October 22nd - Register Online at www.yakima.org or Call 509.248.2021 - Details Pg. 5
Also In This Issue:
Fiesta Foods - Offering Hard-To-Find Products
SBDC - Your Chamber Investment Supports This Vital Program
Washington Governor Jay Inslee made a stop in Yakima recently and visited 2014 Chamber Business of the Year, Bale Breaker Brewing Company, on a recommendation from the Chamber. He was very impressed with the growth and success of this homegrown Yakima business: Megan Quinn, Kevin Quinn, Kevin Smith and Jon Mullen led him on a tour through the growing company. He heard the concerns of local entrepreneurs and went home with a couple of growlers and a six pack!

ON THE COVER
Sundown at Naches Heights Vineyard
Photo by Thane Phelan

Mission Statement: “The Greater Yakima Chamber of Commerce is an organization that promotes pride in our diverse communities through positive, active leadership aimed at creating a cohesive, successful business climate in our County.”

© 2015. All rights reserved. The Action Report is a bimonthly publication of the Greater Yakima Chamber of Commerce containing information for and about the Yakima business community. The Action Report is mailed to Chamber members and civic leaders. To submit a press release or offer comment about our publication please e-mail the Chamber at chamber@yakima.org, Phone (509) 248-2021, send fax to (509) 248-0601 or write to P.O. Box 1490, Yakima WA 98907-1490. The magazine editor reserves the right to reject or edit any information to be published in the Action Report. Deadline to submit information is the 20th day of the previous month. Opinions expressed or implied in the Action Report do not necessarily reflect the opinion of the Greater Yakima Chamber of Commerce as an organization. The Greater Yakima Chamber of Commerce publish (USPS501-570) monthly for $12 per year. Periodical postage is paid at Yakima, WA.

Programs and support for a life-changing diagnosis

Coping with a new medical diagnosis is life-changing – physically, emotionally, socially and spiritually – especially if that diagnosis means having to plan for end of life. Memorial’s Compass Care program aims to enhance a family’s ability to cope and improve quality of life following just such a diagnosis.

• **Home Care** Services provide patients with skilled care in the comfort of their own homes: physical, occupational and speech therapy, skilled nursing, visits from medical professionals, social workers and home health aides.

• ** Palliative care** relieves suffering and improves quality of life for patients and their families, working with medical providers and other in-home care services to provide patient-centered and family-oriented care.

• **Hospice** offers comprehensive support to terminally ill patients and their families, providing comfort and improving quality of life during a difficult time. In addition to providing pain and symptom management for the patient, hospice provides comfort and reassurance to families during this uncertain life transition.

• **Cottage in the Meadow** hospice home provides quality hospice care in a rich, home-like environment operated by a 24-hour nursing staff and supported by hospice aides, chaplains, physicians, social workers and volunteers.

Now, the Centers for Medicare and Medicaid Services has selected Memorial Family of Services to participate in a pilot project, the Medicare Care Choices Model, allowing patients to continue to receive curative treatments while receiving palliative and hospice care. The project is designed to increase access to the supportive care services that hospice providers to improve the quality of life for hospice patients and their families. Memorial is one of just 14 hospice providers nationally selected for this five-year project.

Currently, fewer than half of eligible Medicare beneficiaries use hospice care and most only for a short period of time, says Julie Cicero, program director of the Medicare Care Choices Model.

“Studies have shown that patients who receive palliative and hospice care at end of life have a higher quality of life and, in some cases, actually live longer,” Cicero says. “Unfortunately, too many patients want to access hospice care. The goal here is to try to get patients into palliative and hospice care sooner, to improve their quality of life, and ultimately reduce costs for Medicare and for families.”

Caring for people who are approaching end of life is about ensuring they and their loved ones live their best lives to the end. It’s about living. Healthy Yakima.

MEMORIAL FAMILY OF SERVICES
Verlynn Best  
President & CEO

CEO List of things to do:
Donate to firefighters per city request.
✓
Make sure businesses sign up for Operation Harvest Business contest: Do you have a box at your place of business for non-perishable food items, make a difference and pick up one at the Chamber!
✓
Ted Robertson Chamber Awards Gala coming soon: Oct. 22nd, 2015 call Amy to purchase your table…..
✓

PRESIDENT’S REPORT

Black & White

Gala Presentation of the Ted Robertson Community Service and Annual Chamber Awards

Honoring the Ted Robertson Community Service Award Recipients

Ronald King & Dr. Linda Kaminski
AND
The 2015 Chamber Award Nominees for:
“Volunteer of the Year”
“Non-Profit of the Year”
“Emerging Business of the Year”
“Member of the Year”
“Business of the Year”

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2015 Chamber Awards

Congratulations to the 2015 Chamber Award Nominees - VOTE NOW at www.yakima.org

Yakima Schools Foundation
YWCA of Yakima
Community Resource Group
Habitat for Humanity

EMERGING BUSINESS OF THE YEAR
This award is presented to a newer business that demonstrates a high level of customer service, innovation, focus on quality, and involvement in the community. This award will recognize an organization that has achieved a presence in the business community and has demonstrated consistent and significant growth within the last two years.

The Yoga Practice
Cowiche Canyon Kitchen & Icehouse Bar
Tieton Cider Works

MEMBER OF THE YEAR
This award is designed to celebrate an individual or business in the community who demonstrates a commitment to community involvement and promotes the positive spirit of the Yakima Valley. A person or business that excels in community involvement!

Bud Clary Toyota of Yakima
Joe Mann of Ron’s Coins & Collectibles
Rob Austin of Yakima Valley Sports Commission/Yakima Valley Tourism

BUSINESS OF THE YEAR
This Award recognizes the superior performance of a Yakima Valley business, the strength of the candidate’s leadership team, workforce, and the company’s history of recognizing and seizing market opportunities and leading the business community.

John I. Haas, Inc.
Tri-Ply Construction
Solarity Credit Union

Business After Hours: Who, What, and Where….. www.yakima.org come and see how others are doing business in Yakima.
✓

It’s time to get back to work preparing for board meetings; staff meetings; membership; government; and community meetings. Remember schools are back in session, watch for the school zones!

 sill הלב
Fall is just around the corner, and soon the holiday season will be upon us! Hope to see you at our celebrations and community information opportunities. Be engaged with your Chamber and community!
✓

how well do you know what’s going on in your community? Great opportunity to be in the know! Visit www.yakima.org for the schedule!
✓

Business After Hours: Who, What, and Where…. www.yakima.org come and see how others are doing business in Yakima.
✓

We have some great people to honor and businesses to celebrate. (P.S. we promise to be done by 9:00 PM).
✓

Biz Expo date set for March 17th, 2015 (Get your green on)
✓

Article due ….again for the Action Report!
✓

Holiday Reception December 15th, 2015: too much fun….open to members and community!
✓

Monthly General Membership Luncheons speakers scheduled….we have some great people to honor and businesses to celebrate. (P.S. we promise to be done by 9:00 PM).
✓
The Greater Yakima Chamber of Commerce (Chamber) has provided small business and entrepreneur support through hosting the Washington Small Business Development Centers (SBDC) since 2006. That year, the Chamber stepped forward to reopen an SBDC office in Yakima by being host and providing in-kind office space and support, valued at over $10,000 annual match.

Since 2006, the Greater Yakima SBDC has served 612 businesses and prospective businesses. Those clients have reported 184 jobs created or saved, with capital investment of nearly $15 million.

It takes about $110,000 to fund a local SBDC office annually, 50% of the funding in Washington State comes from an SBA grant administered by Washington State University (WSU). The remaining amount must be “matched” in order to have an SBDC office. In this area (Yakima, Kittitas and Klickitat Counties) approximately 10% is provided in-kind by the Chamber, 50% from SBA funds and the remaining 40%, all in cash, comes from WSU. Currently no local cash funds support this service.

The Washington SBDC network includes 29 business advisors working in communities throughout the state, providing one on one confidential no-cost advising to small business owners who want to start, grow or transition their businesses. Linda Johnson, MBA is the Certified Business Advisor for the Greater Yakima Area.

There are nearly 1 million SBDC clients across the country who receive technical assistance each year to help them with:
- Acquiring capital and managing cash flow
- Loan package preparation
- Buying or selling a business
- Marketing
- Business Plans
- Exporting
- And much more

For more information visit www.wsbdc.org email Linda@yakima.org or call 509-454-7612.

We’re nearing the end of summer with children heading back to school, orchards bursting with apples and hops nearing harvest. At Legends, we’re gearing up for fair season! While our team continues to work diligently on the expansion, the marketing staff dreams of elephant ears and fried … well, anything! We headed to the Benton Franklin Fair & Rodeo in August, then we sponsor the Central Washington State Fair in September.

Events like these are a great opportunity for our team members to meet community members, so we incorporate the community into our plans throughout the year. While marketing dreams of ferris wheels, the Yakama Cares committee begins preparing for the 2016 grants.

If you’re affiliated with a non-profit organization in our community, we encourage you to explore Yakama Cares. Beginning January 1st, 2016 non-profits may begin submitting applications with a deadline of March 31st, 2016. In 2015, 162 grants were awarded from Toppenish to Yakima, and another 48 were awarded in the surrounding areas.

Each week, we highlight one of these recipients on our Facebook page to give our online community an opportunity to learn more about groups providing service in education, healthcare, senior care and much more. These non-profits make a profound impact on our area and deserve our recognition.

We hope you’ll share this grant program with a non-profit that inspires you for the 2016 grant season as well as share those 2015 grantees highlighted on our Facebook page to inspire others.
When shopping at Fiesta Foods, with stores in Yakima and Sunnyside, customers step right into the Latino food culture — fresh and ready-to-eat products that largely cater to the Yakima Valley’s Hispanic population.

An herb section holds more than 20 specialty herbs, including the Aztec herb “Huazontle”. The meat department features — among more traditional meats like Angus beef and chicken breasts — pig ears, chicken legs, and pork stomachs and kidneys.

The refrigerator area includes large amounts of rice pudding and the bakery holds racks of flan. The produce section hosts mamey, a fruit native to Central America, and large prickly cactus leaves, a mainstay of the Latino diet, said Luis Moreno, director of both stores.

At the 45,000-square-foot Yakima store, Moreno didn’t hesitate to stop by his meat department display and point out the frog legs. “You’d be amazed at how many pounds I sell of those a week — 60 to 70 pounds.” As he walked by fresh fish heads, he said, “We probably have the largest seafood department in Yakima.”

Fiesta Foods’ owner, Craig Gaylord opened the Sunnyside store, an anchor at the Mid Valley Mall, in 2006 and the Yakima store in 2007. Gaylord based the small supermarket chain in Pasco, where he launched the first Fiesta Foods in 2003. He added a Hermiston, Ore., location in 2009. The two Yakima Valley stores employ about 240 workers, placing Fiesta Foods on Yakima County’s list of the top 50 private employers. Gaylord recently added 19,000 square feet to the Yakima supermarket and said he’s “in negotiations for tenants now.”

He said he started studying how to market to the Hispanic population while traveling through the South, where he noticed supermarket owners built beautiful stores filled with foods catering to their target audience, Latinos. He believed he could bring the concept to the Northwest and decided to go all-in. “What makes us different is that we try to make every department unique to the Mexican culture,” Gaylord said. “We have a scratch bakery, and bakers sling flour with products unique to the Mexican culture, same with produce. You’ll find items you can’t find anywhere else.”

The freshly prepared hot-foods department maintains the same practice, Moreno said, noting that the stores carry tamales made with corn husks used in the northern Mexican states, and tamales made with banana leaves as in the southern region. The majority of the Fiesta Foods’ Hispanic customers hail from Jalisco or Michoacan, Moreno added. And because many Dutch people

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Yakima Store Manager Luis Moreno and Fiesta Foods President Craig Gaylord
Yakima Valley Conference of Governments
Erasimg the Lines and Thinking Regionally

Political boundaries are helpful, but they can hinder us, too

As you turn south on 16th Avenue from Washington Avenue, does it cross your mind that, “I’m now leaving Yakima and entering Union Gap?” As we drive around the valley, most of us probably don’t consider that we’ve just crossed the boundary of a school or fire district. In the grand scheme of things, on most days, these lines on a map don’t matter much to us. Our political boundaries matter from the standpoint of how we decide to tax ourselves and pay for the services we want, and in how we choose our elected officials. Many of us live and play in one city and work in another. We cross these boundaries all the time, every day, without giving them much thought. Many of the problems our cities face don’t follow straight lines and cross those boundaries as well. The lines on the map serve us; we are not in service to them. We should pay attention to those boundaries when they hold us back. Lines become a barrier to solving problems when they keep us from working together on a collaborative rather than a competitive basis.

We all live in this region we call the Yakima Valley. We expect the various branches of government and our many municipalities to ‘play nice’ and ‘work well’ with each other. We expect the staff and elected officials of those places to be good stewards of our money.

As Daniel Pink writes in A Whole New Mind, “What’s in greatest demand today isn’t analysis but synthesis – seeing the big picture, crossing boundaries, and being able to combine disparate pieces into an arresting new whole.” Part of our job at the Conference of Governments is to see the big picture and look for opportunities that span political boundaries. We are reaching out to the business community via the Greater Yakima Chamber and New Vision to improve our valley. We are ready, willing and able to assist when opportunities arise.

How can we think and act regionally?

• Data: Understanding Where We Are (To Get Where We Want to Go). Data drives performance, in government as it does in business. YVCOG can serve as a regional hub for transportation, land use and demographic data, and be an interpreter of that data.

• Pilot Projects: Low Risk, High Reward. Pilot projects offer cities a low-risk opportunity to test the waters of inter-city collaboration and service delivery.

• Increasing Awareness Of Our Interconnectedness: What is good for one city is good for our region; let’s celebrate what’s unique about each city while embracing the fact that we’re all in this together.

• Courage And Patience: Having the vision and fortitude to look beyond the near-term to see a brighter collaborative future. Thinking beyond the next election cycle.
First, the Army announced its plans for drawing down from 490k soldiers this past month. Joint Base Lewis McChord, our largest installation, did not lose a large amount of its soldiers - only 1,250. This announcement went as well as we could have hoped. In comparison with Fort Hood (-3350) and Fort Benning (-3400) we fared pretty well. Additionally, it has been announced that the Stryker Brigade in Hawaii will convert to light infantry and the 81st WAARNG will convert to a Stryker unit as soon as the equipment transfer can be coordinated (most likely a multi-year effort). Civilian jobs lost associated with the draw-downs Army wide will amount to approximately 17k jobs. At YTC, I don’t anticipate any major changes in our operating environment, manning or number of units training with us. For those interested in working for the Training Center, we continue to advertise openings on www.usajobs.gov

Secondly, CSM White and I attended the farewell for Joint Base Lewis McChord Commander COL Hodgess last month. Joint Base Lewis McChord is our higher headquarters. Some of you had met COL Hodgess on his trips to Yakima and he mentioned how much he will miss the area. He moves on to work for the US Chamber of Commerce out of Atlanta, GA, closer to his home state of Florida. COL Daniel S. Morgan replaces him and will visit the training center in the coming weeks. Finally, the Japanese will be arriving to train for Rising Thunder 2015 by the time you read this publication. This is the exercise’s 20th anniversary and a very special occasion to celebrate the great relationship between the US and our Japanese allies in the Pacific. Units from 7th Infantry Division, I Corps will partner with the Japanese Ground Self Defense Force Soldiers to conduct bilateral training on the Yakima Training Center. Additionally, the Japanese Soldiers will participate in home visits with US host families, the Selah hosted “Army Base Race” 5K and 1/2 Marathon, and other partnership sports events with US soldiers. This training is part of a larger effort by the administration to rebalance to the Pacific Theatre after years of focus in the Middle East. This larger effort will continue Pacific Pathways and will continue to grow in coming years.

Kelly Gasseling has joined the local advertising and public relations firm, Smith, Phillips & DiPietro. She will be a partner in the firm and will oversee new business acquisitions and other management aspects for the longtime marketing agency. Gasseling has 18 years of experience working in print and radio advertising and is the founder of the Yakima Ag Expo. Gasseling graduated from Central Washington University with a degree in business management with a major focus on advertising. Most recently she was station manager for Radio Yakima. “We’re very excited to have Kelly join our team,” said agency president Bob DiPietro. “She brings a new perspective and energy to our business.”

Founded in 1934, is considered the standard of excellence in the jewelry industry. Members are held to high ethical standards in the industry and are recertified annually to maintain their AGS title. For more information, please call 866.805.6500 or visit our website at www.americangemsociety.org.
RENEWING MEMBERS

Chamber Members who renewed their Memberships in June & July 2015

Please support these businesses that support your Chamber!

Members for 1-4 Years:

ActNow Automotive – 1 Year
Starbucks Nob Hill – 1 Year
Yakama Nation Legends Casino-Board
Of Directors – 3 Years

Members for 5-9 Years:

Campbell and Company – 5 Years
Mighty Tieton – 5 Years
Rodda Paint Company – 5 years
Yakima Valley Hearing and Speech Center – 5 Years
Apple-A-Day – 7 Years
Interstate Battery of Apple Valley – 7 Years
Gilbert Cellars – 8 Years
AAA Secured Storage – 9 Years
Advance Mechanical & Electrical, Inc. – 9 Years
All Valley Sheet Metal – 9 Years
Associated Freight Brokers – 9 Years
Central Washington Medical Group – 9 Years
Clark Jennings and Associates – 14 Years

Members for 10-14 Years:

DaVita Dialysis Center, Union Gap – 12 Years
Rescare – 12 Years
Villbrandt, Stark, & Moorer, PLLC – 12 Years
Yakima Valley Regional Libraries – 12 Years
All About Fun – 13 Years
AW Roofing of Yakima, LLC – 14 Years
Clark Jennings and Associates – 14 Years
H.E.B. Mini Storage – 14 Years

Members for 15-19 Years:

Yakima Urology Associates – 17 Years
Comfort Suites Yakima – 18 Years

Members for 20-29 Years:

Concord Construction – 21 Years
Conley Engineering – 21 Years
Mid Valley Insurance – 21 Years
F.D. Fowler Company – 22 Years
River Community Development Resources – 23 Years
Apple Tree Golf Course, Bar & Grill – 24 Years
Petersen CPAs & Advisors – 24 Years
South Central Workforce Development Council – 24 Years
Sundown M Ranch – 24 Years
Washington State Employees Credit Union – 24 Years
Yakima Neighborhood Health – 29 Years

Members for 30-39 Years:

Hall Financial – 32 Years
Huibregtse, Louman Associates, Inc. – 34 Years
Dr. Carbery’s Oasis Dental – 36 Years
YMCA of Yakima – 36 Years
YWCA of Yakima – 36 Years
Washington Charter Communications – 37 Years
Russell Crane Service – 37 Years
Comprehensive Mental Health – 38 Years
Star Rentals and Sales – 38 Years
Valley Title Guarantee – 38 Years

Members for 40-49 Years:

Lee Peterson Buick, GMC & Cadillac – 40 Years
Wells Fargo Insurance Services – 40 Years
“Longview Fibre Paper and Packing – 45 Years
Alegria & Company, P.S. – 46 Years
Kroebel Electric, Inc. – 48 Years

Members for 50-59 Years:

Shield Bag and Printing – 52 Years
Schreiner Title – 58 Years

Members for 60-69 Years:

Triumph Actuation Systems-Yakima – 63 Years
KIMA – 63 Years
Quality Business Systems (QBSI) – 64 Years
Washington State Tree Fruit Association – 66 Years

Members for 70-79 Years:

G.H. Moen – 76 Years

Members for 80-89 Years:

Rankin Equipment Company – 81 Years
Picatti Brothers – 88 Years
Yakima Herald Republic – 89 Years

Members for 90+ Years:

Helliesen Lumber & Supply Co. – 96 Years
WHERE QUALITY & SERVICE STILL MATTER

VOTED BEST PRINT SHOP
11 YEARS IN A ROW!*