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ON THE COVER
photos by Keith Caffery Effler of Caffery Photo & Thane Phelan
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Mission Statement: ‘We exist to be an advocate for our members and our business community to strengthen the development of our economy’.

Vision Statement: The Greater Yakima Chamber of Commerce is an organization that promotes pride in our communities through positive, active leadership aimed at creating a cohesive, successful business climate.’

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MESSAGE FROM THE CHAIR

Chris Brown
Chair of the Board of Directors

New Year, New Beginnings

It is that time of year when everyone is making their New Year’s resolutions. It is a time to reflect on the year’s successes and not-so-successes (no failures, right?). So take a minute to think about some things. What have I done to make Yakima a better place to work, live, do business in? That is the job of the Greater Yakima Chamber of Commerce, right? It is all of our job to be working to make Yakima the place to live. We want more people to move to the valley. That is how we make Yakima grow.

Take a minute to think about how you spend your hard earned money. You are a chamber member, so you do business in Yakima. Do YOU do business in Yakima? How much of your spending, personal or business goes out of town? How much of that could be rerouted to a Yakima business? We all do better when we keep our money local. At the last Chamber member luncheon, John Cooper said that if all the households in Yakima county invited one person to Yakima overnight (sorry; they have to spend our time here), it would generate 150 jobs for Yakima. Wouldn’t that be wonderful? Think of how many times those dollars circulate.

Take a minute to think about how you spend your time. Yakima has always been a very involved community. We have things here that no one else has - Children’s Village. Is there a new cause that needs some help? Does your Rotary or Kiwanis club need a fresh project? How about Junior Achievement? Are you involved there?

Let’s make 2013 Yakima’s best year in a long time! It is up to us. Lord knows we can’t wait for anyone else to do it for us. Let’s spend our money here. Let’s spend our time here. Let’s invest in what will do us all good for many years! Happy New Year!

Did you make any resolutions? If you did not…. let me suggest some! Start by joining a committee to serve, make sure it’s something you really care about! We have some great committee work happening right here at the Greater Yakima Chamber of Commerce! If you did not….. let me suggest some! Start by joining a committee to serve, make sure it’s something you really care about! We have some great committee work happening right here at the Greater Yakima Chamber of Commerce!

Have you made any resolutions? If you did not…. let me suggest some! Start by joining a committee to serve, make sure it’s something you really care about! We have some great committee work happening right here at the Greater Yakima Chamber of Commerce!
Second Chances—From Court to Community—is a collaborative effort consisting of criminal justice professionals representing several local government agencies and therapeutic court programs in Yakima County. Second Chances originated from a study conducted in 2011 by Robyn Light for the Yakima County Drug Court Program. The study evaluated those who graduated from the Drug Court program in 2009 and 2010. The purpose of the study was to examine the existing program and provide recommendations to improve the program thereby increasing the likelihood of success for the participants. A common theme from the graduates and the professionals who work in Drug Court was the importance of employment to the participant’s continued success.

With the study in hand, a group of criminal justice professionals met and formed a Professional Governance Board to develop a program specifically designed to address the inability of our participants to obtain employment. Collectively, the criminal justice professionals bring many years of experience working with offenders who are part of the criminal justice system. We have learned through our years of experience that one of the most significant impediments our participants face is the inability to gain employment. We also know from our experience that being employed significantly improves their chance becoming a successful and productive member of the community.

Second Chances is a program that functions as a bridge between participants and local employers who have partnered with the program in a collaborative effort to employ those hard to employ and thus build a stronger community. Second Chances receives referrals from state, federal and local corrections/court programs in Yakima County. The Professional Governance Board screens those referrals to identify the appropriate candidates for Second Chances. When a participant is identified, our focus shifts to identifying an appropriate employer and a referral is made. The employer makes the hiring decision and if hired, manages the participant like any other employee.

Second Chances also provides an opportunity for you to get involved by supporting our program. Second Chances endeavors to find solutions to what would otherwise be a revolving door in the criminal justice system. During the course of her research Ms. Light had the opportunity to talk to many Drug Court participants one of whom stated, “Drug court was a huge benefit for me. I have stayed with AA; am in school and I am working. It was hard but it changed my life.” With your support, we can change more lives. If you are interested in learning more about our program or lending your support please contact Robyn Light at robyn.bea.lighty@yahoo.com or Therese Murphy at therese.murphy@co.yakima.wa.us.

Healthy Yakima: Memorial’s Year in Review

As our region’s only nonprofit healthcare system, Memorial is owned by all of us. Our community is blessed to have one of the last true “community hospitals” anchoring a healthcare system with local leadership responding to community needs including access to care, recruiting and retaining highly qualified physicians, and providing health education and screening opportunities for vulnerable populations. Our core competency—enduring loyal partnerships—is manifest as we bring people and organizations together to solve complex community health issues by developing new programs, new facilities, and new models of care. At Memorial, we know there is an undeniable link between a strong healthcare system and a healthy community. It is essential to the overall physical, economic, and social health of the Yakima region. Our community built Memorial, and we will continue to do our part to make Yakima a great place to live, work, and prosper. Following are just a few of the “Healthy Highlights” from 2012: Cottage in the Meadow—A result of unprecedented broad-based community generosity and support,.

HealthyYou—In addition to improving the health of patients and families, Memorial is also committed to internally to improving the health of our employees. HealthyYou is an on campus clinic opened in November 2012, providing free care to all employees. Studies show the direct correlation between healthy employees and lowered rates of absenteeism, increased productivity, and reductions to healthcare spending. Memorial is now actively seeking partnerships with local employers to provide tools and resources that address comprehensive employee health and wellness programs. At Memorial, we take our stewardship responsibilities seriously, and we are dedicated to developing innovative ways of providing care to improve the health of our community. It’s our way of preparing and guiding our community in this challenging era of health care reform. Here’s to a healthier Yakima in 2013!

Central Washington’s first patient hospice facility welcomed its initial patients in September 2012. Memorial Foundation board member and capital campaign chair Dr. Tim Melhorn recently exhorted, “Over 6,500 donors participated in building Cottage during a time of economic hardship. A project that many thought would take at least 10 years—if it could be accomplished at all—was completed in only 5 years after the Cottage in the Meadow steering committee came together. I am profoundly grateful to all of the community volunteers who make healthcare in Yakima better with their tremendous support.”

Active® Changing Together! (ACT)—Memorial’s Community Education and Outreach department partnered with the Safeway Foundation and the Yakima Family YMCA to provide an evidenced-based childhood obesity prevention program for youth, ages 8 to 14, and their parents. The program is offered in English and Spanish to broaden participation. The ACT program seeks to improve health behaviors by educating participants on healthy lifestyle modifications and providing opportunities for wellness and physical activities.

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**NEW MEMBERS**

We are pleased to announce the following new businesses have joined your Chamber during the months of October & November 2012

Please Support these businesses who support your Chamber!!

- **Bale Breaker Brewing Company**
  - Meghann Quinn – Owner
  - 1209 Morrier Lane, Yakima, WA 98901
  - mquinn@balebreaker.com or http://www.balebreaker.com
  - 509.731.5922

- **Washington Broadband, Inc.**
  - Forbes Mercy – President
  - 3201 W. Nob Hill Blvd., Yakima, WA 98902
  - forbes.mercy@wabroadband.com or http://www.wabroadband.com
  - 509.853.0852

- **Dr. Kara Lolley & Associates**
  - Dr. Kara Lolley – President
  - 307 So. 12th Avenue – Ste. #20, Yakima, WA 98902
  - info@karalolley.com or www.karalolley.com
  - 509.895.4293

- **Washington Federal**
  - Margaret Luera – VP / Branch Manager
  - 4008 Summitview Avenue – Ste. #102, Yakima, WA 98908
  - margaret.luera@washingtonfederal.com or www.washingtonfederal.com
  - 509.963.5750

- **Express Employment Professionals**
  - Doug Jones – Owner
  - 1021 So. 40th Avenue – Ste. #1, Yakima, WA 98908
  - dougjones@expresspros.com or http://www.expresspros.com
  - 509.575.7770

- **Yakima Valley Technical Skills Center**
  - Craig Dwight – Director
  - 1120 So. 18th Street, Yakima, WA 98901
  - dwright.craig@yakimaschools.org or http://www.yvtech.us
  - 509.573.3500

- **American Red Cross – Blood Services**
  - Robert Krug – DRD
  - 302 So. 2nd Street, Yakima, WA 98901
  - robert.krug@redcross.org or http://www.redcrossblood.org
  - 509.834.2606

- **Health Within Wellness Center**
  - Danielle Stevens – Office Manager
  - 208 No. 3rd Street, Yakima, WA 98901
  - danielle.leathwealthwithin@gmail.com or http://www.yakimahealth.com
  - 509.963.5750

- **Party Lite - Sally Pierone**
  - Sally Pierone – Independent Consultant
  - 102 Roza Vista Drive, Yakima, WA 98901
  - tigersal7@aol.com or http://www.partylite.biz/sallypier1
  - 509.949.2325

- **Human Resources & Management Solutions**
  - Diana Welch – Owner
  - 1714 Rudkin Road, Yakima, WA 98901
  - diana@hrmsnw.com or http://www.hrmsnw.com
  - 509.833.4770

- **Robinson Drilling & Development, Inc.**
  - Michael Robinson – President
  - 4902 Viewland Drive, Yakima, WA 98908
  - mrchinson44@msn.com
  - 509.972.5460

- **Humane Society of Central Washington**
  - Wendy St. George – Executive Director
  - 2401 W. Birchfield Road, Yakima, WA 98901
  - wstgeorge@yakimahumane.org
  - 509.457.6269

Calling All Leadership Yakima Alumni!

Please call or email Elizabeth Fitzgerald to update your contact Information:

509.248.2021 x105 or elizabeth@yakima.org

Greater Yakima Chamber of Commerce Welcomes Glitter Hair and Tanning at 5603 Summitview Ave Suite 8100 Yakima, WA 98908 (509) 893-7383.
Managing people is harder today than it ever was before. There is no room for waste and downtime. Difficult employees take an enormous amount of time. As tempting as it may be, don’t ignore problem behaviors in employees. The influences of these disruptive behaviors in the workplace create spillover effects such as:

- Decreased work quality and effort
- Increased absenteeism
- Increased turnover, as good workers are likely to quit
- Higher levels of anger and anxiety

If you manage by ignoring, like many managers do, problems typically continue to escalate. These employees erode the work environment by putting a negative spin on changes, decisions, actions and plans.

If you want employee morale, productivity and customer service levels at their highest, then employees must work effectively as a team. Toxic behaviors can spread quickly, so take control of the situation by:

- Identifying and analyzing the problem
- Investigating, so you have the facts and data
- Holding a constructive discussion of the problem behaviors with the employee
- Documenting the discussion and the consequences of failure
- Getting the employee to commit to resolving the issues immediately
- Following-up with the employee, which includes recognition for improvement

Despite a manager’s best efforts, some difficult employees may be unwilling or unable to change their disruptive behaviors or attitudes. In such situations, formal discipline and even termination may be necessary.

Diana Welch, SPHR
Human Resources & Management Solutions

Diana is the lead consultant and owner of HRMS and has over 30 years of human resource executive experience. She brings a direct approach to resolving complex human resource issues. Diana has a wide variety of experience including health care, manufacturing, non-profits, and agricultural industries. For more on Diana, visit www.hrmsnw.com

Supervisory Skills - Sessions 101 – 201 – 301

WHEN: All trainings are 8:00 am to 12:00 noon

Session - 101: Wednesday, March 6th
Session - 201: Wednesday, March 13th
Session - 301: Wednesday, March 20th

WHERE: Greater Yakima Chamber of Commerce, 10 N. 9th Street

COST: $195 for members and $225 for non-members for registration by 2.15.13
$225 for members and $255 for non-members for registration after 2.16.13
$15 discount per participant, for two or more from the same company

REGISTER: Class sizes are limited and they typically fill quickly. Call Elizabeth at 509.248.2021 ext.105 or email Elizabeth@yakima.org with questions or to reserve a spot.

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Chamber Members who renewed their Memberships in October & November of 2012

Please support these businesses that support your Chamber!

Members for 1-4 Years:
- Aflac – 1 Year
- Community Living – 2 Years
- Blossom House – 3 Years
- Edward Jones/Jorell Jewett – Year
- Edward Jones/Aracelle Winn – 1 Year
- Edward Jones/Scott Holt – 1 Year
- John Hunter Foundation – 3 Years
- Joy Garden – 2 Years
- M. Sevigny Construction – 3 Years
- Mighty Tieton – 1 Year
- Send Out Cards – 2 Years
- Tom Froula – 4 Years

Members for 5-9 Years:
- Community Health of Central WA – 5 Years
- BBSI – 7 Years
- Café Melange – 6 Years
- Durett & Associates, PLLC – 6 Years
- Farwest Fabricators – 9 Years
- Pacific N. W. University of Health Sciences – 8 Years
- wheatland Bank – 5 Years

Members for 10-14 Years:
- AAA of Washington – 14 Years
- Bruner Painting – 14 Years
- Campbell & Gwinn Storage – 9 Years
- Camp Primetime – 12 Years
- Englewood Garden Villas – 14 Years
- Fairfield Inn – 10 Years
- Glenmoor Green Apartments – 14 Years
- Inland Pipe & Supply – 14 Years
- Meredith Furniture, Inc. – 11 Years
- MSI Construction – 14 Years
- Radio Yakima – 14 Years
- Tube Art Signs – 12 Years
- Valley Dermatology – 11 Years

Members for 15-19 Years:
- 3 W Trucking – 15 Years
- ALSICO – 19 Years
- Central Valley Bank – 19 Years
- Columbia Asphalt & Gravel – 15 Years
- Fextex – 16 Years
- Orchard Rite – 16 Years
- Pacific Alliance Title – 17 Years
- Sound Mart Satellite TV – 15 Years
- Triumph Treatment Services – 17 Years
- Yakima Watermill – 17 Years

Members for 20-24 Years:
- Adelante Media Group – 22 Years
- Allied Arts Council of Yakima Valley – 21 Years
- Design Service Corporation – 22 Years
- Ken Leingang Excavating, Inc. – 22 Years
- Quality Inn – 22 Years
- Yakima Tennis Club – 22 Years

Members for 25-29 Years
- Gray Surveying & Engineering, Inc. – 28 Years
- OIC of Washington – 29 Years
- Terrace Heights Development – 27 Years
- United Business Machines of WA – 29 Years
- Vintiques of Yakima Car Club – 25 Years
- Wilbert Precast, Inc. – 28 Years

Members for 30-39 Years
- KDF Architecture – 32 Years
- Planned Parenthood – 34 Years
- Stephens Metal Products, Inc. – 34 Years
- Yakima Valley Museum – 30 Years
- YMCA – 33 Years

Members for 40-49 Years
- Dunbar Jewelers – 46 Years
- Smith Law Firm – 49 Years

Members for 50-59 Years
- Noel Corporation – 52 Years
- Whitmire Associates Portraitists-Illustrators – 57 Years

Members for 60-69 Years
- Bank of America – 67 Years

Members for 70-79 Years
- M. G. Wagner Co. – 76 Years
- Velikanje Halvorson PC – 77 Years

Members for more than 100 Years
- International Paper (fdba Weyerhaeuser) – 100 Years
Central Valley Bank. She has taken various college and banking courses and attended Western Banking School. Higginbotham is a current member of the United Way Allocations Committee and the BNI Strategic Networkers chapter. She has also worked with the Cancer Society and the National Kidney Foundation.

Solarity Credit Union is the premier home loan lender in Central Washington, offering local decisions, processing and servicing.

New physician joins Lakeview Spine
Memorial Physicians, PLLC, is pleased to welcome Sean Mullin, D.O. to the staff of Lakeview Spine, Memorial’s comprehensive back care institute.

Dr. Mullin is a Physical Medicine & Rehabilitation specialist. He has practiced in Yakima since 2001. Dr. Mullin completed his residency at Northwestern University Medical School in Chicago. He earned his medical degree from West Virginia School of Osteopathic Medicine. He has a special interest in electrodiagnostics, also known as nerve conduction, and prolotherapy, or regenerative musculoskeletal medicine.

Discover excellence in relationship and business banking. Call or stop by any of our six convenient locations in Yakima and Kittitas counties.

Why do you love KYVE?"
As a 13 year member of the Greater Yakima Chamber of Commerce, we understand the challenges that local businesses face. We also know that the world of computers and print technology can be intimidating.

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

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

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We make your printing needs a reality.