GREATER YAKIMA CHAMBER OF COMMERCE

News Magazine January - February

Action Report





Chamber of Commerce 2012 Christmas Celebration! Photos by: Caffery Photos

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THANKS TO YOU!

Thank you to all of the sponsor and contributing businesses of the Chamber 2012 Holiday Celebration, including;





ON THE COVER

photos by Keith Caffery Effler of Caffery Photo & Thane Phelan

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

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Chair: Chris Brown, Wray's Yakima's

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Appointed by Chair: Jeff Louman, Huibregtse, Louman Associates, Inc.

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Jennifer Rodeen, Joel's Tire

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Development Resources John Cooper, Yakima Valley Visitors and Convention Bureau

Greg Stewart, State Fair Park-Sun Dome -CWFA Linda Johnson, SBDC - Small Business

Development Center Doug Picatti, Picatti Brothers David McFadden, New Vision/YCDA Moe Broom, Yakima School District Craig Dwight, YV Tech

Administrative Team members:

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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

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 cli-



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 notso-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 it in a hotel), it would generate 150 jobs for Yakima. Wouldn't that be wonderful? Think of how

many times those dollars circu-

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!



PRESIDENTS REPORT



Verlynn Best President & CEO

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!

sign up to win various prizes!

Give us a call and find out about our current committees.....we would love to have you on board!

locally....spending Shop your money here supports jobs, strengthens local business, and creates the tax revenues for the improvements we need as a community!

Be a positive voice for Yakima. Tell people about the sunshine, the abundant harvest; talk about all of the great leadership that we have serving us.

Talk about what's new; know what you're talking about... we can have old perceptions that taint the actual facts about our community.

Be active in government.....we do not need arm chair quarter-backs; we need you in the game.

Support the next generation in

they need to succeed and help in every way we can! Please feel free to pick a resolution.....mine personally is

finding its leadership role. We

need to mentor and listen to what

to collaborate with you on all of the above. We all want a community that is strong in 2013. With great leadership, including Tony

O'Rourke, Chief Rizzi, Sean Hawkins & LTC O'Steen, we have it for sure. We want to see that humanity as a beacon on every hillside in our valley...we have it. We need to put aside differences and work for the good that can prevail with a united community.

Join me in making a New Year's resolution of a Yakima Valley that represents every person, business, and visitor with an experience that can only be had in an "All American City"! Let's buy in!

GENERAL MEMBERSHIP LUNCHEON

The Greater Yakima Chamber of Commerce Presents:





Calvin W. Goings is currently leading a national effort to increase small business outreach and support by strengthening the services provided by the United States Small Business Administration (SBA) at 1,200 centers nationwide. Goings continues to serve as Regional Administrator leading SBA's efforts in the Pacific Northwest.

Monday, January 14th, 2013 11:30am ~ 1 pm Red Lion Hotel ~ 607 E. Yakima Ave

\$20 Chamber **Members Prereg**istered by 1/11



\$30 Non-members

\$30 at the door Members and

Non-members

To register call: (509)248-2021

online: www.yakima.org

Business After Hours January 15th - 5 to 7pm

Lake Aspen Business Park 1460 N. 16th Ave.

Yakima, WA



Member Benefit No Charge \$5 Non-members



If you work for a Chamber member you are a member tool.

Come enjoy an evening of networking and making new connections, bring

your friends and colleagues to enjoy hors diocavies . PLUS, an assortment of

beverages will be served. Bring eards and information about what you do, and

Second Chances -From Court to Community

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 a solution 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 light@yahoo.com or Therese Murphy at therese.murphy@co.yakima.wa.us.



KNDO TV

216 W. Yakima Avenue

Yakima, WA

nections, bring your friends and colleagues to enjoy hors d'oeuvres, alcoholic and nonalcoholic beverages. Bring cards and information to mix and mingle.

Tour KNDO's new downtown location and sign up to win a web or TV advertising package!

Plus WIN 2 lift tickets courtesy of



MEMBER PROFILE

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 strong healthcare system and a healthy community. 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,

Central Washington's first in patient hospice facility welcomed its initial patients in September 2012. Memorial Foundation board member and capital campaign chair Dr. Tim Melhorn recently exulted, "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 the Meadow steering committee c a m together profoundly grateful to all of the community

volunteers who make healthcare in Yakima better with their tremendous support."

Actively Changing (ACT)—Memorial's Education and Outreach department

> the Safeway Foundation and the Yakima Family YMCA to provide an evidenced-based childhood obesity program

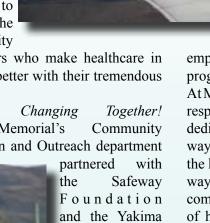
ages 8 to 14, and their parents. The program is offered in English and Spanish to broaden participation. The ACT program seeks to improve health behaviors by educating participants healthy lifestyle modifications and providing opportunities for wellness and physical activities.

HealthyYou—In addition 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 healthcare spending Memorial is now actively seeking partnerships local employers to provide tools resources 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!







NEW MEMBERS

dougjones@expresspros.com or http://

Yakima Valley Technical Skills Center

1120 So. 18th Street, Yakima, WA

dwight.craig@yakimaschools.org or

American Red Cross – Blood Services

302 So. 2nd Street, Yakima, WA 98901

robert.krug@redcross.org or http://

www.expresspros.com

Employment Agency

Craig Dwight - Director

http://www.vvtech.us

Robert Krug – DRD

www.redcrossblood.org

Non-Profit/Blood Donations

Health Within Wellness Center

http://www.yakimahealth.com

Natural Healing Wellness Center

102 Roza Vista Drive, Yakima, WA

tigersal7@aol.com or http://www.

Party Lite - Sally Pierone

partylite.biz/sallypier1

509.949.2325

Candles

Danielle Stevens – Office Manager

208 No. 3rd Street, Yakima, WA 98901

danielleathealthwithin@gmail.com or

509.573.5500

School/College

509.834.2606

509.965.5750

509.575.7770

98901

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

Bale Breaker Brewing Company Meghann Quinn – Owner 1209 Morrier Lane, Yakima, WA 99801 mquinn@balebreaker.com or http:// www.balebreaker.com

509.731.5922 Brew Pub

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

Internet Service Provider

Dr. Kara Lolley & Associates Dr. Kara Lolley - President 307 So. 12th Avenue – Ste. #20, Yakima, WA 98902

info@karalolley.com or wwwkaralolley.

509.895.4293

Naturopathic Medicine/Classical Five Element Acupuncture

Washington Federal Margaret Luera – VP / Branch Manager 4008 Summitview Avenue –Ste. #102, Yakima, WA 98908

margaret.luera@washingtonfederal.com or www.washingtonfederal.com 509-955-0115 Savings & Loan

Express Employment Professionals Doug Jones - Owner 1021 So. 40th Avenue – Ste. #1,

Please Support these businesses who support your Chamber!!

Shorty's Sweets, Treats 'N Cakes Linda Davis – Owner 115 No. 3rd Street, Yakima, WA 98901 conchitar79@yahoo.com or http://www. partylite.biz/sallypier1 509.969.1334 Bakery

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

Robinson Drilling & Development, Inc. Michael Robinson-President 4902 Viewland Drive, Yakima, WA 98908

mwrobinson44@msn.com 509.972.5460 Well Drilling

Unforgettable Cherry Kohute — Manager 5633 Summitview Avenue, Yakima, WA unforgettablellc@gmail.com 509.969.3001 Wedding/Formal Shop Sally Pierone – Independent Consultant

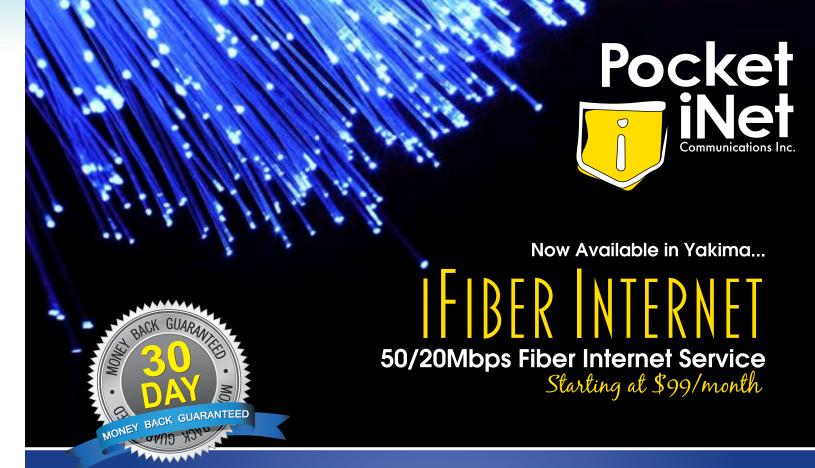
> Humane Society of Central Washington Wendy St. George – Executive Director 2401 W. Birchfield Road, Yakima, WA 98901

wstgeorge@yakimahumane.org 509.457.6269 Animal Welfare





Greater Yakima Chamber of Commerce Welcomes Glisten Hair and Tanning at 5603 Summitview Ave Suite #100 Yakima, WA 98908 (509) 895-7383.

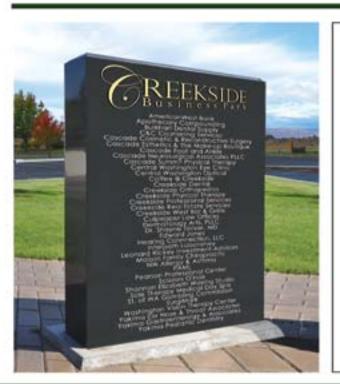


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Available Office and Build to Suit Lots





Creekside Business Park in Yakima, Washington is a Class A Professional and Medical Industry Park where your facility will have many opportunities to grow and partner with complimentary industries and outstanding amenities. Set in the City of Yakima it is also centrally located in Washington State. This park like setting has many options available for your medical and professional facilities and retail and service industries. Let our Business Park Team be a partner and help your business grow and prosper.

We currently have the following office suites available:

- 2,237 square feet at 3907 Creekside Loop, Suite 110
- 582 square feet at 3907 Creekside Loop, back office location
- 1,076 square feet at 1703 Creekside Loop, Suite 130
- 3,722 square feet at 1601 Creekside Loop, Suite 110
- 5,350 sqft at 1607 Creekside Loop, Suite 100
- · Lots to accommodate up to 50,000 sqft. building

Creekside Business Park provides turnkey build-to-suit facilities. We provide our clients with the ability to benefit from our company's regional market knowledge and construction experience. Come visit our park and see the many opportunities and space to build your new facility.

CHAMBER U



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.

RENEWING MEMBERS

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/Marcelle 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

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

Send Out Cards – 2 Years

Tom Froula – 4 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 ALSCO – 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 Ouality 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 Pro-Build – 33 Years Stephens Metal Products, Inc. – 34 Years Yakima Valley Museum – 30 Years YMCA – 33Years

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

BUSINESS BRIEFS

Welcome Lacey Offutt to Velikanje Halverson P.C

Lacey N. Offutt joined the firm of Velikanje Halverson P.C. as an associate attorney. Lacey graduated Magna Cum Laude from Whitworth University with a B.A. in Peace Studies and got her J.D. from the University of Oregon School of Law. While in law school, Lacey tutored students in legal research and writing, worked as a summer clerk for both the Ecology division of the Washington Attorney General's office and Velikanje Halverson, and was an extern for Judge Patricia Sullivan of the U.S. District Court for the District of Oregon. Lacey grew up in the Wenatchee Valley, and enjoys running, reading, and traveling in her free time.

Solarity Credit Union Hires Mortgage Loan Officer

Solarity Credit Union has hired Lillie Higginbotham to join their team of Mortgage Loan Officer's (MLO).

Higginbotham has over 36 years in the financial services industry. She has worked many aspects of banking during her career. Most recently she was VP/ Mortgage Loan Manager/Lender for



Valley Central Bank. She has taken various college and courses banking attended and 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

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.

GENERAL MEMBERSHIP LUNCHEON

"The Yakima County Economy - 2012 in Review"

Donald W. Meseck, Regional Labor Economist Lubor Market and Economic Analysis Branch. W2I State Employment Security

Monday, February 11th, 2013 11:30am 1pm State Fair Park 1301 S. Fair Ave Yakima, WA

\$20 Chamber Members Preregistered by 2/8 \$30 non-members \$30 at the door Register online at www.yakima.org Or call 248 2021 x,106



Donald W. Meseck is assigned to the Labor Market and Economic Analysis (LMEA) Branch of the Washington State Employment Security Department. He has worked for the Department since 1983.



Discover Excellence in Community Banking



Pictured left to right: Tami Ramirez, Mike Broadhead, Terry Abeyta, Bill Perri, Jennifer Frost

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Customer:

Abeyta Nelson Terry Abevta 1102 W Yakima Avenue Yakima, WA 98902 509 575-1588 www.abeytanelson.com

Banker:

Bill Perri Tami Ramirez Downtown Branch 301 W Yakima Ave Yakima, WA 98902 509 453-1172



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www.cvbankwa.com



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The Print Guys are Yakima's Business Solutions Partner.

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! 509.453.6369

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

