



Business Park

Creekside Business Park is proud to welcome our newest tenants:

Central Washington Eye Clinic Location: 3902 Creekside Loop, Suite 110 Abel Li, MD David Moon, OD

Central Washington Optical Location: 3902 Creekside Loop, Suite 110 Donna Hatch, LDO Dermatology Arts, PLLC Location: 1701 Creekside Loop, Suite 120 Samir Master, M.D.

Hearing Connection, LLC Location: 1703 Creekside Loop, Suite 100 Opening October 1 Gregory Sheets, Au.D. Holli Christensen, Au.D Yakima Ear Nose & Throat, Memorial Physicians PLLC Location: 1601 Creekside Loop Opening November 1 Rick Gross, M.D. Palmer Wright, D.O. Ryan Black, D.O.

- AmericanWest Bank
- Apothecary Compounding Solutions
- · Burkhart Dental Supply
- C & C Counseling Services
- Cascade Cosmetic & Reconstructive Surgery
- Cascade Esthetics & The Make-up Boutique
- Cascade Foot & Ankle
- Cascade Neurosurgical Associates PLLC
- Cascade Summit Physical Therapy
- Central Washington Eye Clinic
- Central Washington Optical
- Coffee @ Creekside

- Creekside Dental
- Creekside Orthopedics
- Creekside Physical Therapy
- Creekside Professional Services
- Creekside Real Estate Services
- Creekside West Bar & Grill
- Culpepper Law Offices
- Dermatology Arts, PLLC
- Dr. Shayne Toliver, MD
- · Edward Jones
- Hearing Connection, LLC
- Interpath Laboratory
- Jakeman Shaklee & Oliver PS
- Leonard Rickey Investents
- Maison Family Chiropractic

NW Allergy & Asthma Center

Robert Schefter, M.D.

- PAML
- Pearson Professional Center
- Salon Latour
- Scizzors O' Hair
- Shannon Elizabeth Waxing Studio
- Sole Therapy Medical Day Spa
- St. of WA Gambling Commission
- SurgiMark
- Washington Vision Therapy Center
- Yakima Ear Nose & Throat -Memorial Physicians
- Yakima Gastroenterology & Associates
- Yakima Pediatric Dentistry

FOR PREMIER PROFESSIONAL OFFICE SPACE & BUILD TO SUIT OPPORTUNITIES CONTACT:

Cffice: (509) 248-3837 / Mobile: (509) 728-3190 tmarguis@marg.net SHEILA BLACK Office: (509) 654-7618 / Mobile: (509) 728-1039 sblack@marq.net

Creekside Business Park • Wide Hollow Development • 3801 W. Washington Avenue, Yakima, WA 98903

Contents:

- 4 General Membership Luncheon
- 5 President's Report
- 6 Message from the Chair



On the cover:

Business After Hours at Belu Design.

Cover designed by: amyographics.com

Welcome New Businesses!

We are pleased to announce the following new businesses have joined your Chamber in the month of July 2011: Please support these businesses & associations who support your Chamber!!

IQ Tax Corporation

psimonmahler@iqtaxcenter.com or www.iqtaxcenter.com 509-837-6000 2010 Yakima Valley Highway, Sunnyside, WA 98944 P.Simon Mahler – President

Wal-Mart (East Yakima) mdraine.s02269.us@wal-mart.com or www.walmart.com 509-248-3448 1600 E. Chestnut Avenue, Yakima Michael Rainey – Store Manager

Joy Garden- Korean Reataurant & BBQ

Alphaomega14@live.com 509-965-9544 5605 Tieton Avenue, Yakima, WA 98908 Jane Kim – Owner

Mighty Tieton, LLC

edm@marquand.com or www.mightytieton.com 206-321-2982 608 Wisconsin Avenue, Tieton Ed Marquand - Partner

7 Integrating Video On

8 Annual Chamber Awards

9 Belu, Business After Hours

Your Website

10 Business Briefs

Central Washington Family Medicine

Residency Program 509-452-4946 www.commhealthcw.org/residency 1806 W. Lincoln Avenue, Yakima, WA, 98902 April Yates Hardy – MSOD, C-TAGME

Don's Doughnuts and Julie's Java

www.yelp.com/biz/dons-donuts-andjulies-java-yakima 509-453-6688 1024 W. Nob Hill Boulevard, Yakima, WA 98902 Don Wade – Owner

© 2011. All rights reserved. The *Action Report* is a monthly publication of the Greater Yakima Chamber of Commerce containing information for and about the Yakima business community. The Action Report is mailed to Chamber members and civic leaders. To submit a press release or offer comment about our publication please e-mail the Chamber at <u>chamber@yakima.org</u>, Phone (509) 248-2021, send fax to (509) 248-0601 or write to P.O. Box 1490. Yakima WA 98907-1490. The magazine editor reserves the right to reject or edit any information to be published in the Action Report. Deadline to submit information is the 20th day of the previous month. Opinions expressed or implied in the Action Report do not necessarily reflect the opinion of the Greater Yakima Chamber of Commerce as an organization. The Action Report and the Greater Yakima Chamber of Commerce publish (USPS501-570) monthly for \$12 per year. Periodical postage is paid at Yakima, WA. POSTMASTER: Send address changes to Action Report Editor, P.O. Box 1490, Yakima, WA 98907-1490. Advertising sales performed by the Chamber staff. Printing and binding by: Abbott's Printing, Inc. Yakima, Washington



Executive Committee Members:

Chair: Roy Bauerle, Granite Construction Inc. 1st Vice Chair: Mike Dooley, Wilbert Precast, Inc.

2nd Vice Chair: Chris Brown, *Wray's Food* and Drug - Chalet Place

Treasurer: Mike Broadhead, *Central Valley Bank*

Immediate Past Chair: Verlynn Best, Fairfield Inn and Suites by Marriott

Chair Appointee: Jeff Louman, Huibregtse, Louman Associates, Inc.

Chair Appointee: Sheri Smith, Avail Home Health, Inc.

Legal Counsel: Don Boyd, Carlson, Boyd & Bailey PLLC

Board of Directors:

Rich Austin, Yakima Valley Sports Commission Mike Bastinelli, Russillo's Pizza & Gelato Craig Dwight, YV Tech Lanette Headley, ReMax/Traditions Alex Hodge, Terril, Lewis, & Wilke Insurance, Inc. Larry Hull, Megalodon Property Management Ron King, New NW Broadcasters Joe Mann, Ron's Coin and Book Jennifer Rodeen, Joel's Tire Charlene Upton, Yakima County Medical Society K. L. Wombacher, Yakima Bears Baseball Club Mina Worthington, Yakima Valley Credit Union Christine Cote, Perry Technical Institute Jon DeVaney, Yakima Valley Growers and Shippers Ryan Smith, Petersen CPA's and Advisors Adam Dolsen, The Dolsen Companies

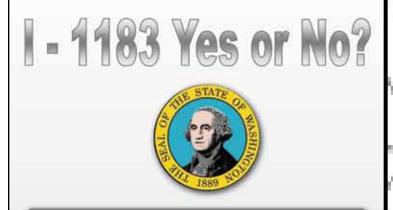
Administrative Team members:

Verlynn Best, President & CEO Scott Filkins, Vice President of Membership Development Lou Ann Matches, Bookkeeper Thane Phelan, Communications & Special Events Director Carolyn Gray, Account Executive MaryAbigail Dills, Executive Administrator & Events Coordinator Gay Thompson, Receptionist

Ex-Officio Members:

Micah Cawley, Mayor - City of Yakima Rand Elliott, Yakima County Commissioner Jim Lemon, Mayor - City of Union Gap LTC Michael Daniels, Post Commander - Yakima Training Center Nestor Hernandez, Hispanic Chamber of Commerce Luz Gutierrez, Hispanic Chamber of Commerce John Cooper, Yakima Valley Visitors and **Convention Bureau** Greg Stewart, State Fair Park-SunDome -CWFA Linda Johnson, SBDC- Small Business Development Center Doug Picatti, Picatti Brothers Carl Remmel, Yakima Air Terminal David McFadden, New Vision/YCDA Bob Jones, Mayor- City of Selah





The Washington Liquor State Licensing, Initiative 1183, will appear on the November 2011 statewide ballot in Washington as an Initiative to the People. The measure would close state liquor stores; allow state licensing of private parties. Privately owned stores would be required to have at least 10,000 square feet of retail space to sell and distribute liquor.

Join us for an informative discussion on Initiative 1183 Presenting speakers "Yes on 1183" and "No on 1183" AND a report from James Stickel, President of the Committee for Downtown Yakima

Monday, October 10th, 2011

11:30am ~ 1 pm



Red Lion Hotel 607 East Yakima Ave. \$20 Chamber Members Preregistered by 10/7 \$30 Non-members \$30 at the door members and non-members Register online www.yakima.org Or call 248-2021



Business After Hours

October 19th, 5-7 PM

YAKIMA AREA

ARBORETUM

Rattlesnake Hills Wine Trail, Wines Appetizers

Short presentation Enter into a drawing for the FREE use of the Solarium (Seats 32) for a

business meeting

FREE to members

\$5 for non-members No registration required

If you would like to be a host of BAH, visit www.yakima.org and download the application. Submit to maryabigail@yakima.org.

REATER YAKIMA



Verlynn Best President & CEO

I'm back..... and I'm thrilled to be working for you! I started on September 14th, 2011, after getting my youngest daughter married on September 10th. It's been a busy time but I'm blessed by the support, opportunities, and Dream Bigger philosophy this team has to serve you. It's time to lead your Chamber into a new season and we are counting on you to be a part of it all.

The Ted Robertson Awards Gala was awesome and the committee, staff, nominees and winners made it a heartfelt celebration. To all the Chamber Members, families, and guests attending, thank you for your continuous support. Congratulations to the entire group of outstanding Nominees and deserving Award Recipients!

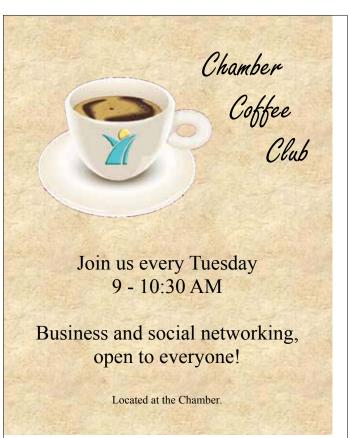
Now let's get down to business in Yakima! I'm planning on being engaged on every level; City, County, and State. Each relationship will be treated with respect and dignity and at the end of the day our humanity will be intact. If we all work together for good things that bring value to

our community, businesses, and familiesprosperity will come like sunshine in Yakima. We have to create partnerships which embrace our differences, learn to listen to even the smallest voice, and respect each other always!

Three key factors in business are: (1)taking care of the existing business in Yakima and supporting our many members, (2) we must look for other types of business to develop that will offer the next generation opportunities to live, grow, and raise their families here, (3) create a five year aggressive Economic Development Plan. Then, bring it all together with everyone's support.

I have an open door policy and welcome every opportunity to listen, engage, and help prosper the Yakima Valley business community. If you have ideas, concerns, or need help with your business, please contact us. It does not matter if it's an existing business, a growing business, or being created (Dream Bigger)..... let us, "The Greater Yakima Chamber of Commerce", work for YOU!





Message from the Chair



Roy Bauerle Chair of the Board of Directors

Huge Thanks! What a great night it was for the Ted Robertson and Chamber Award Banquet. The weather was beautiful and people were all dressed with somewhere to go. The suspense was great and kept many of us on our toes. The program moved steadily along giving people the opportunity to mix and mingle after the event. Congratulations again to Bob Brown our Ted Robertson Community Service Award recipient. The biggest night of the year for the Chamber

went off without a hitch.

I want to thank Julie Grieb for her leadership in heading the committee. She knew what had to be done and did it. Anything she didn't know she figured out in short order. I want to thank each of the awards committee members, Lanette Headley, Garry Heilman, Sally Hart, Charlene Upton, enough for his dedication and hard Mike Broadhead and Lisa Rickman. Great job everyone.

Additional Thanks to Wineglass Cellars, Treveri Cellars, Severino Cellars, Yakima Craft Brewing, Kana running. We are planning our strate-Winery and Wilridge Winery.

Thane and Dale Carpenter were great! Good job as the Masters of Ceremonies. Also, the rest of the Chamber staff was incredible when it year and beyond. came to pitching in and getting things done. MaryAbigail, the center-pieces in front of us. We still need to keep were perfect.

sors for their contributions: Legends Casino, Central Valley Bank, The Yakima Herald Republic, Yakima

Federal Savings and Tree Top. We could not have done this without you.

The thank you list goes on and on, if anyone is left off please forgive me.

Verlynn Best is now in place as our new CEO, and Jon Mulvenon (our interim CEO) is continuing his retirement and is off to Arizona to visit family. I cannot begin to thank Jon work to keep the Chamber more than just afloat while we selected our new CEO.

Verlynn has clearly hit the ground gic planning session for October 21st. We look forward to more specifically defining what direction we want, and need, to take for the remainder of this

We still have significant challenges our eye on the ball and stay focused. I would also like to thank our spon- We still have some tough decisions to make, but long as we do what we say we will do and know our priorities we will be just fine.



Chamber University Presents: The Power of Email & Social Marketing Made Simple

More than 450,000 businesses use Constant Contact to help grow their business! Learn how to build relationships that are the key to the success of your business with easy, inexpensive, and highly effective email marketing.

For more details go to: www.constantcontact.com/pacificnorthwest.



October 25th,



Yakima Valley Museum, 2105 Tieton Dr

Chamber University is formally know as Biz Seminars



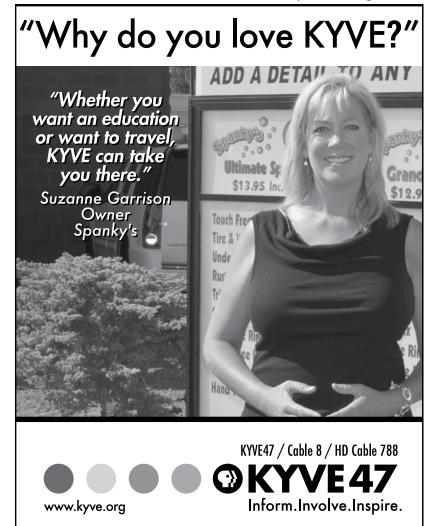
Thane Phelan Communitcations & Special Event Director

If you're a regular user of the Greater Yakima Chamber of Commerce Website at www.yakima. org you may have been watching some of the event videos we've been doing over the last few months. By highlighting the things we do in video, you've been able to witness and see what is happening with the Chamber and it gives you a glimpse at new

Integrating Video On Your Website

businesses, events, and moments that you may have missed. It's a great way to get a view of an event or business before you ever get there and for us to introduce you to what we do...and the key is video online.

Online video has become a key component of business web strategies over the last few years as bandwidth has increased for most users. The explosion of user friendly sites like YouTube have only fueled the fire and made it easier to post and embed videos into your existing website.





You may have thought of adding video to your businesses sight and you're not alone, eMarketer stats show that73 percent of online retailers are using video on product pages this year, an impressive jump from 55 percent in 2010. According to comScore's "2010 U.S. Digital Year in Review", the average American spent more than 14 hours watching online video, a 12-percent increase from 2009.

When deciding to place a video on your site, as in businesses real estate, location is key in seeing results. Placing video on your website where it is not visible without scrolling down will deter play count compared to giving it a prominent position. Placing it on a sidebar or making the player too small will have the same effect. If you're thinking that a video may not warrant such a great location, Yahoo research from 2009 found that "An engaging video wins 250 percent more clicks than a rich media or graphic", video is statistically more effective at getting customers to engage with your site.

Introduction and tour videos are a great way to familiarize potential customers to your business. Having videos on other pages can be used to demonstrate your products and their application, or testimonials from your customers can create a positive feeling for new customers.

If you didn't make it to a chamber function...or you've thought about attending but didn't know what to expect...watch for it online at www. yakima.org and www.youtube.com/ greateryakimachamber, then join us at the next event!

The Greater Yakima Chamber of Commerce proudly presented the Annual Chamber Awards and Ted Robertson Community Service Award on September 16th . Awards for 'Best Performance' were presented in several categories. Chamber members submitted their choices for the top three nominees and winners! Congratulations!



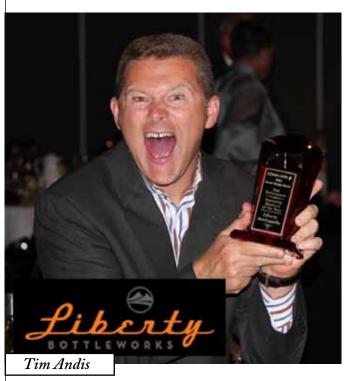


Annual Business Excellence Award The Print Guys

US Cellular **Instant Press**

> **Business of The Year** GE Aviation Yakima Craft Brewing Co. Yakama Nation Legends Casino





Member of the Year Mike Broadhead, Central Valley Bank Charlene Upton, Yakima County Medical Society Jon Mulvenon, Greater Yakima Chamber of Commerce

Emerging Business of the Year Liberty Bottleworks Mike Bastinelli's: Russillo's Pizza & Gelato Apple-A-Day





Thanks to September's Business After Hours host; Belu Salon 32 N 2nd St Yakima WA 98901 (509) 965-1731 Belu Designs is Yakima's most prestigious hair salon located in beautiful Downtown Yakima featuring the area's only 'Color Bar'.

> Great job by owner Kristeen Wade and staff! This is how a "Business After Hours" should be done!



Live "mannequins", great food and drink, and fantastic prizes on hand for all who attended.



The live mannequins in the windows drew attention of passersby.



Members for 1-4 Years:

Invisible Ink	3 Years
John Hunter Foundation	2 Years
McAdams Wright Ragen	3 Years
Wilma Koski / Individual	
Member	2 Years

Members for 5-9 Years:

Durrett & Associates	.6 Years
Financial Management Inc	9 Years
Peopleworks	8 Years
Rad's Auto Repair	5 Years
Spanky's Auto Wash	

Members for 10-14 Years:

2nd Street Grill	. 12	Years
A.W. Roofing of Yakima		
Moonlit Ride Limousine		
New Northwest Broadcasters	. 13	Years
SCORE (Counselors to America's		
Small Businesses)	. 11	Years
Tube Art Signs & Sports		
Displays	.11	Years
Valley Hills Funeral Home	.10	Years

August Renewing Members

Thank you to all of our renewing members for continuing your Greater Yakima Chamber of Commerce Membership!

Members for 15-19 Years:

American Medical Res	sponse16 Years
Graphic Label	15 Years
Oxford Suites	18 Years
Yakima Association of	Realtors17 Years

Members for 20-29 Years:

.22 Years
.27 Years
.26 Years
.28 Years
.22 Years

Members for 30-39 Years:

Congdon Orchards	.32 Years
Dr. Bruce Kinney, DDS	.31 Years
Goodwill Industries of the	
Yakima Valley	.32 Years
McDonalds of Yakima County	. 32 Years
Solarity Credit Union	.31 Years
Wells Fargo Insurance Services	36 Years
YMCA of Yakima	.32 Years

Members for 40-49 Years:	
ntral Mechanical Services45	Yea

Central Mechanical Services45 Tears
Central Pre-Mix Concrete
Company45 Years

Members for 50-59 Years:

Cintas Corporation	.51 Years
Sunfair Chevrolet	
Yakima Regional Medical &	
Cardiac Center	.56 Years

Members for 70-79 Years:

Keith & Keith Funeral	
Servies	ars

Members for 80-89 Years:

H. R. Spinner Corporation	89 Years
Picatti Brothers	84 Years
Sundquist Fruit and Cold	
Storage	85 Years

Business Brief

Bank On Yakima

In May 2010, Bank On Yakima County was established as an initiative of the Yakima County Asset Building Coalition and United Way Central Washington. Modeled after programs in San Francisco and Seattle, Bank On Yakima County was started to help people without bank accounts find access to affordable financial services and education so they could build assets and achieve financial stability. Whether someone had trouble in the past or simply never learned about the benefits of utilizing checking/savings accounts, Bank On Yakima presents the chance to start anew at one of the 7 participating financial institutions. The current financial partners are Bank of the West, Banner Bank, Key Bank, U.S. Bank, Wells Fargo, and Yakima Federal Savings and Loan. For a limited time, if someone attends a two hour financial education class (in English and/or Spanish), opens an account at any of the participating financial institutions and maintains the account in "good standing" for 60 days, they will receive \$100 directly deposited into their account! Go to their website www. bankonyakima.org or www.ycabc.org to find out more information.

Yakima Assisted Living Community Recognized For Outstanding Activities By National Organization



Washington, D.C.—The National Center for Assisted Living (NCAL) is proud to announce that the recipient of the 2011 National Assisted Living Week Programming Award is the Ponderosa Assisted Living Community, in Yakima, Wash., a member of the Washington Center for Assisted Living.

NCAL bestowed the award to three Ponderosa employees who created the outstanding week of activity and events centered on the 2010 National Assisted Living Week theme, Living Life. Ponderosa's Lori Crow, executive director; Marilee Ramos, marketing director; and Annie Oord, activity director were recognized at a special awards ceremony on Sept. 18, 2011 in Las Vegas during the

Fifth Annual NCAL Day.

"The Ponderosa has a motto, 'continuing our commitment to the community' which reminds us that no matter what our age, we all have something to give," says Crow. "Our activities were tailored for residents' enjoyment, and acknowledges through the celebrations of their lives—past, present, and future—that they still continue to touch other people lives."

The Ponderosa successfully integrated the 2010 NALW theme "Living Life," into every event and activity. The activities were tailored for the residents' enjoyment and reminded them of how their lives touch others. A gratitude ceremony featured songs written by residents and a message from a Yakima City Council member that ended with a release of balloons.

Pacific Power

Save energy in cooler weather As temperatures outside start to drop, these simple tips can help you save on energy costs and keep your business comfortable.

- Have your HVAC system serviced to ensure it's working properly.
- Inspect heating ducts and seal any leaks.
- Check air filters throughout the building and change regularly during the heating season. Dirty or clogged filters reduce air flow, and increase energy use.

• Look for and seal air leaks around windows, doors, and where plumbing or ductwork runs through building walls or roofing to the outside.

- Use programmable thermostats to set the temperature to 68F during the day and to 55-60F after business hours.
- Install locking covers on your thermostats to prevent unauthorized setting changes.

For additional moneysaving energy advice and information, register or log in to Pacific Power's Business Solutions Toolkit at www. pacificpower.net/toolkit.

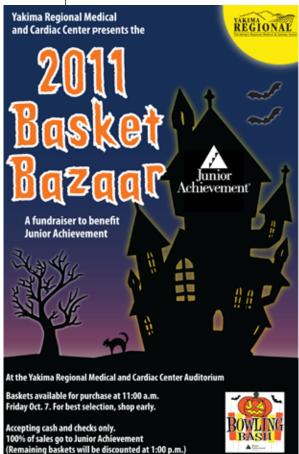


Peak Performance Sports & Spine would like to announce the addition of Andrea Box, DPT to our staff. She is currently accepting new patients ! 2505 Racquet Lane, Yakima, WA 98902 (509) 453-7325



Crime Free Rental Housing

Presented by: Yakima Police Department Attend four classes about gang legislation, medical marijuana, and landlord tenant law. Dates: October 25th and 27th, November 1st and 3rd. Contact Sgt. Linda Watts: lwatts@ci.yakima.wa.us or 509.575.6158. Registration deadline is October 19th.



CHRISTMAS IS AROUND THE CORNER! BOOK YOUR HOLIDAY PARTY TODAY!

- On site catering service
- Event Coordinator to attend your every detail
- **Exclusive Holiday Menu**
- Complimentary room rental for • groups of 75 or more
- Complimentary Holiday Decor
- Champagne toast included with your Holiday dinner



MEETING PLANNERS: Mention the promo code "HOLIDAY" and receive a complimentary hotel stay the night of your party. Event contract must be signed and submitted by November 1, 2011.

Holiday Inn Downtown Yakima 802 East Yakima Avenue Yakima, WA98901





Event Coordinator: Kelly Keith 509-454-1406 Call today and book your complimentary tour!

United Way Day of Caring

Pictured left to right:

Carol Yeates, Joe Tanasse, Laura Terrazas, Lillie Higginbotham, Mike Broadhead (President), Marion Kooyman, Nicole Rathbun, Sally Meredith, Dana Carson, Jack Kooyman.

Member FDIC

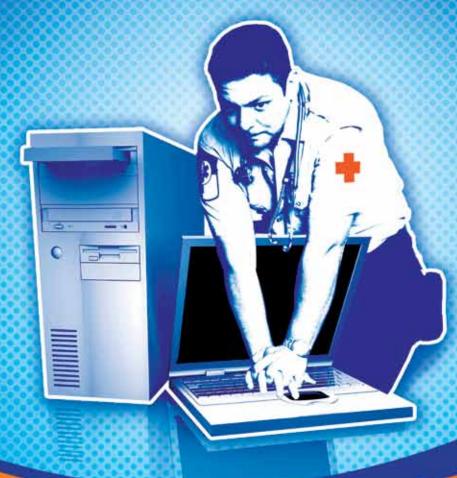
"Large enough to serve, Small enough to care." 5M

www.cvbankwa.com





DON'T WAIT till it's TOO LATE



Disaster Prevention & Recovery Solutions

- 7 out of 10 small firms that experience a major data loss go out of business within a year. (DTI/Price Waterhouse Coopers)
- 50% of all tape backups fail to restore. (Gartner Group)



 30% of all businesses that have a major fire go out of business within a year and 70% fail within five years. (Home Office Computing Magazine)

Let us help you make the most of your IT investment.

www.parseccomputer.com Your Local Server & Network Experts



Tri-Cities 1601 Columbia Park Trail Richland, WA 99352 509.735.2609 **Yakima** 8 South First Ave. Yakima, WA 98902 509.248.8309

Real-Time Monitoring • Pro-active Maintenance • High Availability • Business Continuity