. Please join me in congratulating and welcoming Verlynn as our new CEO and please provide her any support and encouragement as we move forward. I know she will make positive contributions to the Greater Yakima Chamber and the community in general. I look forward to working with Verlynn.



- YTC stands to have a near-record year in terms of “boots on the ground,” as tens of thousands of service members cycle through our Training Center. Currently we have over 4500 Soldiers here training.
- The Japanese Ground Self-defense Force (JGSDF) will be here 5-23 Sept. for their annual training exercise. This is their largest training exercise and the only exercise they conduct outside their country.

- We have expanded home hosting opportunities for local community members to bring 2-3 JGSDF Soldiers into their homes for 3-4 hours on 10 and 11 Sep. We have a couple of slots remaining – if interested contact Judy Jacobson at 577-3337 or judy.l.jacobson@us.army.mil.
- We will co-host, with the City of Selah, the first annual “Army Base Race” ½ marathon on 17 Sept. The race will be in conjunction with the

Selah Fall Festival.

- Do you know YTC’s economic impact to the Valley? According to a recently-released study (<http://www.workforceexplorer.com/article.asp?ARTICLEID=11265>), YTC stimulates 400+ jobs (above those directly employed by the center) and over \$52M in economic stimulus.

LTC Michael J. Daniels
Commander, Yakima Training Center



SCORE TO OFFER BASIC BUSINESS DEVELOPMENT WORKSHOPS

The Yakima Valley SCORE Chapter is again offering a series of basic business development workshops. The 'Business Basics – Working Lunch Series' is in an ongoing series of classes offered throughout Yakima County and are taught by SCORE counselors and professionals with real-world business experience.

Thinking About Starting a Business? Are you ready to start a business? This workshop will give a general overview of starting a business including responsibilities of owning a business, corporate structure, financing, licensing and getting started.	Wednesday August 31, 2011 11:30 a.m. to 1:00 p.m.
Business Plan Basics Learn the basic requirements for building a business plan. Find out about target markets, sales projections and cash flow statements.	Wednesday September 7, 2011 11:30 a.m. to 1:00 p.m.
Financing your Business Learn bootstrap financing options for getting your business off the ground, how to prepare a loan package and the truth about grants and free money.	Wednesday September 14, 2011 11:30 a.m. to 1:00 p.m.
Marketing your Business Discover how to identify your target market. Learn strategies to reach your customers and increase your market share.	Wednesday September 21, 2011 11:30 a.m. to 1:00 p.m.

Classes are \$10.00 each if registered in advance, \$15 at the door and include lunch and materials. All workshops will be held at the Central Washington Business Resource Center, 10 North 9th Street, Yakima, WA 98901.

"We started this series with SCORE in 2009 and have had over 100 attendees, many of whom attended more than one workshop," notes Tammy Everts, Business Development Director for New Vision, the Yakima County Development Association. "These workshops are a great opportunity for the entrepreneur or small business owner to evaluate their readiness for starting a business."

The Yakima Valley SCORE Chapter offers free, confidential counseling to small business owners and entrepreneurs. SCORE is actively recruiting new volunteers who would be interested in mentoring potential business owners a few hours a month; there is especially a need in the Lower Valley.

To register for one or all of the classes, please call 509.575.1140 or email newvision@ycda.com.

Contacts:

New Vision – 509.575.1140

Yakima Valley SCORE #664 – 509.248.2021

Tammy Everts, Business Development Director

Hal Frantz, SCORE Business Counselor

About New Vision, the Yakima County Development Association: New Vision is a countywide economic development association that works to attract and grow business within the Yakima Valley. Founded in 1985, the association has helped dozens of companies expand within the region. Companies receiving New Vision help have created over 3000 new jobs these firms have a \$400+ million dollar annual economic impact on the regional economy.

About SCORE, Counselors to America's Small Business: SCORE "Counselors to America's Small Business" is a nonprofit association dedicated to educating entrepreneurs and the formation, growth and success of small business nationwide. SCORE is a resource partner with the U.S. Small Business Administration (SBA). SCORE is headquartered in Herndon, VA and Washington, DC and has 389 chapters throughout the United States and its territories, with 10,500 volunteers nationwide. Both working and retired executives and business owners donate time and expertise as business counselors. SCORE was founded in 1964. SCORE is America's premier source of free and confidential small business advice for entrepreneurs.



5 Lessons for Upgrading Talent with Outside Superstars

Provided By Bob Powers
New Focus Associates, LLC

Authorized Profiles International Strategic Partner

For many businesses, the economic downturn spells doom and gloom, but the truth is that today's economy actually gives smart companies a chance to upgrade their talent and improve their position!

In first quarter 2009, the U.S. Bureau of Labor Statistics (BLS) reported job losses associated with mass layoff events (those with at least 50 initial unemployment claims) were up 160% from the previous year. In 2010, Microsoft, Starbucks, and Caterpillar, the world's largest manufacturer of construction equipment, announced similar layoffs. In 2011, we've seen some improvement but with recent global unrest and stock market volatility, are we set for further cutbacks?

Right now, the supply of talented individuals, many of whom were cultivated by some of the world's most innovative and productive companies, has never been so plentiful or affordable. With people so key to a company's success, we've summarized five lessons from our client's experiences over 20 years to optimize the upgrading process:

1. Identify your current and future internal stars first.
2. Align your hiring decisions with your need for current and future talent.
3. Temper your expectations; high performance isn't always portable.
4. Don't let eagerness short circuit your selection process.
5. Under-promise and over-deliver.

First, promoting from within is usually less expensive and a lot less risky than hiring from the outside. Accord-

ing to a University of Michigan study, external hires cost about 20-30% more than internal hires. External hires for management positions present a greater risk of failure. The higher the organizational level filled from the outside, the greater the risk. There are three reasons for this:

1) They don't fit the culture of their new organization; 2) They lack the relationships and internal networks to get things done; 3) They don't fit the job they've been hired to do.

Internal hiring reduces these risks and enables greater chances of success than external hires. So, before hiring outside superstars, organizations should use their performance-management processes to identify strong employees. Companies that conduct disciplined, meritocratic assessments of performance and potential are better prepared to make good personnel decisions.

Second, start by assessing the types of talent that drive business value today and those that will drive it tomorrow. For example, new MBAs will be just as available in two years as they are now. Also consider the type of talent that takes years to either replace or develop. This might include, for instance, retaining skilled electric utility engineers in an environment in which retirements are dramatically reducing supply. Performance management minimizes the negative cultural impact of downsizing and allows a company to see which positions should be filled with outside superstars.

Third, know that star power may not transfer. A Harvard team recently

investigated factors affecting a star performer's chances of replicating successes in a new environment. They discovered that portability of high performance occurs in some instances but not in others. Stars whose positions require consistent cooperation and collaboration with others have a tough time maintaining high performance in a new organization. The more a position depends on organizational systems, process knowledge and internal relationships, the more likely an internal employee will outperform an outside star.

Fourth, avoid 'ready, fire, aim'. Don't be too tempted to go in for the kill when a potential superstar appears ready to join your organization. Take heed! When you're about to make a big investment, it is more important than ever to maintain the integrity of your selection process. If you normally include co-workers in the interview process, then making exceptions to this protocol might insult them. The same goes for assessments. These can help you uncover important information about the candidate that is much less likely to surface during an interview, especially if the interviewer is "star struck." If the superstar tests differently than other top performers in the job, or if he or she doesn't fit with the team or managers, then strongly consider saying "no".

Fifth, remember consistency helps reduce legal risk. Leaders might view reference and/or background checks as a bother when they "know" someone is right for a position but employment experts estimate nearly

one-third of all resumes contain false/exaggerated information. Again, you're about to make an important investment so don't shortcut this step. Not only is utilizing a fair and consistent process the right thing to do, but legal challenges to employee selection standards are expensive and can create considerable negative PR. Best employee selection process ensures that selection standards are job

related, validated and standardized.

Once a new star hire or members of a team come aboard, they must be willing to re-earn credibility regardless of prior accomplishments. 'Expect' them to prove their value and gain their colleague's trust. Always communicate that expectation. There's a saying that money talks and BS walks. It is crucial that your new superstar delivers successful results

and contributes to the organization in order to build credibility. If you can help them build momentum with some quick wins, then consider this to be a part of the on-boarding effort.

For information on developing consistent hiring or performance management process, contact Bob Powers, New Focus Associates at: 509-965-4665 or bpowers@newfocusassociates.com

WSBDC "New to Export" Seminar at GYCC

The Greater Yakima Chamber hosted 17 participants from 11 companies last month at the two day WSBDC "New to Export" Seminar. These small & medium sized businesses learned how to identify or expand their business opportunities for sales of products or services in a number of international markets. One participant noted "The SWOT analysis activity really helped us identify some elements of our export process that we can improve"; another was extremely impressed with the knowledge of every speaker. The seminar

was rated excellent in a follow up survey.

Eastern Washington now has an Export Readiness Center located in Spokane. The Center is staffed with two International Trade Specialists, Vern Jenkins and Katerina Korish. They are a recent addition to the existing WSBDC network and work closely with local Certified Business Advisors like Linda Johnson to serve the needs of small and medium sized businesses. They may be contacted directly via email at vern.jenkins@wsbdc.org



wsbdc.org, k.korish@wsbdc.org or you can call the Export Center at 509-358-7596. You may also call the local WSBDC office at 509-454-7612. *The WSBDC Export Readiness Center along with the Spokane International Trade Alliance sponsored the program.*



We are very pleased to announce the opening of a new travel department within the Greater Yakima Chamber of Commerce. This

will be operated by our sales team which consists of Carolyn Gray, who previously worked as a Travel Consultant for many years (which included managing the Yakima AAA Travel Agency for 6 years), and Scott Filkins, Vice President of Membership Development. We will be offering international travel opportunities designed to meet the interests of both business and tourist travelers. We have established relationships with travel companies which are well known for providing exceptional experiences for U.S. Chambers of Commerce travelers. Through these arrangements, we will be able to offer guided tours at affordable rates to exciting destinations such as China, Ireland, Italy and France, just to name a few! Our tours

Traveling With The Chamber

will include airfare, hotel accommodations, meals, in-country travel, tourist attractions, and optional business meetings (which will provide an opportunity for tax benefits).

Our first scheduled trip is to Ireland departing on Tuesday, March 13th, 2012, making it possible for you to celebrate St. Patrick's Day there! The next scheduled trip is to the beautiful countryside of Tuscany, departing on October 30th, 2012. There will be more information to follow regarding these two trips, as well as other destinations (near and far) which we are working on.

Please contact Carolyn at 248.2021 x114 or carolyn@yakima.org or Scott at 248.2021 x110 or scott@yakima.org.



U.S. Cellular Reveals More Calling All Communities Enhancements, Campaign Features Bigger Prize and Potential Rewards for Supporting Washington Schools

U.S. Cellular announced exciting enhancements to its third annual \$1 million Calling All Communities campaign. In May, the company revealed that it was increasing the number of winners from 10 to 18 schools in the community-driven campaign that awards thousands of dollars to schools to enhance learning opportunities for students across the country. Today, U.S. Cellular announced that the school garnering the most votes will receive \$150,000. The next 17 runners up will receive \$50,000 each. Between Sept. 9 and Oct. 6, anyone 18 years or older can visit any U.S. Cellular store and ask an associate for a code to vote for their favorite school at uscellular.com. The voting cards will feature a peel-off that gives thousands of lucky supporters a chance to cast two votes a day or be one of 18 people to win one year of free U.S. Cellular wireless service.

In 2010, Robert Lince Elementary School in Selah became a Calling All Communities champion by rallying the community and all the schools in its district to support Robert Lince. The elementary school shared its Calling All Communities donation with four other schools in its school district, each receiving \$20,000. Robert Lince Elementary School has used its share of the donation to update the school's assembly room with a new sound system, screen and seating.

"This was a huge community campaign," said Susan Petterson, principal of Robert Lince Elementary School. "The teachers said they have never experienced anything like it -- the best thing they have ever been a part of -- and will never forget the reveal assembly. The attitude of, 'Yes, we can' was very emotional and positive."

No purchase is necessary and you don't have to be a U.S. Cellular customer to vote, for additional information visit uscellular.com or U.S. Cellular's Facebook page.

Greater Yakima Chamber of Commerce – NEW! Information Center

The Chamber has now added a small information center that allows visitors to view information about our members. The information center includes a bulletin board and pamphlet racks. Please bring us your professionally printed posters and pamphlets! Thank you to ACTNOW Human Resources, Fairfield Inn & Suites, and Creekside Business Park for contributions to the information center.

Kids in the House at Wellness House-

Wellness House and spirit of hope are now providing hope and support for children and teens in the Yakima Valley, who are coping with a loved one's cancer diagnosis or other life challenging illness. "Kids in the House" offers opportunities for children to connect with others who have had similar experiences, to take part in activities and field trips, and to learn to cope with feelings of fear, isolation, and uncertainty. The next session begins September 13th, call Wellness House for information, 575-6686. "Kids in the House" is a free program sponsored in part by Sunrise Rotary.



Pacific Power

Cut Computer and Office Equipment Energy Waste

According to the U.S. Department of Energy, energy use by office equipment is expected to grow by as much as 500 percent in the next decade.

Pacific Power offers these tips you can follow to ensure your computers and related equipment are not using unnecessary power:

- Turn off screen savers – Today's screen savers actually waste power by keeping your computer active.
- Turn off equipment when not in use – Contrary to popular belief, turning off older computers will not wear them down more quickly (as long as it is not more than six times daily).
- Configure your computer to "sleep mode" – ENERGY STAR® settings are being included on more computer systems. Set your power management to turn off your monitor after 10 minutes

and your hard disks after 20 minutes.

- Consider upgrades – If your budget allows, look into newer computer models. Efficient flat screen monitors can save you money in the long term.
 - Consider laptops – Laptops typically use about one-quarter the electricity of older desktop models.
 - Unplug chargers – Laptop, cell phone and other plug-in chargers continue to draw power even when they are not in use.
 - Use standby mode on copiers and printers during working hours. This can save significantly on energy use.
- More energy-saving information is available at no cost in Pacific Power's online Business Solution Toolkit, at www.pacificpower.net/toolkit.

Source: Pacific Power and Tech Resources Inc.

Budget Office Furniture LLC is moving.

Budget Office Furniture's new location as of Sept. 1, 2011 will be 605 N. 1st St. sharing store space with Harris Office Equipment. We look forward to serving our wonderful customers from Yakima and all the surrounding towns from Cle Elum to the many lower valley towns from our new location. The phone will remain 509-452-1151, fax 509-457-9969 and email budgetofficefurniture@gmail.com

We appreciate you! The Budget Staff

Chamber Welcomes New Staff



Gay Thompson
Receptionist

Interests: I enjoy gardening, cooking, studying nutrition, hiking with my dogs, playing with my grandkids, knitting and crocheting.

Personal: I grew up in Portland OR and moved to Yakima in 1986. I have been married for 26 years. I have two daughters. Alita is 34 and Brianne is 31. The eldest is married to a Yakima firefighter, they have three children and the other will be married next month. She currently works at Children's Hospital in Seattle as a Speech and Hearing Pathologist.

Why I love KYVE 47/PBS

"KYVE TV helps prepare our young children for their school careers through programming like Sesame Street."

Noel Moxley,
Executive Director,
Yakima Symphony Orchestra

Yakima Symphony Orchestra 1999-2000

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www.kyve.org



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