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GREATER YAKIMA CHAMBER OF COMMERCE

ACTION REPORT

Quarterly News Magazine - April • May • June 2018

#LetsBlueZoneYakima - Pg. 8

Also in this issue:

- Small Business Impact
- President's Report
- Big Horn Cafe
- Unity Works
- Renewing Members
- New Members



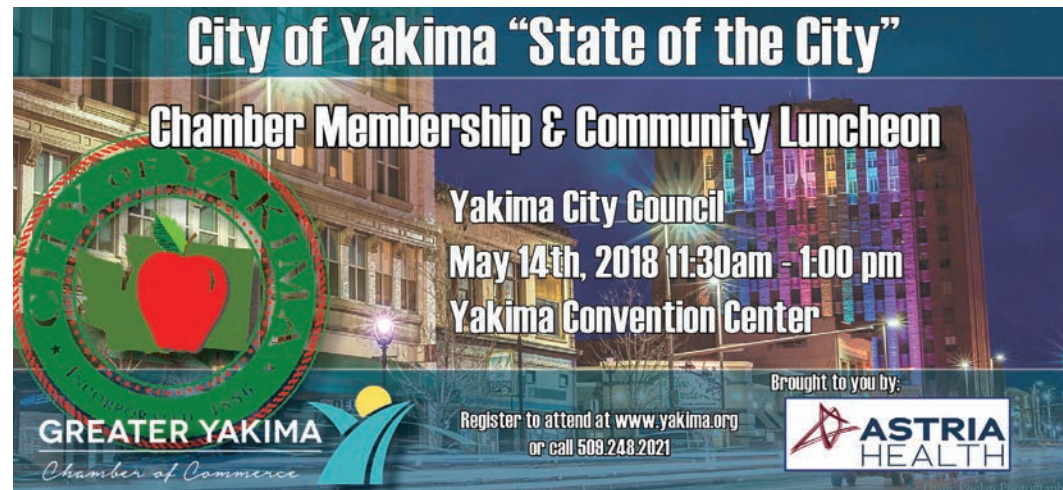
GREATER YAKIMA

Chamber of Commerce



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Greater Yakima of Chamber of Commerce
Membership and Community Luncheon
"State of The City - Yakima City Council"
Dulce Gutiérrez - District 1/Assistant Mayor
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ON THE COVER "Downtown Yakima Art" Photo by Thane Phelan

Action Report Layout & Design by: Amy O Graphics & Thane Phelan

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GREAT YAKIMA

Chamber of Commerce



10 N. 9th St.
Yakima, WA. 98901
(509)248-2021

www.yakima.org

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Thane Phelan, *Vice President*
Amy Lopez, *Information and Events Coordinator*
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Jessica Paredes, *Administrative Assistant*

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."

American Red Cross – Yakima – 38 Years
KDF Architecture – 38 Years
The Dolsen Companies – 38 Years
Bernd Moving Systems – 39 Years
Pro-Build Yakima – 39 Years
YCCS – A National Collection Systems – 39 Years

Members for 40-49 Years:

Kameo Flower Shop, Inc. – 40 Years
Stephens Metal Products, Inc. – 40 Years
Yakima Steel – 40 Years
Evergreen Financial Services, Inc. – 42 Years
Moss Adams LLP – 47 Years
Perry Technical Institute – 47 Years
Howard Johnson Plaza Hotel – 49 Years

Members for 50-59 Years:

SPD & G Advertising – 51 Years
Dunbar Jewelers – 52 Years
Efcom... Yakima's Mac Store – 53 Years
Yakima Theatres – 54 Years
Smith Law Firm – 55 Years
US Bank – Regional Office – 58 Years
KNDO TV – 59 Years

Members for 80-89 Years:

State Fair Park, Yakima Valley Sun-Dome & CW State Fair – 80 Years
Town Square Media – 83 Years
Northwest Farm Credit Services – Yakima -84

Members for 90-99 Years:

Del Monte Foods – 90 Years
Roche Fruit Company, Ltd. – 91 Years
Sundquist Fruit & Cold Storage Inc. – 91 Years

Members for over 100 Years:

Pacific Power – 108 Years

NEW MEMBERS

We are pleased to announce the following new businesses have joined your Chamber during the months of December 2017, January 2018 and February 2018.

Denny's
3704 Fruitvale Blvd
Yakima, WA 98902
(509) 571-1457

All Services

905 Lindy Lane
Yakima, WA 98901
(509) 248-0440

www.allservicesteelbuildings.com

Leavitt Machinery

1506 East mead
Union Gap, WA 98903
(509) 759-7340

www.leavittmachinery.com

Ponderosa Assisted Living Community

3300 Englewood Ave
Yakima, WA 98902
(509) 459-1366

www.ponderosaretirement.com

K&L Plumbing Services LLC

(509) 571-1554
brooksquality@hotmail.com

Sweet Relief Cannabis Express

2 N 11th Street
Yakima, WA 98901
(509) 426-2436

Gravis Law PLLC

6 S 2nd St #905
Yakima, WA 98901
www.gravislaw.com

Keller Williams Yakima Valley

1019 S 40th Ave
Yakima, WA 98902
(509) 945-1411

Make It Special-Make It Washington LLC
(509) 480-2947
ahopinthesack@gmail.com

Pace International, LLC

5661 Branch Rd
Wapato, WA 98951
1-800-936-6750

www.paceint.com

Lezley Anderson Insurance Sales

(425) 830-5955
lezley@lezleyanderson.com

Yakima Chief Hop Union LLC

306 Division St
Yakima, WA 98902
(509) 457-3200

www.ychhops.com

Spectra Food Services at State Fair Park

1301 S. Fair Ave
Yakima, WA 98901
(509) 965-3416

www.spectraexperiences.com

Wells Fargo Commercial Banking

32 N. 3rd Street
Yakima, WA 98901
(509) 576-6180

www.wellsfargo.com

Wells Fargo Bank- West Yakima

200 S 72nd Ave
Yakima, WA 98908
(509) 972-7680

www.wellsfargo.com

RENEWING MEMBERS

*Chamber Members who renewed their
Membership in December 2017, January 2018 and February 2018.
Please support these businesses that support your Chamber!*

Members for 1- 4 Years:

Nourish Wellness – 1 Year
Yakima Valley Fire Adapted Communities Coalition – 1 Year
Total Travel – 1 Year
BBSI – 1 Year
Employer Support of the Guard and Reserve ESGR – 1 Year
Hoptown Pizza – 1 Year
Synoptical Freelancing 1 Year
All Green Carpet Cleaning – 1 Year
Wendy's – 2 Years
Charter College – 2 Years
Prestige Care Inc. Parkside Nursing & Rehabilitation – 2 Years
Salon BeYOUtiful – 2 Years
Silverwood Theme Park – Boulder Beach Water Park – 2 Years
SOZO Sports of Central Washington – 2 Years
Yakima Shipping Shop – 2 Years
Blue Dog Business Services – 3 Years
Dickey's Barbecue Pit – 3 Years
Evergreen Home Loans – 3 Years
McCormick Air Center – 3 Years
The Little Soapmaker – 3 Years
Absolute Comfort Technology – 4 Years
Friendly Automotive – 4 Years
Snoqualmie Casino – 4 Years
The Yoga Practice – 4 Years

Members for 5- 9 Years:

Assurance Healthcare and Counseling Center – 5 Years
Law Office of Sonia Rodriguez True – 5 Years
Yakima Valley Pippins – 5 Years
Cowiche Canyon Conservancy – 6 Years
Jags Commercial Cleaning Services – 6 Years
Running Springs Ranch – 6 Years
Robinson Drilling & Development, Inc. – 6 Years
Yakima Symphony Orchestra – 6 Years
Yakima Valley Conference of Governments – 6 Years
Edward Jones – Scott Holt, Financial Advisor -7 Years
Kronos Micronutrients, L.P. – 7

Years

Community Living – 8 Years
Joel's Tire – 8 Years
Canyon River Ranch Lodge – 9 Years
Central Washington Hispanic Chamber of Commerce – 9 Years
Valu-U-Lock Storage – 9 Years

Members for 10 -14 Year

Graf Investments, Inc. – 10 Years
Granite Construction Inc. – 10 Years
Umpqua Bank – Home Loan Division – 10 Years
Community Health of Central Washington – 11 Years
Hilton Garden Inn Yakima – 11 Years
Hop Extract Corp. of America – 11 Years
Wheatland Bank – 11 Years
Small Business Development Center – WSU – 12 Years
WRP Gateway, LLC – 12 Years
Yakima Secure Self Storage – 12 Years
Alliant Communications, Inc. – 14 Years
D2 Communications – 14 Years
Manhasset Specialty Company – 14 Years

Members for 15-19 Years:

Airporter Shuttle – 15 Years
Amtech Corporation, L.L.C. – 15 Years
C & H True Value Hardware – 15 Years
Dispute Resolution Center of Yakima & Kittitas County – 15 Years
Owens Harley-Davidson – 15 Years
Better Business Bureau Serving Eastern Washington – 16 Years
Merit Resource Services – 16 Years
Rosauers Supermarkets, Inc. -16 Years
Brookdale Chesterley – 17 Years
Northwest Harvest – 17 Years
Pro-Motion Physical Therapy – 17 Years
Valley Ford Nissan – 17 Years
YASC Holdings, LLC. – 17 Years
Advanced Digital Imaging – 18 Years
Camp Prime Time – 18 Years
Cole Industrial, Inc. -18 Years
Doug Lemon Rentals – 18 Years
JV Accounting – 18 Years
R.E. Powell Distributing -18 Years

State Farm Insurance – Linda Roth – 18 Years
Systems West LLC – 18 Years
The Print Guys Inc. – 18 Years
URM Cash & Carry – 18 Years
Vision Craft, Inc. – 18 Years

Members for 20-29 Years:

A&A Motor Coach, Inc. – 20 Years
All American Self Storage – 20 Years
Central Washington University – Yakima Center – 20 Years
Don Jordan Energy Systems, Inc. – 20 Years
Highgate Senior Living – 20 Years
DEP Properties, Inc. -21 Years
3W Trucking – 21 Years
MacroPlastics WA, Inc. – 21 Years
Johnston Insurance – 23 Years
Office Depot #937 – 23 Years
Pacific CA Services, Inc. – 23 Years
Olive Garden Italian Restaurant -25 Years
Central Washington Family Medicine Clinic – 26 Years
Design Service Corporation – 28 Years
Yakima Area Arboretum & Botanical Garden – 28 Years
Yakima Training Center – 29 Years

Members for 30-39 Years:

Nob Hill Water Association – 31 Years
Valley Mall Merchants – 30 Years
Washington State Department of Transportation – 31 Years
Cascade Eye Center – 32 Years
Fidelity Title Company -32 Years
Green Baron, Inc. – 32 Years
John L. Scott Real Estate – 32 Years
Terrace Heights Development, LLC – 32 Years
The Capitol Theatre – 32 Years
Corday & Sharon Trick – 33 Years
DSHS – Division of Vocational Rehabilitation – 33 Years
Elwood Staffing – 33 Years
Wholesale Tire Mart – 33 Years
Golden Wheel Restaurant – 35 Years
Therapeutic Associates – Yakima Physical Therapy – 36 Years
United Business Machines of Washington – 35 Years

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PICNIC AT THE PARK

State Fair Park On-Site Picnic Available Packages

**Main Plaza • Picnic Tables • Guinea Sacks • Corn Hole Game
Bad Mitten Game • Tents (available through Bear Event Services)**

**Packages beginning at \$800 before food & beverage orders.*

MAIN ENTRÉES (SELECT 2)

GRILLED ONSITE & DURING YOUR PICNIC

Hamburgers
All Beef Hot Dogs
Grilled Chicken
BBQ Chicken Quarters
Italian Sausage with Peppers & Onions

ADD A SMOKED ITEM \$4 PER PERSON

SMOKED ONSITE WITH OUR OWN SMOKER

Pulled Pork
Brisket
Pork Ribs

SIDES (SELECT 3)

Mac and Cheese with Panko Topping
Baked Beans with Brown Sugar and Bacon
Buttered Corn on the Cob
Cornbread
Fresh Fried Potato Chips

Baby Red Potato Salad
Fresh Local Fruit Salad
Green Beans with Lemon Zest and Sea Salt
Watermelon Slices

\$20 PER PERSON

CHILDREN UNDER 4 YEARS OLD \$5.00 PER CHILD | CHILDREN AGES 4-12 1/2 PRICE OFF OF LISTED ENTREE PRICES

3RD MAIN ENTRÉE ADD \$3 PER PERSON

*All picnics include fresh rolls or buns, assorted condiments, disposable tableware and silverware, iced tea, lemonade and freshly baked assorted cookies

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ALL PRICES ARE SUBJECT TO 19% MANAGEMENT CHARGE AND 8.2% SALES TAX



PRESIDENT'S MESSAGE



Verlynn Best
President & CEO

What is a Chamber of Commerce?

The Greater Yakima Chamber of Commerce is a form of business network, i.e. a local organization of businesses whose goal is to further their interests. Business owners in our valley formed to advocate on behalf of our community which we have been doing the past 125 years. The Greater Yakima Chamber of Commerce is, also, an organization of citizens who are investing their time and money in a community development program that works together to improve the economic, civic and cultural wellbeing of the area. Local businesses are members that elect a board of directors and/or executive council to set policy for our Chamber.

There are two primary functions of a Chamber of Commerce: first - it acts as a speaker for the business and professional communities and translates the group thinking of its members into action; second - it renders a specific product or service type that can be most effectively beneficial by a community organization and to its members as a whole such as: the Coffee Club; Business After Hours; Membership & Community Luncheons; Education Forums; and Government Advocacy for business friendly legislation, just to name a few.

How does it function?

The Greater Yakima Chamber of Commerce's mission is to create an environment in which businesses can prosper. The main function of our Chamber of Commerce is to promote interest in local business possibilities. Guidance, inspiration, plus trade and industry, is dependent upon the members working vigorously on the committees of their choice. A careful analysis is made of the community's needs and an action plan is designed. The goal of this plan is to improve the economic welfare of the community. The Chamber works for industrial and business development, which supports new residents with their revenues for our community. It provides educational opportunities and assists businesses with the latest marketing and promotional techniques.

The Greater Yakima Chamber of Commerce works for the ever-increasing diverse population by as-

suring additional customers and income. It works toward the increasing development of highways, recreational areas, new industries, and the expansion of existing industries; all of which increase the demand for services. The Chamber provides an ever-expanding market for construction, real estate, and insurance professionals by promoting business and attracting new industries and residents. Potential customers are referred to members daily. Your Greater Yakima Chamber of Commerce works continuously for the growth of the valley, business expansion and population increase to insure the professional a prosperous place in which to make a living.

This year, the Greater Yakima Chamber of Commerce will be kicking off a fundraising campaign to commemorate 125 years of serving the Yakima Valley – so, get ready to help celebrate with us!



BUSINESS BRIEFS

To submit a "Business Brief", announcements, staff changes, awards etc. E-mail brief copy and picture to thanc@yakima.org (copy may be edited for space) Include "Business Brief" in subject line.



Representative Norm Johnson
Announces Retirement

14th District Representative Norm Johnson announced that he will retire from public office at the end of his term. "I've enjoyed working for the people of my district. But my kids live elsewhere and I'd like to travel while my health is still good," said Johnson.

The 79 year old legislator has logged over 35 years of public service. He served in Mabton on the Town Council, then 20 years on the Toppenish City Council, followed by 3 years on the Yakima City Council and for the last 10 years as a state legislator.

A former teacher, school counselor and principal, Johnson's passion for education has influenced his work as a legislator. He co-sponsored a bill to establish the WSU Medical School and has proudly supported Pacific Northwest University of Health Sciences and Heritage University.

Representative Johnson was known to work both sides of the aisle for the good of the district. He scored many wins on capital projects like the Maryhill Museum exterior and the Toppenish Veteran's Center, which celebrates its grand opening May 21 in Toppenish.

His recent efforts, along with Rep. Laurie Jenkins, to introduce first-of-its-kind healthcare trust legislation, drew national attention from the New York Times. "I've always strived to work with people on both sides of the aisle," said Johnson. "It's the best way I know to get things done."

Johnson recalled the many public servants that had a profound influence on him. "It was an honor following Mary Skinner (longtime representative of the

14th District who preceded Johnson). Few people were held in such high regard in Olympia as Mary. Alex Deccio was another giant of a legislator who I admired. I will also miss working with my current seat mates, like Curtis King and Jim Honeyford. I feel lucky to have worked alongside them." "I have no regrets", he summed up. "I have worked hard for the people."

Yakima Federal Promotes Seven Employees

Yakima Federal Savings and Loan Association recently announced the promotion of seven employees.

Melanie Kimm has been promoted to Senior Vice President. She has 19 years of service with the Association, starting as a teller at the Sunnyside Branch. Kimm is the Savings Administrator leading all aspects of deposit operations for the Association. Janette Smith has been promoted to Vice President. She has been with Yakima Federal for 15 years and has been the Association's Compliance Officer since 2014.

Adam Coe has been promoted to Assistant Vice President. He has 11 years of experience and is the Community Reinvestment Act Officer and Security Officer for the Association.

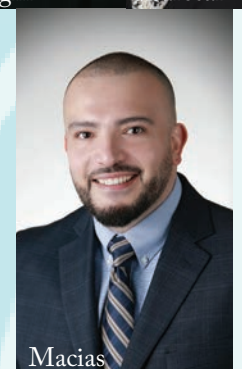
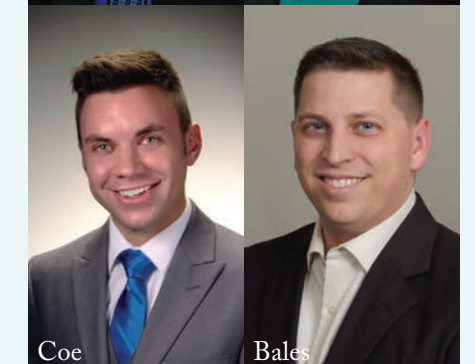
Andrew Bales has been promoted to Assistant Vice President. He has 10 years of service and is the Kennewick Branch Manager.

Cristy Swearngin has been promoted to Assistant Vice President. She has 28 years of experience and is the Ellensburg Branch Manager.

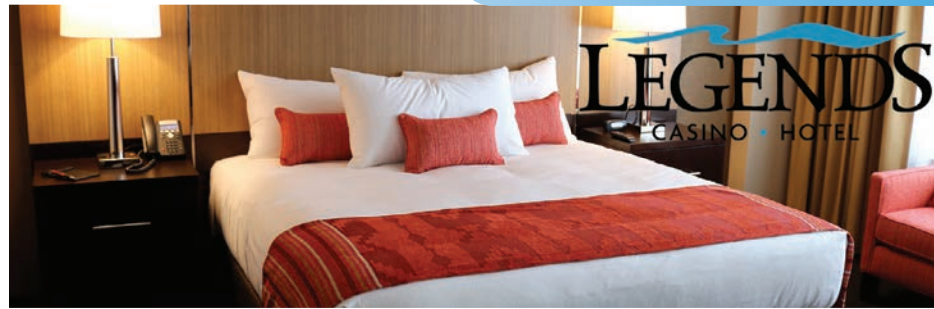
Cindy Marcear has been promoted to Assistant Vice President. She has 9 years of service and is the Richland Branch Manager.

Enero Macias has been promoted to Assistant Secretary. He has been with Yakima Federal for three years and will begin training for the role of Underwriter.

Yakima Federal Savings and Loan has been serving Central Washington since 1905 and has 10 branches throughout the region.



MEMBER PROFILE



Meet the Director

Lisa Ortloff honed her hospitality management skills in the hustle and bustle of Las Vegas. Her hotel career launched at The Mirage more than 24 years ago. As luxury hotels became the jewels of the Las Vegas strip, Lisa took an opportunity in 2009 to enhance her expertise by taking a role at Aria Resort & Casino—a 4,000 room resort and casino that claims some of the best hotel rooms and suites on the strip.

She returned to the valley—her father's home—in 2016 to join

the process of creating the Legends Casino Hotel by appointing each of the rooms then assumed the role of the Executive Housekeeper. "I had been looking for an opportunity to be closer to family and scale back," Lisa remembered, "Legends opening a hotel was perfect timing, and I was excited to be a part of the expansion." In summer 2017 Legends Casino Hotel launched a search for a Hotel Director. Lisa stepped up in the interim to manage the day to day operations then applied to take on the role permanently. When asked what she'd like to accomplish in her tenure as the director, Lisa ex-

plained, "I wanted to use my skillset to the advantage of the hotel. Plus, I've had the great honor to hire team members with little or no hospitality experience and teach them a trade that they'll be able to use throughout their careers."

Currently, the hotel employs 75 employees in six departments—Housekeeping, Call Center, Front Desk, Valet, Gift Shop, and Hospitality Sales. The property is open and modern allowing guests to relax in luxury. Additionally, the property is inclusive ensuring guests seeking a staycation don't need to leave during their stay. Lisa wants every member of the community to know two things about the hotel. First, it's a hidden gem with exquisite views of Mount Adams. Second, corporate discounts are available, and we encourage businesses in the valley to take advantage of these as they entertain visitors, plan conferences, or host regional meetings.

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GREATER YAKIMA
Chamber of Commerce



Live Longer, Better[®] YAKIMA

Blue Zones Project is a community well-being initiative that's designed to unite our worksites, grocery stores, restaurants, schools, and residents toward one common goal: making healthy choices easier.

Join us to hear from national speaker Tony Buettner about how Blue Zones Project can help improve well-being for all individuals and organizations across Yakima!



Blue Zones Project Presentation

Tuesday, May 1

State Fair Park,
State Fair Room
1301 S Fair Ave., Yakima

8:30 - 10:30 a.m.



RSVP & Learn more:

go.bluezonesproject.com/Yakima

Wine @ 5

5:00 - 6:00 p.m. - State Fair Park
Join us to enjoy refreshments and healthy snacks while learning more about Blue Zones Project from their expert staff team.

Thank You to our Site Visit Sponsors:

Community Health of Central Washington, Domex Superfresh Growers, Dr. Yamileth Cazorla-Lancaster, Greater Yakima Chamber of Commerce, L.H. Butler DO, Marjorie Henderson, Virginia Mason Memorial Hospital, WA State Allied Health Center of Excellence, Yakima County Health District, Yakima Health and Well-Being Coalition, Yakima Heart Center



Healthy and sustainable at every opportunity



“Research is evolving showing the importance and power of plant-based foods, and how important it is to help people heal.”

—**Kate Gottlieb**, Sustainability Program Coordinator
Virginia Mason Memorial

Virginia Mason Memorial signed on to the “Healthier Hospitals Initiative” in 2015, pledging to improve and sustain the environment, financial responsibility and safety in the hospital’s facilities.

It wasn’t long before patients and customers noticed. Desserts, once prominently displayed at the Cafe, were reduced and moved to a back corner, and more plant-based options began to appear on the menu, encouraging healthier choices.

In March 2016, the National Humane Society’s Food Forward program came to Memorial for a two-day, plant-based cooking class for 16 members of the dietary staff. They learned to make food that is both healthy and tasty. Memorial is now also providing hormone- and antibiotic-free chicken breasts, bacon, hamburgers, as well as Marine Stewardship Certified seafood.

Meanwhile, Memorial’s garden sits behind the hospital. Planting ceremonially begins on Earth Day each year, when staff and kids from the hospital’s Early Learning Center assist in planting seeds. In 2015, the garden was about 5,500 square feet and yielded 2,800 pounds of produce, which was used in the hospital kitchen. In 2016 the garden was 10,000 square feet and provided more than 4,000 pounds of food. 2017 brought in 3,395 pounds of produce. The hospital serves around 2,650 patient meals per week, along with about 7,200 meals in the Cafe for employees and other customers.

In the summer, Memorial hosts a farmers market with local farmers, a bee keeper, and other sustainable vendors. Also, many Virginia Mason Memorial team members sign on to receive a

weekly CSA (community supported agriculture) delivery of organic and locally grown vegetables and fruit.

On the recycling front, Virginia Mason Memorial collected 212.65 tons of recycling on the hospital’s main campus in 2016, and over 250 tons in 2017. Energy use was reduced 3.2 percent over that same period.

In operating rooms, Memorial diverted 14,846 pounds of medical waste from landfills through reduction and reprocessing devices with Stryker’s Sustainability Solutions. A sock recycling program, in which lightly used socks are washed and donated to the Union Gospel Mission, was also started.

Recognition for sustainability accomplishments

For these efforts and others, Virginia Mason Memorial received three awards in 2017 from Practice Greenhealth, the nation’s leading organization dedicated to environmental sustainability in health care.

The Circles of Excellence Award, given to Virginia Mason Memorial for Healthy Food in Health Care, honors hospitals for outstanding performance in one specific area. The Healthy Food category award highlights leaders in sustainable food services, including meat and sugar-sweetened beverage reduction, healthier meat procurement, local sourcing, food waste prevention and management.

The Greenhealth Emerald Award is presented to hospitals that demonstrate superior sustainability programs.

The Greening the Operating Room Recognition Award acknowledges hospital sustainability programs that drive environmental stewardship within the surgical suite.

“We are proud to be named one of the top 10 hospitals in the country for our work toward providing healthy food for our patients, employees and visitors, and will continue to make sustainability a top priority,” said CEO Russ Myers.

Healthy Yakima.



**UNITYWORKS
FOUNDATION**

Dr. Randie Gottlieb, President
rg@unityworks.org, 509-454-3662 (PT)
www.unityworks.org

UnityWorks Program Drawing Wider Attention

UnityWorks is a national nonprofit headquartered in Yakima. Its mission is to promote understanding of the oneness of humanity, the value of diversity, and the need for unity. The program works with K-12 schools, providing training, resources and support to site teams from each school. The goals are to educate staff and students about living in a diverse society, increase equity and reduce prejudice, promote culturally responsive teaching, close achievement and opportunity gaps, and encourage positive multicultural change.

The UnityWorks Program began in 2014 in the Yakima School District, and is now ready to expand. “That year, we trained teams from four schools,” explains Dr. Randie Gottlieb, founding Executive Director. “The evaluations were so positive that the district added four more schools the following year.” Last year, 12 schools were participating, with more expected in the future. In “Got Unity?” a short video produced by the Yakima District, UnityWorks team members explain why they feel this work is so vital for our children and our community.

According to Yakima School Board President Martha Rice, “The Yakima School District is very diverse ethnically, culturally, linguistically, and socio-economically. The likelihood of misunderstandings and tensions could make for unsafe learning spaces

for students and staff. However, we have seen those misunderstandings and tensions melt away in the schools that have taken part in the UnityWorks training.

Students and their families have become more engaged. Staff reports an increase in the awareness of equity and diversity issues within their schools. Data demonstrates that there is a significant reduction in harassment, bullying, incidents of bias and student referrals. These schools are becoming more cohesive units and are safer learning spaces for our students and staff.”

Every summer, UnityWorks organizes an action-packed Diversity Training Institute. This five-day professional learning event is designed to prepare educators with the knowledge, tools, strategies and resources needed to improve school culture and student learning. As part of the training, each team develops a Diversity Action Plan for the year.



Yakima educators at the UnityWorks training in August

“This training has been an eye-opener, for me and my staff,” says Luz Juarez-Stump, principal of Hoover Elementary School. “I’m really excited about the things we’ve come away with. Not only will our building and our school be a better place, but as

For more information visit; www.unityworks.org

these kids go out in society, I think they’re going to make the world a better place.” Davis High School student Joy Mendoza agrees: “UnityWorks opened my eyes. Even though I’m young, I can make a difference.”

Because of its positive impact, UnityWorks has been receiving increasing recognition. In May, there was a front-page article in the Yakima Herald: Program Fostering Unity in Yakima Schools Drawing Wider Attention. In June, a team of educators from Yakima was invited to present at the Washington State Association of School Administrators Conference in Spokane. In November, there was a featured presentation on UnityWorks at the National Race Amity Conference in Boston, while at the same time, the Yakima School Board presented at the Washington State

School Board Conference in Bellevue, to an enthusiastic, standing-room-only crowd. They will present again at the National School Board Conference in San Antonio this April.



How the BIG HORN CAFE came to be...

In the spring of the 2016-2017 school year the WVHS ASB discussed the need for an on-going fundraiser. One of the ideas that gained traction was the idea of a morning coffee shop at the HS. The students were split on spending some of their budget on the start-up costs so the idea was tabled for consideration in the following year's budget.

Two ASB students dedicated their first semester to the logistics of launching this idea. The major hurdles these students identified were: menu approval from our District Child Nutrition including meeting federal nutrition rules for food/drink served on school grounds during the school day, creating a space and sourcing equipment that would comply with relevant Yakima County Health Department codes, and identifying funding for the start-up costs as well as establishing an operating budget with prices students can afford while still providing some profit for ASB.

Tommy Harris and Chloe Williams each logged over 100 hours of research and work towards those three areas. In the process these students learned so many skills related to launching a business, being a successful entrepreneur, working with government agencies, and applied their math skills to craft budgets. They also used and improved their communication skills while working with the various players and in keeping the rest of ASB informed.

ASB successfully opened their store, the BIG HORN CAFE, in February of 2018. Their Grand Opening was on February 9th. We celebrated another milestone on March 22 - the BHC sales

exceeded the BHC expenses and we began operating in the black! The students have learned so much about managing inventory, making deposits, advertising, building work schedules and running a business. Now we move into the phase of keeping the momentum going, developing "specials" and promotions, analyzing our menu options and training new managers and workers as we graduate many of those that spearheaded this project.

We owe sincere THANK YOUS to many local organizations that helped us make the BIG HORN CAFE a success.

- PACIFIC TRADERS COFFEE. This local coffee roaster owned and operated by WV Alumni Brian Sliman became not just the supplier of our coffee beans, but an enthusiastic mentor who helped us identify the type of espresso machine to purchase and provided invaluable training.
- WEST VALLEY SCHOOLS FOUNDATION. This local non-profit provided the much needed start-up capital that made this dream come true. The students completed the grant application, including submitting a formal business plan, on their own and were thrilled to receive the funding to put their plans into action.
- YAKIMA HEALTH DEPARTMENT, especially John Wilson. Mr. Wilson helped the students identify which health codes applied and how to meet them. He provided feedback on preparing the space the students planned to use as their store and the equipment needed to outfit it properly. Numerous emails and two visits later - we had an official license to operate and about 20 student workers with food handler's cards.
- WEST VALLEY CHILD NUTRITION, especially Magdalene Lima-Fiallos. Magdalene directed students to the Federal Nutrition Guidelines that applied as well as passing on resources to help them develop menu items that would be in compliance. She reviewed all of the students' menus and drink recipes for approval.
- STEPHANIE SCHRIM at

RICHLAND HS. Stephanie spent over an hour showing us the Richland HS student store and explaining how they run their coffee shop in the morning before school. Her experience and willingness to share her knowledge saved us countless "learn-by-mistake" moments. She also made the ASB Advisor, Mrs. Johnson, believe this would actually work!

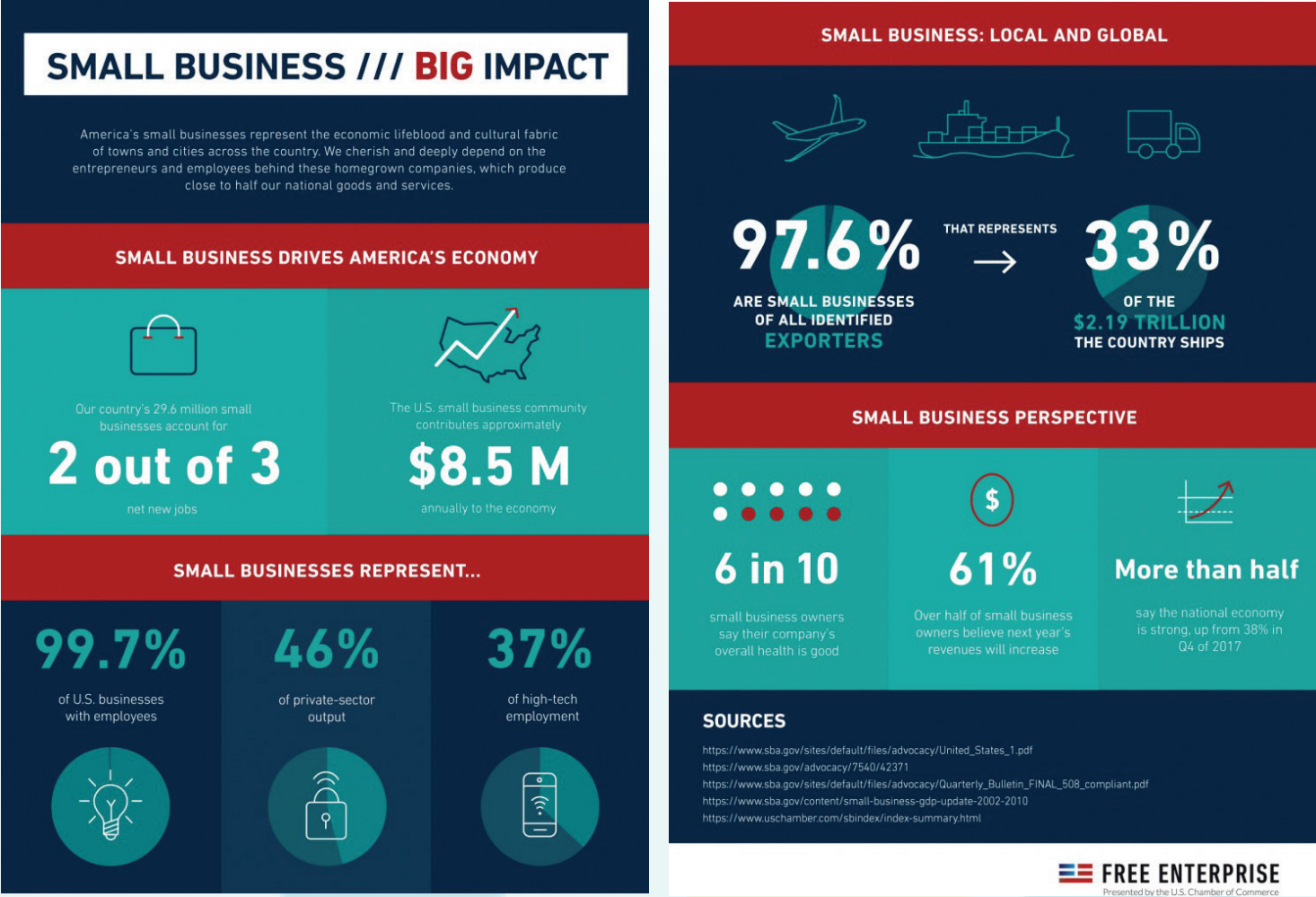
• GREATER YAKIMA CHAMBER OF COMMERCE. This local agency was so supportive and excited for the launching of a student-created business. They supplied the ribbon and big scissors for our Grand Opening. Their support not only added some "flair" to the Grand Opening, it also added another layer of legitimacy to the process and final product that is well deserved.

Looking ahead, a current junior - Amaya Meza - is co-managing the store this semester. She will become the lead manager next year to keep the BHC operating smoothly. Then it will be her turn to identify an underclassmen to mentor as the next manager. Her organizational skills and willingness to go above and beyond, like her predecessors, make me confident that this idea will not fizzle out when the originators graduate. The 2017-2018 ASB has truly left a legacy at WVHS.

- What makes the BHC unique?**
- We are only open for 30 minutes a day!
 - We do not use any disposable cups or glasses. Students and staff provide their own containers and we have branded cups for purchase (thank you WVSF Grant). This decision aligns with our school's movement towards less waste and means we don't have to include purchasing single use cups in our expenses.
 - After the initial crew was trained by our mentor, Brian Sliman, all of the training for working in the shop is student-to-student.

Think you get the role Small Business plays in the U.S. Economy? Think Again.

Everyone has heard that small businesses are the heartbeat of America, but it can be hard to fully grasp what that means. Sure, these entrepreneurs are creating meaningful impact in their communities while finding innovative solutions to common problems. But look closer, and you'll see their role in American lives and our way of living is far more vast than many know. And frankly irreplaceable. For a quick reminder, and a closer look at why the small business landscape is so critical to keeping the country running check out the informative infographic below:



RIBBON CUTTING



Ribbon Cutting and Open House of Yakima's newest real estate office, Keller Williams Yakima Valley. 1019 South 40th Avenue - Yakima, WA



#LetsBlueZoneYakima



Dr. Yami Lancaster and Kate Gottlieb presenting "Blue Zones" to Downtown Yakima Rotary

Dr. Yami Lancaster and Kate Gottlieb had a vision of making Yakima a healthier place by bringing wellbeing leaders together for one common goal, "Make Yakima the Healthiest County in the Nation!" The Yakima Health and Wellbeing Coalition started in April of 2016 and soon after become Chamber committee. The Robert Wood Johnson County Health Rankings data shows that Yakima is 38 of 39 for poorest health factors. The coalition wants to improve that ranking and why not Blue Zone Yakima to achieve that?

with other research-supported interventions. The Project takes a unique, systematic approach to improving well-being by focusing on the people, places, and policies within our "life radius." By making permanent and semi-permanent changes in the environments where we routinely spend our time, we make healthy choices easier—and people naturally adopt healthier behaviors together as a community.

Blue Zones Project® is a community-led well-being

improvement initiative designed to make healthy choices easier through permanent changes to a community's environment, policy, and social networks. Established in 2010, Blue Zones Project is inspired by Dan Buettner, a National Geographic Fellow and New York Times best-selling author who identified five regions of the world—or Blue Zones®—with the highest concentration of people living to 100 years or older. Blue Zones Project incorporates Buettner's findings and works with cities to implement policies and programs that will move a community toward optimal health and well-being. Currently, 42 communities in nine states have joined Blue Zones Project.

We are preparing for the Blue Zones Project team to visit Yakima April 30 – May 2 for a Site Visit to assess the motivation, leadership and readiness of our community to take on this transformational effort. The visit will include a presentation from Blue Zones that we encourage anyone to attend, sector-specific focus groups, and a Wine at 5 social event. The goal of the visit is for the Blue Zones Project team

to get to know our community and assess our ability to become a Blue Zones Project community and for our leadership to determine if the program is right for us.

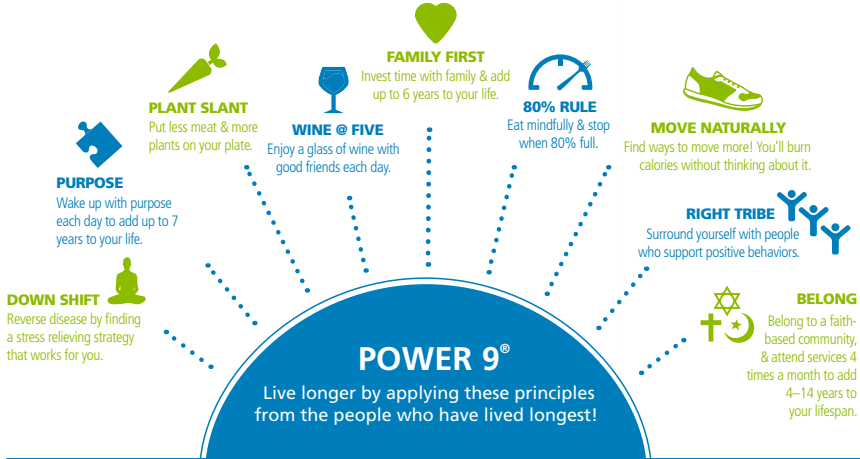


The Yakima Health and Wellbeing Coalition meets the 4th Wednesday of the month at the Chamber

EXPERIENCE
BLUE ZONES PROJECT®

START CREATING A HEALTHIER, HAPPIER LIFE, TODAY.

Be a part of transforming well-being so the healthy choices become easy choices for you and your community.



A community-wide approach. **#LetsBlueZoneYakima**



Worksites: We help your workers feel better and more connected to their colleagues, so they're more productive, miss less work, and have lower healthcare costs.



Grocery Stores: By helping you provide easier access to healthful and tasty foods, you can better educate families on improving nutrition.



Schools: By encouraging better eating habits, implementing tobacco-free policies, and increasing physical activity, we create healthy habits for life.



Community Policy: Sidewalks, community gardens, farmers' markets, and other community infrastructures affect your ability to move naturally, connect socially, and access healthy food.



Restaurants: We work with you to add healthier foods, so you can improve customer satisfaction and increase traffic.



Individuals: From moving naturally more often to finding individual purpose in our lives, making small changes in daily routines can lead to living happier and healthier lives.



Faith-Based Communities: We help inspire, encourage, and promote well-being, increasing connectivity and longevity among members.

Learn more at bluezonesproject.com.

Register for the free community information meeting May 1st at <http://go.bluezonesproject.com/yakima>

