This is the biggest night of the year to honor the best of Yakima!

The Ted Robertson Community Service Award honoring John Gasperetti and the Annual Greater Yakima Chamber Awards

September 14, 2012

Details Inside!
CONTENTS

4 President’s Report
5 Message from the Chair
6 Military Corner
7 Renewing Members
9 Ribbon Cuttings
10 New Members
12 Cottage in the Meadow
13 Business Briefs

The Biggest Night of the Year to Honor the Best in Yakima! Including the 23rd Annual Ted Robertson Award, Honoring John Gasperetti

Friday, September 14, 2012
Yakima Convention Center
6:00pm Reception
7:00pm Dinner & Awards Program

$65 per person
$500 for table of 8
Call for reservations 248-2021 or register online at www.yakima.org

COPYRIGHT 2012. All rights reserved. The Action Report is a monthly 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 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.

Mission Statement: ‘We exist to be an advocate for our members and our business community to strengthen the development of our economy’.

Vision Statement: ‘The Greater Yakima Chamber of Commerce is an organization that promotes pride in our communities through positive, active leadership aimed at creating a cohesive, successful business climate’.
said she comes to Yakima often and would deliver the print to me. Then nothing ……no emails or contact. I decided to email Deb to make sure the deal was still on. When I heard back from her she explained to me that she and her husband had to evacuate from their home, with less than an hour’s notice. She was at her son’s home, on the coast, waiting for word on their house. They knew many of their neighbors had lost everything and were afraid of what might be in store for them. Good news …..I just heard from her yesterday and she was back in her home, although surrounded by scorched land. She told me how blessed they felt amongst all the neighbors who had lost everything!

I’m once again reminded of what a blessing it is to live in the Yakima Valley and that we can reach out and lift each other up by putting our hands together to pray, work, and support our neighbors. As we continue to reach out, let us remember: it’s simply good business to help one another in all things. I am very proud of the community and citizens who put service above self such as the Downtown Rotary - who matched funds with their members to be given to those who lost so much in the Taylor Bridge fire.

Let’s continue to show our humanity, hearts, and care to our neighbors and my new friends, Deb and Jack who are back in their home just over the hill in Kittitas County! Blessed Wishes! Verlynn K. Best

Yakima, buy into it! I know what you’re thinking, not again. Haven’t we been down that road? Yes, we have all been down that road. But I think we all need to keep that road on our mind. There are many, many reasons to do that. Yakima, like any other city in Washington has been struggling to grow and to take care of its infrastructure. It is struggling to keep everyone employed.

What can we all do to help? We can keep our shopping in town. I know the internet is very convenient. It’s more private, but Yakima gets very little sales tax revenue from those sales. How do we maintain our roads. When we drive to the Tri-Cities or Seattle and purchase items that are available in Yakima, that hurts us. All of us.

But it’s much more than just supporting each other with our spending habits. We are members of the Greater Yakima Chamber of Commerce. We should all be cheerleaders for Yakima. I think the most negative voices about Yakima are those of us who live here. If we don’t have pride in our city, who will? How can we expect our new city manager to buy into Yakima, if we haven’t?

What better time to focus our energies. We have new leadership in Yakima. What a great time to break out and change our image!

How else can you Buy into Yakima? You can buy into Yakima by supporting the arts and entertainment. It is terribly unfortunate that we are losing such as the Downtown Rotary - who matched funds with their members to be given to those who lost so much in the Taylor Bridge fire.

Yakima Valley Museum and that we can reach out and lift each other up by putting our hands together to pray, work, and support our neighbors. As we continue to reach out, let us remember: it’s simply good business to help one another in all things. I am very proud of the community and citizens who put service above self such as the Downtown Rotary - who matched funds with their members to be given to those who lost so much in the Taylor Bridge fire.

Let’s continue to show our humanity, hearts, and care to our neighbors and my new friends, Deb and Jack who are back in their home just over the hill in Kittitas County! Blessed Wishes! Verlynn K. Best

Yakima, buy into it! I know what you’re thinking, not again. Haven’t we been down that road? Yes, we have all been down that road. But I think we all need to keep that road on our mind. There are many, many reasons to do that. Yakima, like any other city in Washington has been struggling to grow and to take care of its infrastructure. It is struggling to keep everyone employed.

What can we all do to help? We can keep our shopping in town. I know the internet is very convenient. It’s more private, but Yakima gets very little sales tax revenue from those sales. How do we maintain our roads. When we drive to the Tri-Cities or Seattle and purchase items that are available in Yakima, that hurts us. All of us.

But it’s much more than just supporting each other with our spending habits. We are members of the Greater Yakima Chamber of Commerce. We should all be cheerleaders for Yakima. I think the most negative voices about Yakima are those of us who live here. If we don’t have pride in our city, who will? How can we expect our new city manager to buy into Yakima, if we haven’t?

What better time to focus our energies. We have new leadership in Yakima. What a great time to break out and change our image!

How else can you Buy into Yakima? You can buy into Yakima by supporting the arts and entertainment. It is terribly unfortunate that we are losing such as the Downtown Rotary - who matched funds with their members to be given to those who lost so much in the Taylor Bridge fire.

Yakima, buy into it! I know what you’re thinking, not again. Haven’t we been down that road? Yes, we have all been down that road. But I think we all need to keep that road on our mind. There are many, many reasons to do that. Yakima, like any other city in Washington has been struggling to grow and to take care of its infrastructure. It is struggling to keep everyone employed.

What can we all do to help? We can keep our shopping in town. I know the internet is very convenient. It’s more private, but Yakima gets very little sales tax revenue from those sales. How do we maintain our roads. When we drive to the Tri-Cities or Seattle and purchase items that are available in Yakima, that hurts us. All of us.

But it’s much more than just supporting each other with our spending habits. We are members of the Greater Yakima Chamber of Commerce. We should all be cheerleaders for Yakima. I think the most negative voices about Yakima are those of us who live here. If we don’t have pride in our city, who will? How can we expect our new city manager to buy into Yakima, if we haven’t?

What better time to focus our energies. We have new leadership in Yakima. What a great time to break out and change our image!

How else can you Buy into Yakima? You can buy into Yakima by supporting the arts and entertainment. It is terribly unfortunate that we are losing such as the Downtown Rotary - who matched funds with their members to be given to those who lost so much in the Taylor Bridge fire.

Yakima, buy into it! I know what you’re thinking, not again. Haven’t we been down that road? Yes, we have all been down that road. But I think we all need to keep that road on our mind. There are many, many reasons to do that. Yakima, like any other city in Washington has been struggling to grow and to take care of its infrastructure. It is struggling to keep everyone employed.

What can we all do to help? We can keep our shopping in town. I know the internet is very convenient. It’s more private, but Yakima gets very little sales tax revenue from those sales. How do we maintain our roads. When we drive to the Tri-Cities or Seattle and purchase items that are available in Yakima, that hurts us. All of us.

But it’s much more than just supporting each other with our spending habits. We are members of the Greater Yakima Chamber of Commerce. We should all be cheerleaders for Yakima. I think the most negative voices about Yakima are those of us who live here. If we don’t have pride in our city, who will? How can we expect our new city manager to buy into Yakima, if we haven’t?

What better time to focus our energies. We have new leadership in Yakima. What a great time to break out and change our image!

How else can you Buy into Yakima? You can buy into Yakima by supporting the arts and entertainment. It is terribly unfortunate that we are losing such as the Downtown Rotary - who matched funds with their members to be given to those who lost so much in the Taylor Bridge fire.
Hello to the Greater Yakima Valley Community. I’d like to put out a big thank you to all of the leaders and great citizens of the Yakima Valley who have welcomed my family into the community. As we continue to settle in, we look forward to the many opportunities the Great Pacific Northwest provides and the relationships that we will establish during this tour of service.

July and August has been a very busy time meeting key community leaders and learning about the Yakima Training Center. As with all changes of leadership, everything continues to operate as normal and the great leaders across the Installation Staff have done a tremendous job to orient me to the 327,000 acre installation and began the difficult task of teaching me myriad of training, environmental, cultural, and administrative actions it takes to manage the installation.

Currently, YTC has the distinct pleasure in hosting the Japanese Ground Security and Defense Forces (JGSDF) Strategic Partnership Exercise, Rising Thunder, in which over 450 members of the JGSDF are deployed across the training center conducting various training exercises. This strategic partnership exercise provides the JGSDF an opportunity for tough, combat focused, and realistic training in an environment their home station training areas cannot provide. Additionally, over 300 of these members will participate in the Yakima Training Center and Selah Army Base Run on September 15th. We always look forward to this training event each year as it’s an opportunity for the community to get involved as well with the Home Visits, a program where the community can volunteer to host up to three Japanese Soldiers in their homes to share and learn about each other’s cultures. While this year’s volunteer families have already been selected, if anyone is interested in volunteering for next year’s Home Visit Program, please contact Mrs. Judy Jacobson, the YTC Morale, Health, and Welfare Coordinator at 509-577-3337.

Finally, I look forward to future opportunities to continue the strong partnership between the community and Yakima Training Center. I am honored to be part of this great community, the Yakima Valley Team, and the Yakima Training Center.

LTC R. Darrel O’Steen
Commander, Yakima Training Center
WE’RE HERE TO KEEP YOU HEALTHY

These physicians are completing specialty training in Family Medicine, and are committed to taking care of the physical, mental and emotional health of their patients and their patients’ families.

Our family physicians will care for you in the clinic, hospital, and nursing home settings, and delivery your baby and care for your child.

Celebrating 19 Years of
Training doctors in the specialty of Family Medicine.

Contact us: 509.452.4520
1806 West Lincoln Avenue, Yakima, WA
We are pleased to announce the following new businesses have joined your Chamber during the months of June & July 2012:

CALCOE Federal Credit Union – Moxee branch  
Leslie Johnson – President / CEO  
223 W. Moxee Avenue, Moxee, WA 98936  
lecie@calcoefcu.com or www.calcoefcu.com  
509-654-7244  
Credit Unions

Cartridge World - Yakima  
Brian Dixon – Store Manager  
2402 S. 1st Street #102, Yakima, WA 98903  
Yakima872@cartridgeworldusa.com or www.cartridgeworldusa.com  
509-469-9711  
Office Supplies

Comfort Pro Heating and Air Conditioning  
Casey Thaxton – Owner / President  
Comfortpro.hvac@gmail.com or www.callcomfortpros.com  
509-833-5886 or 888-609-7163  
HVAC Contractors

Country Financial  
Yoshi Garcia – Financial Representative  
3907 Castlevale Road Suite 307, Yakima, WA 98902  
Yoshi.garcia@countryfinancial.com or www.countryfinancial.com/yoshi.garcia  
509-952-0270  
Insurance Agencies

Cowiche Canyon Conservancy  
Betsy Bloomfield – Executive Director  
betsybloomfield@cowichecanyon.org or www.cowichecanyon.org  
509-248-5065  
Non-Profit Organizations

Ground Guys of Yakima  
Trish Henning – Office Manager  
Trish.henning@mail.groundguys.com or www.groundguys.com  
509-426-2455  
Landscape Professionals

HAPO Community Credit Union – West Yakima  
Paula Fuller – Branch Manager  
6401 W. Nob Hill Boulevard, Yakima, WA 98908  
paulafuller@hapo.org or www.hapo.org  
509-965-6071  
Credit Unions

Legacy Teas  
Jolena Weisenfeld – Owner  
2807 W. Washington #A-3, Yakima, WA 98902  
jolena.wfeld@msn.com  
509-823-9068  
Specialty Retail

Renu U Massage Studio  
Jennifer Thayer – LMP / Owner  
402 W. Washington Avenue Ste E, Union Gap, WA 98903  
Renu-u massage@hotmail.com  
509-453-7368  
Massage Therapy

Yakima Valley Body Therapies Institute  
Jennifer Thayer – LMP / Owner  
402 W. Washington Avenue Ste C, Union Gap, WA 98903  
genny.YVBTI@hotmail.com or http://yvbtmassagetherapy.com  
509-575-5574  
Massage School

Please Support these businesses who support your Chamber!!

Yakima's newest fitness center located at 2105 W Lincoln Avenue - Suite #2, right next door to Kimmel Athletic and neighbor to Gymnastics Plus in the Lincoln Shopping Center. With emphasis on Personal and Group training and classes such as Bootcamp, Zumba, Power 1/2 Hour, Kickboxing and more…Achieve provides you with multiple platforms for success. Owner Rob Brown’s objective for the business and the people involved is to make a healthy impact on each individual to help them Achieve a better lifestyle and to educate and empower them to be better every day! At Achieve, we customize your workouts and your budget to make it affordable for each individual. We will provide you with an efficient, effective way to workout and get you the results you desire! The success of our clients is our #1 priority and results are expected and earned. Come by to see why we are different from all the others and why we expect the best. Oh… and grab a delicious Smoothie on the way out!

Achieve Health and Fitness

MEMBER PROFILE
Cottage in the Meadow Celebration – Phase One of Construction Completed

After nearly 10 years of planning and millions of community dollars raised, Cottage in the Meadow -- Central Washington's new home for hospice care – reaches a milestone in its evolution: celebrating the completion of phase one construction and the opening of its doors to the Yakima Valley and surrounding communities. A ribbon cutting ceremony was held on Saturday, July 14th. A community open house followed, giving residents their first opportunity to tour this new facility.

Cottage in the Meadow enhances the full spectrum of hospice care available to residents of Yakima and Kittitas counties. The 20,000 square foot in-patient facility will provide 24-hour medical and respite care for patients and families not able to receive hospice care in their homes. The facility will begin serving patients in late July/early August. Memorial Hospice has provided services to the community since the mid-1990’s. Over the years, the numbers of clients served has steadily increased leading to the need for an in-patient hospice care facility outside the confines of the hospital setting.

“Cottage in the Meadow represents the next part of the journey of providing quality hospice services to residents of Kittitas and Yakima counties,” said Gail Wears, Vice President for Memorial Hospital. “The community asked that a hospice home be available at the end of life. Memorial is proud to be a part of making this vision a reality.”

Cottage in the Meadow was designed with the entire family in mind—a place of comfort—like home. Phase one of construction includes 12 spacious patient suites that open to semi-private patios, common areas such as a kitchen, laundry facilities, family rooms and a chapel/spiritual room. The Memorial Foundation faced the Herculean task of raising $5.3 million to build the facility. A fundraising campaign commenced in 2008 just as the recession began.

“We had faith our community would respond to the call and in a word it’s been phenomenal. Nearly 6,500 donors – large and small -- contributed to this grassroots fundraising campaign,” remarked Anne Caffery, President and CEO of The Memorial Foundation. The Foundation had help from community leaders and a volunteer steering committee led by local Yakima physician Tim Melhorn, MD.

“It has been one of the greatest honors in my career to be a part of something that will have such a positive impact on how we help patients and their families,” said Dr. Melhorn.

Other partners who have contributed to the building of Cottage in the Meadow include Kittitas Valley Home Health & Hospice, Lower Valley Hospice and Palliative Care, and Yakima Regional Home Health and Hospice. Memorial will provide staffing for Cottage in the Meadow. Phase two of construction includes eight more patient rooms but will not commence until funds become available.

Cottage in the Meadow is located at 1208 South 48th Avenue across from Randall Park in Yakima. Learn more at yakimahospice.org. Cottage in the Meadow facts at a glance: • The first and only in-patient home for hospice care in Yakima & Kittitas counties • Phase one: 16,000 square-foot, 12-bed hospice care facility • Additional 4,500 square feet and eight beds to be built in Phase Two • 24-hour patient care and family respite support • Specially trained physicians, nurses, social workers, pharmacists, chaplains, and care aides working as a team to assist patients and their families • Affords patients a home-like environment for end-of-life care • Operated by Memorial Hospice and will serve patients from throughout the region • Staffing: o Patrick Weber, MD – Medical Director o Raymaler Wilsey , RN – Facility Director and Nurse Manager o Dottie Hudlebrand – Volunteer Coordinator

Jeffrey Ventre, MD, DC joins Lakesview Spine as a Physical Medicine & Rehabilitation specialist. Dr. Ventre completed his Physical Medicine & Rehabilitation residency at Louisiana State University in New Orleans.

Eugene Enríquez, MD, joins Memorial Hospital Physicians. He completed his residency in internal medicine at St. Barnabas Hospital in New York. He is employed as a hospitalist at Yakima Valley Memorial Hospital.

New Physicians Join Three Memorial Physician Praxises:

Memorial Physicians, PLLC, is pleased to welcome three new physicians to Yakima. Vu Le, MD joins Yakima Gastro- entology Associates. He completed his internal medicine residency and his gastroenterology fellowship at the University of Oklahoma Health Sciences Center in Oklahoma City.

Perry Technical Institute is expanding its Medical Technology Department by adding the Medical Assistant Program. The new program, scheduled to begin in January 2013, will prepare students for careers as medical assistants in doctor’s offices, clinics and other health-care facilities.

According to statistics from the United States Department of Labor (DOL), employment of medical assistants is expected to grow by 31% through the year 2020. DOL attributes the increasing demand to the growth of the aging baby boomer population spurring the demand for preventive medical services. As practices expand, they will hire more medical assistants to perform routine administrative and clinical duties, allowing physicians to see more patients.

Perry’s 18-month program teaches both the office skills and the clinical and patient care skills needed to work as a medical assistant in a variety of settings. The curriculum covers computer applications, medical terminology, anatomy and physiology, pharmacology, clinical procedures and electronic health records. “Recent legislation requiring medical offices and facilities to staff certified medical assistants, combined with the encouragement that we have received from our medical advisory committee, make this program a win-win for PTI graduates and our community,” said Nevada Lone, PTI Director.

Until Hall, Perry’s dean of education.

The new program has been approved by the Washington State Workforce Training and Education Coordinating Board and accredited by the Accrediting Commission of Career Schools and Colleges.

Established in 1939, Perry Technical Institute is a private, nonprofit educational institution which offers 11 specialized technical training programs. The school is located across the street from the Yakima Air Terminal. Enrollment applications are now being accepted. For more information, call the school’s Enrollment Office, (509) 453-0374 or toll-free (888) 528-8386.

Mark your calendars now for Thursday, November 1st, to attend the Greater Yakima Chamber of Commerce’s first bazaar...

Tickets are $25.00 for members and $30.00 for guests. If you are interested in purchasing a table, they are $25.00 for members and $50.00 for non-members. Please contact Carolyn Gray at 509.248.2012 x114 or carolyn@yakima.org.
Evergreen Financial Services, Inc. welcomes Erik S. Bakke, Sr. as General Counsel

Erik S. Bakke, St. has joined Evergreen Financial Services, Inc. as General Counsel for the company. Bakke is a graduate of the University of Washington and University of Puget Sound School of Law and brings 24 years of private practice with emphasis on creditor/debtor law including healthcare, government, banking, credit union and retail collections. Bakke currently serves on the Executive Board of the Washington State Bar Association’s Creditor-Debtor section. Evergreen Financial Services is a debt collection agency serving the region with offices in Yakima and Richland.

Wattsmart? Get it out in the Open

Local businesses are making a commitment to energy efficiency and Pacific Power is helping them let the community know.

The utility recently sent “Open” signs featuring the “wattsmart” smiling outlet to customers who had completed projects through Pacific Power’s energy efficiency programs. The customers were asked to take a photo with the sign so it could be shared on the utility’s wattsmart Facebook page. The photos are beginning to come in and customers are having fun sharing their energy efficiency stories. See the latest at facebook.com/pacificpower.wattsmart. If you would like an “Open” sign to display at your business, please send an email to energy.expert@pacificpower.net. Once you receive the sign, take a snapshot of your team holding it, email it to the address above and Pacific Power will get the word out about your business being wattsmart.

Many of Pacific Power’s incentive programs have been recently updated with new qualifying equipment added to help you save energy and money. Learn more at bewattsmart.com.

Yakima Regional Medical & Cardiac Center Receives American College of Cardiology Foundation’s NCDR® ACTION Registry–GWTGTM Platinum Performance Achievement Award

YAKIMA, AUGUST 20, 2012 – Yakima Regional Medical & Cardiac Center has received the American College of Cardiology Foundation’s NCDR® ACTION Registry–GWTGTM Platinum Performance Achievement Award for 2012 – one of only two hospitals in Washington state, and one of only 164 hospitals nationwide to do so. The award recognizes Yakima Regional Medical & Cardiac Center’s commitment and success in implementing a higher standard of care for heart attack patients, and signifies that Yakima Regional has reached an aggressive goal of treating these patients according to the most current, science-based guidelines and establishes a national standard for understanding and improving the quality, safety and outcomes of care provided for patients with coronary artery disease, specifically high-risk STEMI and NSTEMI patients.

“Many of Pacific Power’s incentive programs have been recently updated with new qualifying equipment added to help you save energy and money. Learn more at bewattsmart.com.”

Bravo! Bravo!

Congratulations John Gasperetti from Memorial Hospital and its Family of Services.

John Gasperetti - Making History In Yakima In Many Ways For Many Years. Congratulations! Yakima Valley Museum yakimavalleymuseum.org 509-248-0747
As a 13 year member of the Greater Yakima Chamber of Commerce, we understand the challenges that local businesses face. We also know that the world of computers and print technology can be intimidating.

So, here at Print Guys we have been partnering with Yakima Chamber Members to provide solutions for their day to day business printing needs. From the marketing items that bring new opportunities to the forms that keep operations running smoothly, our goal is to solve all of our customers’ challenges with the highest quality printing and best customer service within the time frame that they need.

Call Today!
509.453.6369
2802 W. Nob Hill Blvd., Suite B
Yakima, WA 98902
www.printguysprinting.com