

THE CHAMBER VOICE



**Greater Yakima Chamber of
Commerce**

10 N. 9th St.
Yakima, WA. 98901
www.yakima.org
509-248-2021

November - December 2019

Message From Verlynn Best



Shop Small, Shop Local

We have been doing "Shop Small Saturday" since 2014 and with Christmas just two months away, let me share with you why it's so important to shop locally!

"Shop Small Saturday" has to compete against online shopping and extremely low price promotions from retail giants. However, there is an added value when you shop local - it builds long term relationships, increases employment and economic growth in our community.

- 2 million jobs are created by independent businesses
- 57 jobs are created for every 10 million dollars spent locally, whereas, only 14 jobs are created at Amazon for the same amount of money
- 77 million Americans are employed by local businesses
- 44% of the U.S. payroll is paid from local businesses
- For every \$100 dollars spent, \$68 stays in the community.



With these statistics we need to shop locally and in doing so, we demonstrate the following:

- Boost community pride
- Keep wealth in the community
- Directly invest in the local community
- Generate uniqueness for the community
- Increase prosperity for the people in our community
- Create jobs
- Build trust and positivity within our community
- Strengthen networking with others who live and work in the community

So, please... on November 30th, 2019, join your Greater Yakima Chamber of Commerce and "Shop Small Saturday"! Verlynn K. Best, CEO/President



Junior Achievements New Financial Education Center

On October 1st Yakima Federal unveiled the new Yakima Federal education center at Junior Achievement's JA World, in Yakima. Junior Achievement in the Central region of Washington State provides programs to over 10,000 students annually.

Board Profile

Jamon Rivera

Virginia Mason Memorial

Relationship with the Yakima Chamber:

Virginia Mason Memorial

has been a long-standing member and supporter of the Yakima Chamber.

I was part of the 2016-2017 Leadership Yakima class. I have been a member of the Board for 2+ years and I am assigned to the Governance/Board Recruitment, Government Affairs, and Other Revenue Subcommittees.

Other Boards or Activities I am part of:

Dispute Resolution Center of Yakima and Kittitas Counties - Board Member.

Solarize Yakima – Participated as a community partner contributor.

WVSD Long-Range Facilities Committee – Member

Why did I join/stay with Yakima Chamber of Commerce:

I want Yakima to have cool stuff... and be a great place to live! I think that Business is the lifeblood of our community. I think making Yakima a business-friendly place to operate helps attract jobs, activities, resources, etc. to the Yakima Valley that allows all residents to prosper. I think having a strong Chamber that advocates for business and works to make Yakima attractive is vital for expanded growth in OUR Community.



Farmers Insurance - Raul Castillo Agency
Open House & Ribbon Cutting

Welcome, New Members!

Avamere at Englewood Heights
3710 Kern Road
Yakima, WA 98902
509-452-5822

Foresight Media Productions
Yakima, WA 98901
509-731-4932

Integrity Accounting & Tax LLC
509-895-9730
<http://iatllc.net>

Kicking Assets Bookkeeping LLC
1810 S. 8th Avenue
Yakima, WA 98902
509-424-3035

LS Networks
921 SW Washington ST.
Portland, OR 97205
www.lsnetworks.net

The Old Warehouse
705 Railroad Avenue
Zillah, WA 98953
425-466-0118

Vineyard Partners LLC
13000 NE 28th PL
Bellevue, WA 98005
425-869-0636

BUSINESS BRIEFS

Avail Home Health



Pet Food!? At the Chamber Luncheon?

Attendees of the September Chamber Luncheon were curious. What did pet food and toys have to do with Avail Home Health? It's an annual tradition that Avail Home Health honor our legislators with a donation to a local nonprofit. Kindness, Compassion and Respect are at the heart of Avail. We wanted to thank our legislators for using these same principals when representing our Valley in Olympia.

This year we've donated \$2500 to People For People Meals on Wheels - Pet Food Program.

Besides providing over 110,000 hot and frozen meals to seniors throughout Yakima County each year, they also provide pet food to homebound senior's pets, so more seniors can age-in-place while caring for a cherished dog or cat.

Want to help? Donate Dog and Cat food (wet or dry) at Meals on Wheels 1008 W. Ahtanum Rd Suite 3, Union Gap. 509-426-2601

Executive Board

Chair: Bob Gerst, John I Haas

Immediate Past Chair: Rich Austin,
Yakima Sports Commission

First Vice Chair: Kristi Foster,
Wheatland Bank

Past Chair Advisor: Joe Mann,
Ron's Coin & Collectible

Secretary/Treasurer: Sue Price- Scott
Alegria & Company, P.S.

Legal Counsel: Jon L. Seitz
Lyon, Weigand & Gustafson PS

Second Vice Chair: Tami Cain
Central Pre-Mix Concrete Co.

President/CEO: Verlynn Best

Board of Directors

Jon DeVaney, Washington State
Tree Fruit Association

Jack "JD" Bewley, McDonalds of Yakima

Steve Mercy, Yakima Theatres

Natasha Trudeau, Triumph

Actuation Systems

Bertha Alicia Garza, Centro de
Servicios Comunitarios

Terry Wheat

Kathy Rheame, HUB International

Jamon Rivera, Virginia Mason Memorial

Jamie Cuevas Jr., Stokes Law

Linda DiLembo, Valley Mall

Ron L. Cardey, Kwik Lok Corp.

Dr. Christopher Boggess

Anchored Chiropractic LLC

Ex-Officio Members

Ron Anderson, Yakima County
Commissioner

LTC Roger Gavriluk, Base Commander
Yakima Training Center

Mike Daniels, Deputy to the Garrison
Commander

John Cooper, Yakima Valley Tourism

Greg Stewart, State Fair Park

Dennis Matson, YV Tech

Johnathan Smith, YCDA

Christine Cote, Perry Technical Institute

Haddia Nazer, Central Washington

Hispanic Chamber of Commerce

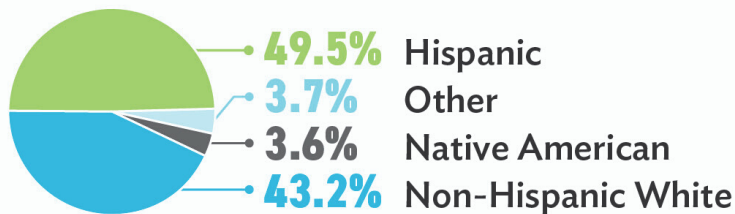
Dulce Gutierrez, City of Yakima

Working Toward Health Equity

—By Russ Myers, CEO Virginia Mason Memorial

Researchers at Washington State University's Elson S. Floyd College of Medicine recently reported that people in Eastern Washington are more likely to die from cancer, heart disease, Alzheimer's and other common causes of death than people in the western part of the state.

This Is Our Community *by the numbers:*



It's no surprise that the report cited poverty and less access to health care as possible reasons for these disparities.

What these disparities highlight is a concept called health equity. This is not a vague, obscure concept. Health care inequity occurs every day — and often right within the walls of our own health care system.

But we're working hard to change that at Virginia Mason Memorial. In December 2016 we signed the American Hospital Association Equity of Care Pledge, and in December 2017 we created our Health Equity Leadership Guiding Team. And in 2018-19 we took that work to team members throughout our system.

Our strategies include increasing awareness; optimizing systems of care for all; increasing diversity in VMM

governance, leadership and workforce; and leveraging community partnerships for greater collective impact.

One of our key focus areas is rounding with monolingual hospital patients by our language access program supervisor, use of a video and phone translation service, and encouraging our Spanish speaking team members to become certified translators. Patients should not ever learn about their condition, treatment and medications through their family members, who are sometimes children.

Our goal? Zero harm. Patients with limited English proficiency are more likely to experience medical errors due to communication problems. Patients with limited English proficiency are more likely to suffer physical harm when errors occur.

During meetings with staff, we talked about the importance of health equity and appreciating diversity in both our community and our organization. To kick off the sessions, we watched a video that brought chills of concern—it featured a panicked mother trying to get help for her very ill child, but the doctors could not understand her. The room was quiet. Each team member could feel what it would be like not to be understood at a time when you desperately need care for a loved one.

Our value of Respect means everything to us at Virginia Mason Memorial. It is so important to practice this value with each other and our patients. It is vital in our roles as health care professionals that we have the ability to understand and communicate with people from all backgrounds. It is critical to providing safe care.

Cultural competency is key to health equity and safe care for all.

BUSINESS BRIEFS

2019 Festival of Trees is Hosted by Astria Sunnyside Foundation on December 6th and 7th at Sunnyside Community Center

Yakima Valley communities are invited to participate in Astria Sunnyside Foundation's 2019 Festival of Trees on Friday, December 6 from 5:30pm to 10:00pm and on Saturday, December 7 from 10:00am to 3:00pm at the Sunnyside Community Center, located at 1521 S. 1st Street, Sunnyside, WA. Guests will be greeted with winter scenes on the ranch and over 65 beautifully decorated trees.

The proceeds from 2019 Festival of Trees directly benefit our local Astria Health Hospital and healthcare initiatives throughout the Yakima Valley. In previous years, proceeds from Festival of Trees purchased a blood delivery system, Guide Scope for surgery, Heart Center equipment and Cancer Center equipment.

Friday, December 6: Festival of Trees "Yuletide Reception" is from 5:30pm to 10:00pm. The event features decorated trees, buffet dinner, local wines, beer and soft drinks. Guests must be 21 to attend. Tickets are \$50 per person. Sponsorships and reserved table seating options are available.

Saturday, December 7: Festival of Trees "Family Affair" is an open house from 10:00am to 3:00pm featuring various activities such as the decorated trees, children's crafts, and music performances at the top of each hour. We invite you to enjoy hot chocolate and cookies while listening to community members read holiday stories. For entry into the event we will be collecting financial donations, canned food items for Northwest Harvest or toys for the Salvation Army at the door.

For information on sponsorship opportunities, please call or email Nancy Leahy at: 509-837-1310, nancy.leahy@astria.health.



Fiddlesticks During The Holidays

We asked members where is your favorite local store to shop at during the holiday season?

"The Mighty Tieton Bazaar! Each year it gets bigger and better. You are sure to find unique gifts for everyone on your list."

Lupita Carrillo

"Ron's Coin and Collectable – so many interesting and never seen items.

Fred Myers – best scotch selection in town."

Bob Gerst

"I would say Soul Seeker. I have found some very unique gifts there – items you can't find anywhere else."

David Lynx

"I LOVE to go to Farmgirl Pickings/KH Limited during the holiday season (and all the time)! It's a wonderful, locally owned fairly new store. I love it because I can always find something that I have in mind for myself or a gift for someone else. Their prices are reasonable, their customer service is amazing, they gift wrap and can always help me find what I am looking for!"

Sheri Bissell



BUSINESS BRIEFS

Calling all beards for No Shave November event to raise awareness about men's health!

November is all about men's cancer awareness at Virginia Mason Memorial and North Star Lodge cancer care center. And we're looking for the Yakima Valley's best beards at an event designed to highlight and educate the public about the cancers particular to men. It's No Shave November!

On Tuesday, Nov. 26, the public — and best-beard contestants — are invited to The Best Beards in the Yakima Valley event from 5:30 to 8 p.m. at Hop Capital Brewing, 2920 River Road. Emcees for the judging are Lance Reese, owner of Bearded Monkey Cycling, and urologist Dr. Matt Uhlman, from Yakima Urology Associates. Music will be provided by the band LTD.

The top five most common cancers in men are prostate, lung, colorectal, bladder and skin. But there have been great strides in care, and the five-year cancer survival rate is up across all these forms of the disease. To prevent cancer, men can make healthy lifestyle choices such as stopping tobacco use, making better nutritional choices and decreasing alcohol consumption. Exercise also plays a vital role in reducing the risk of cancer.

The No Shave November event has been made possible thanks to support from Hop Capital Brewing, Chronic Tacos, The Guild Gallery and Bearded Monkey Cycling.

Celebrate 50-years with Community Living!

Community Living, formerly Spring Acres Group Homes, is a private non-profit agency that was started in 1969 by a handful of Yakima area parents. These parents wanted a local alternative from having to place their developmentally disabled children outside of Yakima into large state operated institutions. Their efforts resulted in the opening of the state's first group home which was located in Naches, Washington, and was home to six young women.

Community Living's mission is to empower individuals with developmental disabilities to live in the community through the consistent provision of instruction and support services based upon individual wants, needs and desires. Instruction and support services are provided in a manner that recognizes that individuals are people first, with unique abilities and personalities.



Integrity Accounting & Tax Ribbon Cutting



Avamere Ribbon Cutting and Open House



Community Living group activity

Chamber Members who renewed their Memberships.

Please support these businesses that support your Chamber!



Members for 90-99 Years:

H.R. Spinner Corporation

Members for 80-89 Years:

Halverson Northwest Law Group

M.G. Wagner Company

Members for 70-79 Years

Central Chain and Transmission Company

Yakima School District

Members for 60 - 69 Years:

Cascade Natural Gas Company

McKinney Glass

Members for 50 -59 Years:

Central Mechanical Services

Central Pre- Mix

Cintas Corporation

Fruit Packers Supply, Inc.

HUB International

Isaak's Home Furnishings

Shaw & Sons

Members for 40 - 49 Years:

Langevin El Paraiso Funeral Home

PLSA Engineering & Surveying

United Way of Central Washington

Yakima Valley College

Yakima Waste Systems, Inc.

Members for 30 - 39 Years:

Cowiche Growers, Inc.

Engravings Unlimited

McDonald's of Yakima County

OIC of Washington

T&M Heating of Washington

Tri-Ply Construction, LLC

Vintiques of Yakima Car Club

Wilbert Precast, Inc.

Yakima Valley Museum

Members for 20-29 Years:

AAA Washington

Akland Pump & Irrigation Co.

ALSCO

Bustos Media, LLC

Edward Jones - Gailon Gentry

Homestreet Bank

Joe Park Construction , LLC

Ken Leingant Excavating, Inc.

MSI Construction, Inc.

Orchard -Rite, Ltd.

Pacific Alliance Title, LLC

Thomas Upton Surveying

Triumph Treatment Services

Wellness House

Yakima Watermill, Inc

Members for 15-19 Years:

Abbott's Printing

AB Transmission, LLC

Bruner Painting, Inc.

Fairfield Inn & Suites by Marriott

Glenmoor Green Apartments

Meredith Furniture, Inc.

Stoneway Electrical Supply

Valley Dermatology Associates

Valley Ford Nissan

Yakima Valley Farm Workers Clinic



Community Living group activity

Chamber Members who renewed their Memberships.
Please support these businesses that support your Chamber!



Cuddles & Cream

Ribbon Cutting & Open House

Members for 10-14 Years:

D2 Communications
Delaney's Lost Sock Laundromat
Hyatt Management Corp.
Kana Winery
Ledgestone Hotel
Pacific Northwest University of Health Sciences
Spectrum Business
Stokes Lawrence Velikanje Moore & Shore
Ummalina Yakima Valley Spa Retreat
Washington Fruit Place & Gift Shop

Members for 5 - 9 Years:

AAU Sports
Auto Art & Collision Repair
Baird
Bale Breaker Brewing Company
Bear Trade Services
Cornerstone Home Lending
Don's Donuts & Julie's Java
First Fruits
Invisible Ink



Lunch at Reno's

Members for 1 - 4 Years:

Blue Dog Business Services
Central Washington RV
Community Resource Group
Darigold
Fieldstone Orchard West
Habitat for Humanity, Yakima Valley
Hayden Homes
Hogback Development Company
Love INC of Yakima
McCormick Air Center
Sister Rebecca Berghoff Foundation
Tieton Cider Works
Wags to Riches Animal Rescue
Westside Pizza

Chamber Staff

Verlynn Best, President & CEO
Amy Lopez, Operations & Marketing
Trena Cloyd, Director of Member Services
Citlali Mason, Office 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."