INTERNATIONAL CUSTOMER SERVICE SPEAKER COMING TO
YAKIMA - Seminars April 27th

“BLUE ZONES” Luncheon and Community Event May 8th

Renewing Members and New Members

President’s Message - Message from the Chair
CONTENTS

4 President’s Report
5 Message from the Chair
7 Chamber Events
9 Ribbon Cuttings Gallery
10 Blue Zones Events
12 Business Briefs
13 New Members
14 Renewing Members

COMMITTEES

Open Committees welcome ALL members and member representatives to attend! Brown bag lunch meetings!

GREATERR YAKIMA
Chamber of Commerce
10 N. 9th St.
Yakima, WA, 98901
(509)248-2021
www.yakima.org

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ON THE COVER
“Light Up The Larson” 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.”

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What’s A Wife, Mom, Grandmother, Friend and CEO To Do?
Spring is all around us and I love this time of year! In anticipation of it, my kids are building an urban chicken coop and I’m planting bulbs now to go against next year.

I started the week off right by attending a Ribbon Cutting at Shorty’s Sweets, Treats NT Cakes showcasing their new location at 114 Pendleton Way (behind Bel’u Salon). Their Monday special, which is Cheese Zombies, were baking in the oven and were absolutely yummy! Some of us just had to buy some to go! On Tuesday evening, we had another Ribbon Cutting which correlated with our Business After Hours at FutureLink Technologies. Their new offices are located at 3711 First Street in Union Gap. I have found this is a great company to work with as they are helping me to select a new security system for the Chamber.

Before long, I will be heading to Fiddleticks to pick up some Easter Basket goodies, then to Wrap’s Market Fresh IGA for some Amish butter to make my sugar cookies. After a delicious dinner at Cowiche Canyon Kitchen, my family and I plan on attending “Cinderella” at Yakima’s own elegant Capitol Theatre. I will soon be stopping in at Dunbar Jewelers to continue my wish list for Mother’s Day… hint, hint! Next visit will be to Yesterday’s Village as I’m pretty sure I need another China cabinet for my increasing collections. For my day of rest, I will sit in my place of worship on Sunday to celebrate and be thankful for our wealth of this wonderful Yakima Valley - that is all of YOU! I hope you are getting the gist of this - I shop locally to support my entire community and I attend as many events as I can, so please do not tell me there is nothing to do here. Just call Yakima Valley Tourism or the Greater Yakima Chamber of Commerce or go online and check out the calendar for yourself!

Dare I say I do this all with love? Be Blessed - give and live local. It’s a gift to be a Wife, Mom, Grandmother, Friend, and CEO of the Greater Yakima Chamber of Commerce and to share this valley of prosperity, abundance and growth with everyone!

As Director of Sports Development for the Yakima Valley Sports Commission, I can tell you that sports tourism is big business in the Yakima Valley. And it’s bigger than you might think.

In 2016, the Yakima Valley hosted 535 sporting events with an estimated economic impact of $46.6 million (only events that generate overnight hotel stays are included). Visitors spend money on lodging, food and beverage, entertainment, fuel and shopping. Both of those numbers have increased every year except one since 2003. More than 4,000 events have been held in the Valley over that 14-year span, having an estimated economic impact of $350 million.

The Sports Commission is tasked with recruiting new sporting events to the valley and help keep the events we currently host. We are a division of Yakima Valley Tourism, and our primary mission is to foster economic development of the Yakima Valley through sports. Some of the Sports Commission’s duties are to:

- Act as a liaison between sports organizers and the hospitality industry to generate the booking of hotel room nights for outside participants who travel to the Yakima Valley to take part in athletic events.
- Assist local sports venue managers in preparing bids and presentations to attract state, regional and national events to the Yakima Valley.
- Establish relationships with state, regional and local sports organizers to maintain and expand current sporting events held in our community.
- Service sporting events held in the Yakima Valley.
- Advocate the development or expansion of local sports venues.
- Act as a clearinghouse of information for local events.

The Sports Commission staff also puts on four signature events annually, the Yakima Valley Sports Awards Luncheon (June 7), the Pirate Plunder Adventure Race (July 22), the Hot Shots 3-On-3 Basketball Tournament (August 26-27) and the SunDome Volleyball Festival (September 15-16).

Besides being centrally located, the Yakima Valley has several other factors that make it a great place for sports: great venues, an active and supportive lodging community; experienced tourney organizers and directors; an accommodating Sports Commission; and very receptive residents. Some of our high-quality facilities include the Yakima Valley SunDome, the Gateway Sports Complex, the Yakima Tennis Club, Apple Tree Golf Course, the Zapf Stadion track and, our newest, the Sozo Sports Complex.

Still in the initial stages of development, Sozo currently has eight multi-purpose fields, six grass and two sports turf. The facility has hosted soccer, football and lacrosse events, and had several tournaments in 2016, including the 130-team Central Washington Super Cup last August. The 2017 National Cup XVI Northwest Regional Soccer Tournament will be coming to Sozo this June, one of five such events to be held around the country with the division winners advancing to nationals. Go to SozoSports.net to see a video of future plans for the complex, as well as the 2017 event calendar.

The organizer of the largest events held in the Yakima Valley is the Yakima Valley Sports Commission. The WIAA brings several high school state championships to our community including volleyball (1B, 2B and 1A) basketball (1A and 2A), softball (1B, 2B and 1A) and tennis (1B, 2B and 1A). In addition, the WIAA Coaches School is annually held at the Yakima Convention Center. Our community initially bid on many of these events over 15 years ago, and everyone has worked hard to take care of the WIAA and its member schools when they come to town.

The Yakima Valley has many local organizations that host sporting events each year, including Inland Empire AAU, the Central Washington Sounders, the Sports Forum, the Yakima Youth Soccer Association, and the Greater Yakima Girls Softball Association. Everything from auto racing and tennis to volleyball and cross country are held in our community.

As I mentioned earlier, sports tourism is big business in the Yakima Valley. And it is only going to get bigger!
“WASHINGTON STATE NEEDS INFRASTRUCTURE INVESTMENTS”

We can’t afford to let the Seattle’s booming economy blind us to the need for continued focus on economic development and job creation across the rest of Washington, including here in Yakima.

We must make thoughtful investments in our state’s ports, railways, airports and roads. We also need strong energy infrastructure to help employers and residents alike utilize these assets. Growers delivering peaches and cherries to market; manufacturers receiving raw materials and delivering finished goods; airlines bringing tourists and cash here – all depend on petroleum products.

That reliance will last for years, no matter how quickly we pursue alternative energy sources. Which is why, when private companies like Vancouver Energy – a joint venture of Tesoro and Savage Industries – are prepared to invest millions to strengthen our energy infrastructure, we should be interested in their progress.

Vancouver Energy proposes building an oil terminal on industrial land at the Port of Vancouver, Washington. The facility is expected to generate $2 billion in economic value, create hundreds of jobs on-site and hundreds more in the surrounding community; and improve American independence from foreign oil sources.

At full capacity, it could handle enough North American crude to replace 30 percent of the foreign crude refined on the West Coast. That’s equivalent to Western oil imports from Russia and Iraq combined.

These benefits will be felt in Yakima and all around Washington. The state’s Energy Facility Site Evaluation Council (EFSEC) has been reviewing the proposal for nearly four years. Project proponents have paid more than $10 million for scientific studies, environmental impact statement, and an extensive public input process.

EFSEC is expected to make its recommendation to Governor Inslee, who has the final say, sometime this summer. There’s no way to predict the outcome.

The fact is that it’s becoming harder and harder to build anything in Washington, with seemingly endless and often duplicative regulatory process. Each timeline leads to a new timeline. There’s always another statistic to be gathered or another question to be answered.

One of the great values Yakima Valley residents share with others across our state is our commitment to protecting our natural environment.

But we can maintain that commitment without completely prohibiting major private investments which will create jobs and economic activity throughout the state.

Vancouver Energy has put its money where its mouth is in terms of safety and environmental protection. In an unprecedented move, project sponsors have proposed linking terminal volumes to their safety record – not just on-site, but for their entire supply chain. It’s only the latest in a long series of steps they’ve taken to protect the environment and the community – from providing tug escorts for all loaded vessels leaving the terminal and traveling on the Columbia to requiring that all rail cars coming to the terminal meet or exceed the latest US Department of Transportation standards.

It’s been a long and expensive haul for Vancouver Energy. If EFSEC sticks to the facts and weighs the evidence impartially, the only recommendation that can be made is approval. Anything else and you’d have to ask, “Can we ever build anything in this state?”

Brad Jurkovich - Dave Fisher
Fisher Jurkovich Public Affairs
WA Coalition for Energy Independence

Brad Jurkovich - Dave Fisher
Fisher Jurkovich Public Affairs
WA Coalition for Energy Independence
Virginia Mason Memorial:

A strong local presence with coordinated care

Since Yakima Valley Memorial Hospital and innovative healthcare leader Virginia Mason Health System affiliated on Jan. 1, 2016, teams from both sides of the mountains have been working on many fronts to combine and streamline care and services. To reflect this work and the affiliation, Memorial has rolled out a new name: Virginia Mason Memorial.

It was important that Memorial continue to have a strong identity as the trusted healthcare provider and remain a prominent economic engine for the Yakima Valley community—and in Central Washington. Virginia Mason Memorial now has about 2,800 employees and contributes $38 million in direct community benefit, including charity care, community health education and services, health professional education, clinical research and contributions to community groups.

From the beginning, an important element of the affiliation was to have a healthcare system with a local presence in each community where patients receive the same high-quality, coordinated care at Virginia Mason Memorial in Yakima or Virginia Mason in Seattle. Integration work is under way on many fronts, including:

1. Virginia Mason Memorial is working to adopt the Virginia Mason Production System, the internationally recognized method of quality and service improvement that focuses on patient-centered decisions while removing waste.
2. Work continues on creating seamless transitions when Yakima patients need to receive care at Virginia Mason. On average, 1 patient each day is transferred to Virginia Mason for specialized care not available here.
3. Sharing Expertise: The affiliation brings more resources (physicians, nursing education, best practices in care, expansion of surgical and specialty care) eastward.

As Virginia Mason Memorial, we are now one team in many locations. With shared insights, direct links to more medical specialties and, when necessary, seamless transitions to Seattle, this means better patient care and better health for our community.

We’re together for good. And together we’re creating a healthier Yakima.

Healthy Yakima.
Come discover Blue Zones Project® unique, systemic approach to improving well-being – focusing on our “life radius.”

By optimizing the settings where we routinely spend our time such as worksites, school, restaurants, grocery stores, faith-based communities and neighborhoods, we make healthy choices easier – and naturally adopt healthier behaviors together as a community. Blue Zones Project is based on principles identified during a ten-year worldwide longevity study commissioned by National Geographic and detailed in Dan Buettner’s New York Times best-seller.

**Discover the Blue Zones Project approach** - scan these QR codes to watch on your smartphone.

Albert Lea, Minnesota, was featured on the popular Irish television show Operation Transformation. Check out their impressive transformation as a Blue Zones Community, including a 90% increase in community satisfaction, a 40% drop in city worker healthcare costs, a 25% increase in property values, a 40% increase in biking and walking, and three years of life added by program participants. Scan code to watch.

Yakima Valley Human Resources Association (YVHRA) is a regional, non-profit association and affiliate of the Society of Human Resource Management (SHRM). We are dedicated to the personal and professional development of our members. With approximately 120 members, we serve the Yakima Valley. Our goal is to provide our members an opportunity to develop leadership, managerial and decision making skills through a variety of programs focused on topics such as legislative changes, leadership development, safety, best practices and more.

We encourage you to visit our website at www.yvhra.org to view upcoming programs, which include:

- “Active Shooter Awareness Training” scheduled for April 06, 2017.
- “The Leadership Evolution…Pump up the Jam” scheduled for June 01, 2017.

We invite and encourage any business person in the Yakima Valley to attend our programs. All our programs are designed to support a variety of professions in addition to human resources. If you are interested in becoming a member of YVHRA, visit our website or email membership@yvhra.org.
Halverson Northwest Law Group is pleased to announce that F. Joe Falk, Jr. has joined the firm as an “of counsel” attorney. Mr. Falk has practiced law in Yakima since 1973 when he joined Walters, Whitaker and Finney, later Finney, Falk and Yarger. He focuses his practice on business and commercial law, probate and estate planning, and real estate transactions. For more information, please visit his page at halversonNW.com.

Kelsey Rock has joined Smith, Phillips & DiPietro as an account assistant. She attended Washington State University, graduating Cum Laude in the spring of 2013. At WSU, she studied Digital Technology and Culture with an emphasis on Media Authoring and, in addition to earning a bachelor’s degree, received a Professional Writing Certificate. Rock joins Smith, Phillips & DiPietro with two years of graphic design experience and over seven years of administrative experience, most recently with the Clover Park School District in Lakewood, WA.

DONATION BENEFITS MADISON HOUSE COMMUNITY YOUTH CENTER - CALCOE Federal Credit Union Has Raised Over $3,369 in Donations

CALCOE Federal Credit Union has raised over $3,370 for Madison House Youth Community Center, a program of Yakima Union Gospel Mission, with the annual “Skip A-Pay for a worthy cause” campaign. The campaign allows participating members to skip a loan payment for a minimal fee which was split with the Youth Community Center. On January 19, 2017, CALCOE Marketing Director met with Tony Baker, Executive Director of Madison House, along with Madison House staff and kids to present the donation check.

Madison House was chosen benefactor of the campaign due to the similarities in vision of helping people. CALCOE’s mantra is to improve members’ lives by promoting thrift and providing affordable access to credit. Madison House aims to broaden the horizons of kids located in the neighborhood once termed “The Hole.”

“Madison House provides a priceless service for the kids they serve. CALCOE is thrilled in supporting their efforts with our Skip-A-Pay campaign donation” stated Ryanne Nears, Marketing Director.

Wags to Riches Animal Rescue and Sanctuary, Inc.
(509) 453-4155
http://www.wagstorichesanimalrescue.org

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Yakima, WA 98901
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New York Life Insurance Company
Haddad Abbas Nazer
1425 Lakeside Ct.
Yakima, WA 98902
(509) 494-7819
http://www.haddad.nylagents.com

Habitat for Humanity, Yakima
Valley Partners
21 W. Mead Avenue Ste 110
Yakima, WA 98902
(509) 453-8077
http://www.yakimahabitat.org

Good Samaritan Healthcare Center
720 N. 16th Ave
Yakima, WA 98902
(509) 248-5320

M & R Electric Inc.
http://www.dmooredds.com
(509) 457-4532

M & R Electric Inc.
3806 Oak Ave
Yakima, WA 98903
(509) 952-8339

Ahtanum RV Secure Storage
2800 S 5th Ave
Yakima, WA 98903
(509) 426-2199
http://www.yakima-rvstorage.com

Our campaign donation" stated Ryanne Nears, Marketing Director.

Paint Smith Company
1017 N 6th Ave
Yakima, WA 98902
(509) 453-8555
http://www.paintsmith.com

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2800 S 5th Ave
Yakima, WA 98903
(509) 426-2199
http://www.yakima-rvstorage.com

To submit a “Business Brief,” announcements, staff changes, awards etc. E-mail brief copy and picture to thane@yakima.org (copy may be edited for space).

Include “Business Brief” in subject line.

February 2017 - Greater Yakima Chamber - Membership and Community Luncheon
RENEWING MEMBERS

Chamber Members who renewed their Memberships in September, October & November 2016

Please support these businesses that support your Chamber!

**Members for 1–4 Years:**
- The Cellular Connection - 1 Year
- Send Out Cards - Mike Anthony - 1 Year
- Blue Dog Business Services - 1 Year
- Digital Design Development (3D) - 1 Year
- Better All Auto Sales - 1 Year
- Love INC of Yakima - 1 Year
- The Little Soapmaker - 1 Year
- Day Spa Academy - 1 Year
- Darigold - 1 Year
- The Entrepreneur's Source - 1 Year
- Abbott's Printing, Inc. - 13 Years
- Kana Winery - 12 Years
- Storage Court - 12 Years
- Farwest Fabricators, Inc. - 12 Years
- Health Sciences - 11 Years
- Pacific Alliance Title, LLC - 20 Years
- Orchard- Rite, Ltd. - 19 Years
- Yakama Nations Legends Casino - 18 Years
- Sound Mart Satellite TV - 18 Years
- Englewood Garden Villas - 18 Years
- Joe Park Construction, LLC - 18 Years
- Columbia Ready- Mix, Inc. - 18 Years
- AAA Washington - 18 Years
- Joe Rez - Mix, Inc. - 18 Years
- Joe Park Construction, LLC - 18 Years
- Sundquist Fruit & Cold Storage - 89 Years
- Shaw & Sons Funeral Directors - 55 Years
- HUB International Northwest, LLC - 56 Years
- McKinney Glass - 58 Years
- Members for 60–69 Years:
  - Cascade Natural Gas Corp. - 61 Years
  - Central Chain and Transmission Company - 69 Years
- Yakima Valley School District, No. 7-69 Years
- Members for 70–79 Years:
  - M.G. Wagner Company - 79 Years
- Members for 80–89 Years:
  - Halverson Northwest Law Group - 80 Years
- Members for 90–99 Years:
  - H.R. Spinner Corp. - 93 Years

**Members for 5–9 Years:**
- Auto Art & Collision Repair - 5 Years
- Cornerstone Home Lending-Yakima - 5 Years
- Don’s Donuts & Julie’s Jive - 5 Years
- Magic Metals, Inc. - 5 Years
- Inland Pipe & Supply - 5 Years
- AAU Sports-Amateur Athletic Union - 6 Years
- M. Sevigny Construction, Inc. - 6 Years
- Tieton Capital Management - 6 Years
- Treveri Cellars - 6 Years
- Baird - 7 Years
- First Fruits Marketing of Washington - 7 Years
- Invisible Ink - 7 Years
- Crescent Healthcare, Inc. - 9 Years
- Hyatt Management Corp. - 9 Years
- Ledgestone Hotel - 9 Years
- Spectrum Business - 9 Years
- Stokes Lawrence Velkanjce Moore & Shore - 9 Years
- Ummalina Yakima Valley Spa - 9 Years

**Members for 10–14 Years:**
- Durrett & Associates, PLLC - 10 Years
- Washington Fruit Place & Gift Shop - 10 Years
- Delaney’s Lost Locket Laundermat - 11 Years
- Pacific Northwest University of Health Sciences - 11 Years
- Farwest Fabricators, Inc. - 12 Years
- Storage Court - 12 Years
- D2 Communications - 12 Years
- Kana Winery - 12 Years
- Abbott’s Printing, Inc. - 13 Years
- Fairfield Inn & Suites by Marriott - 13 Years
- Center For Counseling & Psychotherapy, PLLC - 14 Years
- Valley Dermatology Associates - 14 Years
- Valley Hills Funeral Home - 14 Years
- Yakima Valley Farm Workers Clinic - 14 Years
- AB Transmission, LLC - 14 Years
- Stoneway Electric Supply - 14 Years

**Members for 15–19 Years:**
- Table Art Signs & Sports Displays - 15 Years
- Valley Ford Nissan - 15 Years
- AT&T Yakima - 15 Years
- Meredith Furniture, Inc. - 15 Years
- Fort Simcoe Job Corps Center - 16 Years
- Radio Yakima - 17 Years
- Bruner Painting, Inc. - 17 Years
- Glenn Moor Green Apartments - 17 Years
- Miller Glass, Corp. - 18 Years
- AAA Washington - 18 Years
- Akland Pump & Irrigation Co., Inc. - 18 Years
- MSI Construction, Inc. - 18 Years
- Columbia Asphalt & Gravel, Inc. - 18 Years
- Columbia Ready-Mix, Inc. - 18 Years
- Joe Park Construction, LLC - 18 Years
- Englewood Garden Villas - 18 Years
- Sound Mart Satellite TV - 18 Years
- Yakama Nations Legends Casino - 18 Years
- Homesheet Bank - 19 Years
- Graphic Label - 19 Years
- Orchard - Rite, Ltd. - 19 Years

**Members for 20–29 Years:**
- Wellness House - 20 Years
- Yakima Watermill, Inc. - 20 Years
- Pacific Alliance Title, LLC - 20 Years
- ALSCO - 22 Years
- Central Valley Bank - Union Gap - 22 Years
- Triumph Treatment Services - 22 Years
- Thomas Upton Surveying - 23 Years
- West Valley School District #208-24 Years
- Bustos Media, LLC - 25 Years
- Ken Leingtang Excavating, Inc. - 25 Years
- Edward Jones - Galion Gentry - 26 Years
- Pruitt, Jeffrey D., D.M.D. - 26 Years
- Vineyards of Yakima Club - 29 Years

**Members for 30–39 Years:**
- Cowiche Growers, Inc. - 30 Years
- Oxford Inn - 31 Years
- Leavitt Insurance - 31 Years
- T & M Heating, of Washington, Inc. - 31 Years
- Wilbert Precast, Inc. - 32 Years
- OIC of Washington - 32 Years
- Yakima Valley Museum & Historical Association - 33 Years
- West Side Medi-Center Yakima - 34 Years
- Overhead Door Company of Yakima - 34 Years
- Engravings Unlimited, Inc. - 35 Years
- McDonald’s of Yakima County - 36 Years
- Tri-Ply Construction, LLC - 37 Years
- United Way of Central Washington - 38 Years
- Yakima Waste Systems, Inc. - 38 Years
- Yakima Valley Community College - 39 Years
- Members for 40–49 Years:
  - Langevin-Mussetter Funeral Home - 40 Years
  - All Seasons Heating & Air Conditioning - 41 Years
  - PLSA Engineering & Surveying - 43 Years
  - Isaak’s Home Furnishings - 49 Years
  - Central Mechanical Services - 49 Years
  - Central Pre-Mix Concrete Company - 49 Years
- Members for 50–59 Years:
  - Cintas Corporation - 55 Years
  - Fruit Packers Supply, Inc. - 55 Years

**Members for 5–9 Years:**
- Northwest Work Options, Inc. - 2 Years
- Hyperbaric Centers of Washington - 2 Years
- Buffalo Wild Wings - 2 Years
- Westside Pizza - 2 Years
- City of Union Gap - 3 Years
- Abhaya-Nelson, P.C. - 3 Years
- FutureLink Technologies - 3 Years
- Paragon Films - 3 Years
- Indlking Bookshop - 3 Years
- Twigs Bistro & Martini Bar - 3 Years
- Bear Event Services - 4 Years
- JCPenney - 4 Years
- Larsen Gallery Guild - 4 Years
- Yakima Valley Technical Skills Center - 4 Years
- Yakima Federal - 4 Years
- Yakima Humane Society - 4 Years
- Bale Breaker Brewing Company - 4 Years

Save energy. Save money. Be wattsmart®

Want to improve your profits? By implementing energy efficiency improvements you will save energy and boost your bottom line. Investing in energy efficiency provides many benefits including:

- **Enhanced customer experience.** Energy-efficient upgrades add to your business’ appearance, present your products or services in a comfortable environment, and help customers enjoy their visit—increasing sales and encouraging repeat business.

- **Improved occupant comfort and productivity.** Simple improvements to your lighting and HVAC systems can improve your work environment—increasing worker productivity and comfort.

- **Extended equipment life.** Choosing energy-efficient products and reducing equipment run-time can reduce maintenance needs and extend the life of your equipment—lowering operating and maintenance costs. Consider installing sensors and timers to make sure you’re only using equipment when needed.

- **Enhanced public image.** Being a wattsmart Business helps improve your reputation in the community and build trust with your customers through a wise use of resources.

Start with wattsmart

Pacific Power provides cash incentives and technical expertise for upgrading to energy-efficient equipment. Learn more about wattsmart services and incentives by visiting wattsmart.com today or by contacting a wattsmart Business Vendor using our Find a Vendor search tool.