

THE CHAMBER VOICE



**Greater Yakima Chamber of
Commerce**

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

March - April 2020

Message From Bob Gerst



I think you'd agree there is a lot going on in the world – coronavirus concerns, budget deficits, homelessness, affordability of college education, immigration, racism, terrorism, climate change – the list just goes on and on. It is easy to go to the “dark side” and occasionally miss the beauty of the sunrise. But, I'm here to remind you, the sun does come up! Even with these and all the other issues/problems/opportunities that surround us on both business and personal levels. I find I get a tremendous amount of support and energy from the Chamber members and our various events – like the monthly luncheons, our coffee club meeting, the educational programs we host, and other special activities the Chamber facilitates. Given everything going on, and especially because it can carry such negative feelings, I wanted to share some of what I've been taught while attending these events from our members:

- I am not responsible for others behavior or reaction – I am only in control of my own. That said, it's still important to consider your audience.
- It is ok to share my emotions – it is through sharing those that others understand what is important to me and how I am dealing with the things around us.
- As long as my family and I are ok, most other things can be left for another time. That does not mean the issues are not important, it just means that everything in life has a prioritization and you/family can/should come first. Perspective is key.
- Be truthful and transparent – one person told me that as long as you tell the truth, you never have to worry about what you say to this person or that person – as the true story will always be the same.

- Be curious about life and our world – there is light and dark – good and bad – there will be challenges – this helps us see and question life and our role in it.
- Be grateful – no matter what you are dealing with – there are others who have it worse. Share your good will and it will be returned to you many times over.

I am so impressed with the membership we have at the Yakima Chamber of Commerce. They have helped me become a better professional and a better person overall. All that for the small price of your membership – a real deal if I say so myself. Come join us on this journey, take a deep breath of life, enjoy the company and most importantly – remember, you are in control and who you surround yourself with and what you immerse yourself in, matters.



Soma Aesthetics Ribbon Cutting

Soma Aesthetics is located at 610 Summitview Ave. STE 140. They offer safe, innovative medical aesthetics.

Board Profile

Rich Austin Yakima Valley Sports Commission

Occupation: Director of Sports Development,
Yakima Valley Sports Commission

Education: East Valley HS, Yakima Valley
College, Washington State University

Leadership Yakima Graduation Year: 2001

Other Boards Rich Serves on: Leadership Yakima Executive Committee, Sozo Sports of Central Washington, Team Yakima Volleyball, and the Union Gap Lodging Tax Advisory Committee.

Personal Interests or Family: Basketball, movies and reading. Married to Jenn, three daughters, Chanteena, Addison, and Avery, and two grandsons, Jake and Ayden.

Favorite annual event in Yakima:

My favorite event is the WIAA State Basketball Championships. The Yakima Valley has hosted many classifications of State Basketball since the 1990's. Currently we host the WIAA 1A, 2A State Championships for both boys and girls. We will have 48 teams from all over the state come to the Yakima Valley SunDome each spring (March 4-7, 2020). The Yakima Valley SunDome is taken over by teams, coaches, students, parents, bands, etc. for four days. It is a great atmosphere. In over 20 years of hosting the event, over 1,700 games will have been played.



Bekins Northwest Ribbon Cutting & Open House

We have been in business since 1903 and have more than 110+ years of experience in the moving industry.

Welcome, New Members!

American Family Insurance – J. Munoz Agency
5607 Tieton Dr. Suite 100
Yakima, WA 98908
(509) 367-8383
jmunoz@amfam.com

BBM Financial Services, Inc.
1440 N. 16th Ave
Yakima, WA 98902
(509) 248-7930
steve@bbmfs.com

DermaHealth/DermaCare
1305 Fowler St. Suite 1C
Richland, WA 99352
(509) 783-2004
smith@dermahealthderm.com

Maverick Gaming, Inc.
1901 Boggess Lane
Yakima WA 98901
(509)853-7777
tom.skanche@maverickgaming.com

Proguidance Wealth Advisors
1101 Summitview Ave
Yakima, WA 98902
(509) 454-1101

SBMC Law PS
116 W Pacific Ave Suite 200
Spokane, WA 99201
(509) 755-7263
scott@sbmc-law.com

Yakima County Volunteer Attorney Services
818 W Yakima Ave
Yakima, WA 98902
(509) 453-4400
coordinator@yakimavas.org

Members For Over 100 Years:
International Paper - 107 Years

Members For Over 80- 89 Years:
Key Bank - Downtown Yakima



Artist's rendering of new playground equipment at Martin Luther King Jr. Park

A groundbreaking ceremony took place on Thursday, February 27th for new playground equipment at Martin Luther King Jr. Park. \$160,000 in improvements will be made to the City of Yakima's Martin Luther King Jr. Park. Improvements include playground equipment, a 576 square-foot picnic shelter and more security lighting.

Yakima Downtown Rotary President Eric Silvers chose the park as the site for the new playground. The new playground equipment is ready for installation at the site of the old playground.

The planned date for the playground installation is Saturday, April 18th. Rotarians will build the playground with help from City of Yakima Park Maintenance staff and the staff from PlayCreation.

City of Yakima
By John Fannin



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: Danelle Kindell
 Alegria & Company, P.S.
Legal Counsel: Jon L. Seitz
 Lyon, Weigand & Gustafson PS
Second Vice Chair:
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 Rheaume, 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
 John Cooper, Yakima Valley Tourism
 State Fair Park
 Dennis Matson, YV Tech
 Johnathan Smith, YCDA
 Christine Cote, Perry Technical Institute
 Jess Camacho, Central Washington
 Hispanic Chamber of Commerce
 City of Yakima



Committed to caring for the Yakima Valley

—By Diane Patterson, Sr. VP, COO, CNO, Virginia Mason Memorial

We have always worked to provide greater access to care for patients in the Yakima Valley. Access to care is Virginia Mason Memorial's (VMM) top priority in our current Community Health Needs Assessment. It is the framework that guides our efforts to improve health care in Central Washington.

Our work to increase access goes hand in hand with the vast changes we have seen over the past few years in the health-care landscape of our country. Both issues were, in fact, important factors in our decision to seek out a quality health care partner, which we found in the Virginia Mason Health System.

In May 2019, the wisdom of our decision became startlingly clear when Astria Health filed for bankruptcy, putting the future of Yakima's only other hospital, Astria Regional, in jeopardy. It was then that we doubled our efforts to open avenues to care across our entire spectrum of services. Should Astria Regional close its doors, we needed to assure our community that we were prepared to serve every patient who came through ours.

Throughout 2019, VMM leaders gathered daily and weekly for status and planning updates. Access to care was always top of mind, whether that care was provided in our Emergency Department, our primary care offices or at our specialty centers.

Early in 2020, that work paid off. On January 8, Astria announced it was closing the hospital. Leaders from Virginia Mason Memorial and Virginia Mason put plans into action. Immediately we reached out to our community

partners to assure that essential services would continue and that we're doing what's best for our community.

Within two weeks VMM opened a third HealthyNow convenient-care clinic: this one on the Memorial hospital campus. The new clinic is open evenings until 10 p.m. three days each week (to start) to offer patients coming to our Emergency Department a faster, less-expensive option. We have also created 60 to 90 openings per day at our primary care offices.

Meanwhile, teams from our Human Resources department worked diligently to add staff, many from the newly closed hospital. To do so, we streamlined our hiring process and increased access to onboarding for our new team members.

The Virginia Mason Memorial team is committed to caring for the Yakima Valley and has stepped up to the challenges faced in early January. Work continues on many fronts. But one thing remains unchanged—our commitment to our Mission, Vision and Values:

- To create healthy communities one person at a time.
- To achieve health with you in new ways.
- With respect, accountability, teamwork, stewardship and innovation.

Business Briefs

Passenger Rail Summit to Discuss Prospects for Central Washington Service

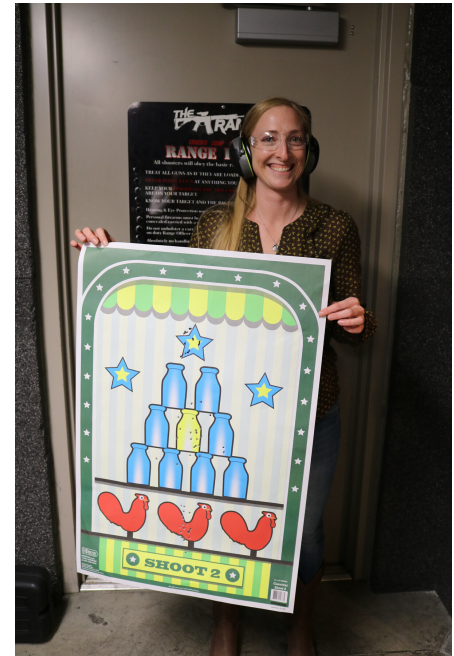
Yakima, WA — Central Washington needs better transportation options, according to All Aboard Washington (AAWA), a non-profit organization that supports better passenger rail service in the Pacific Northwest.

Passenger rail service would give Central Washington residents improved access to Seattle, the Tri-Cities, Spokane, and points beyond. Passenger rail service benefits the elderly, disabled, students, those with limited income, and those who simply prefer not to fly or drive. According to the Washington State Ultra-High-Speed Ground Transportation Business Case study, passenger rail is seven times less carbon intensive than single-occupant driving and twenty times less than flying on a passenger-mile basis.

A Washington State-funded feasibility study to evaluate restoration of passenger rail service through Central Washington is currently being conducted. To increase awareness, All Aboard Washington and the Greater Yakima Chamber of Commerce are co-sponsoring a Passenger Rail Summit Saturday, March 14, 2020, from 11:00am – 2:00pm at the Yakima Convention Center. The general public, business owners, and state/local government officials are invited to attend. Registration for the meeting is online at <https://www.aawa.us/events/> or by telephone: (360) 529-5552, ext 3. Registration fee of \$25 includes a catered lunch.

For more information: www.aawa.us

February Business After Hours at The Range



The Range

EDUCATE. EQUIP. EMPOWER.

The Range is Central Washington's premier indoor shooting facility. At 34,000 square feet The Range is an all inclusive facility offering firearm training, firearm sales, gunsmithing, custom builds and Cerakote services under one roof. At The Range safety is our number one priority.



Business Briefs

ENTERPRISE CHALLENGE CONTESTANTS MOVE INTO

FINAL ROUND Yakima County Development Association and the Kittitas County Chamber of Commerce officially announce the Enterprise Challenge contestants moving to the final round of the business plan competition where they will do final presentation to a panel of judges.

Enterprise Challenge final round contestants include...

- Clean Cut the Men's Shop – Offering high quality haircuts and services while striving daily to offer the best customer service.
- Early Bird Eatery – Offering fresh, unique, and delicious brunch and dinner options in a genuine, easygoing atmosphere located in historic downtown Ellensburg.
- Elite Tours LLC – Offering luxury transportation and accommodation to create a memorable experience in Central Washington.
- Junk Bros 509 – Junk removal made easy!
- Little Hopper – Your ride and guide to Central Washington's craft breweries and Yakima's world-famous hops.
- Nomad Mercantile – Community-minded outdoor lifestyle shop for provisioning your bike, tent, or van while exploring the Yakima Valley and beyond.
- Vida Health Bar, LLC – Expanding the healthy, plant-based food and drink options for all communities in Yakima.

Winners of the Enterprise Challenge will be announced at Single Hill Brewing on Thursday, March 19 from 4:00-5:00pm at the 10th Anniversary Enterprise Challenge Awards Ceremony. The public is invited to attend and must register at chooseyakimavalley.com/ECawards

CONTACT

Jessica Camacho Communication & Events Manager
jess@ycda.com



Yakima Federal Savings & Loan has opened a new branch in Richland, WA.

The new bank building, it's first in nearly 18 years, is located at 3100 Duportail Street in the expanding Queensgate/Keene/Duportail area of Richland. Yakima Federal opened their first Richland branch in 1954. The now-closed Richland office at the corner of Swift and Jadwin has been occupied since 1968. "Yakima Federal has had great success placing branch offices in areas of housing growth." stated Leanne Antonio, President and CEO of Yakima Federal. "We believe this location on Duportail will be very convenient for current and new Yakima Federal customers."

The new location offers a wide range of consumer banking services and home loans.

BOR Architecture of Yakima is responsible for the building design. Banlin Construction LLC, Kennewick, Washington, is the General Contractor.

Yakima Federal Savings and Loan is headquartered in Yakima, Wa. and has been in business since 1905.



Chamber Members who renewed their Memberships.

Please support these businesses that support your Chamber!



Members for 60 - 69 Years:

Terrace Heights Memorial Park
Washington State Fruit Commission

Members for 50 - 59 Years:

Sousley Sound & Communications

Members for 40 - 49 Years:

Chalet Dental
Elliott Insurance Services, Inc.

Members for 30 - 39 Years:

Berkshire Hathaway
Coastal Farm and Ranch, Inc.
Conover Insurance
Edward Jones - Gary Lackey, Financial Advisor
Entrust Community Services
Glacier Sales
Goodwill Industries of the Yakima Valley
Finney, Falk, Naught & Remy, PLLP
Holbrook, Tomas - D.D.S., P.S.
Hurley & Lara Attorneys at Law
Les Schwab Tire Center
Loofburrow Wetch Architects, P.S.
Lyon Weigand and Gustafson PS
Metals & Machining Fabricators, Inc.
Standard Paint & Flooring - Downtown
Western Materials, Inc.
Yakima Cooperative Association
Yakima Specialties, Inc.

Members for 15-19 Years:

Bud Clary Toyota of Yakima
Casino Caribbean
Creekside Business Park
PocketiNet Communications
Yakima Grocery Outlet
Yakima Schools Foundation

Members for 10- 14 Years:

Almon Commercial Real Estate
Bob's Burgers & Brew
Budget Office Furniture
Campbell & Gwinn Storage
Evergreen Business Capitol
HAPO Community Credit Union
Kroner Chiropractic
Roto, Rooter, Bushnell Plumbing Inc.
Yakima Battery & Auto Electric



Yakima Valley Bigfoot Con 2020

SATURDAY, APRIL 18TH 9:00am – 4:00pm
LEGENDS CASINO HOTEL

Members for 20-29 Years:

Associated General Contractors
Bergen Screen Print
Ferguson Enterprises, Inc.
H & R Block
Inland Lighting
The Memorial Foundation
Windermere Real Estate - Yakima
Yakima Valley Landlords Association

Do you believe? Even if you don't this event will definitely spark an interest in learning more about local Native American sightings and encounters with "The Whistler" or Kwiikwiyai as the Yakamas would say! Guest speakers from around the Pacific Northwest will be presenting - enjoy shopping with vendors and meeting fellow Squatchers! Family friendly event!

To find out more and purchase tickets online:
<https://yakima-chamber.ticketbud.com/yakima-valley-bigfoot-con-2020>

Chamber Members who renewed their Memberships.

Save the Date

March Member & Community Luncheon
Chris Eyler with the U.S Chamber of Commerce
March 11th

The Lab (formerly 901 Pasta)
Ribbon Cutting
March 3rd

Beauty & Brews
Ribbon Cutting & Open House
March 20th

April Member & Community Luncheon
University of Washington President
Ana Mari Cauce
April 6th

9K for K9 Fun Run and Walk
May 30th

For more information on these and other
events please visit our website: yakima.org

Members for 5 - 9 Years:

Bead & Body
Cost Less Carpet
DIVCO
The Field Group
SAFEGUARD - Print Promotion Apparel
Yakima Networking LLC

Members for 1 - 4 Years:

Baymont Inn & Suites
Five Guys Burgers & Fries
Freehand Cellars
Holiday Inn - Downtown
Kwik Lok Corp.
Michael B Wilson, DC
Pace International, LLC
Quality Inn
RPM Rehab Inc.
DBA Cascade Summit Physical Therapy
Spectra Food Services at
State Fair Park
Yakima Chief Hopunion LLC



YAKIMA COUNTY

The first annual Lemonade Day Yakima County is
coming to the Yakima Valley June 6, 2020!

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."