

Action Report



MORE
Ribbon Cuttings
on pg 7

May General Membership Luncheon

Invited Speakers; Yakima City Council

Mayor Micah Cawley ~ Assistant Mayor Maureen Adkison ~
Kathy Coffey ~ Sara Bristol ~ Rick Ensey ~ Dave Ettl ~ Bill
Lover & Yakima City Manager Tony O'Rourke

State of the City Address

Monday, May 13th, 2013 ~ 11:30am - 1 pm
Red Lion Hotel ~ 607 East Yakima Ave.
\$20 Chamber Members Preregistered by 5/10
\$30 Non-members
\$30 at the door members and non-members
To register call: (509)248-2021
online: www.yakima.org



JUNE 2013 GENERAL MEMBERSHIP LUNCHEON

WASHINGTON STATE LEGISLATORS

THE 2013 LEGISLATIVE 'WRAP-UP' INVITED LEGISLATORS:
SENATORS CURTIS KING, JIM HONEYFORD, AND JANÉA HOLMQUIST NEWBRY
REPRESENTATIVES BRUCE CHANDLER, DAVID TAYLOR, NORM JOHNSON,
CHARLES ROSS, JUDY WARNICK AND MATT MANWELLER



MONDAY, JUNE 10TH, 2013

11:30AM ~ 1 PM

RED LION HOTEL ~ 607 EAST YAKIMA AVE.

\$20 CHAMBER MEMBERS PREREGISTERED BY 6/07

\$30 NON-MEMBERS

\$30 AT THE DOOR MEMBERS AND NON-MEMBERS

TO REGISTER CALL: (509)248-2021

ONLINE: WWW.YAKIMA.ORG



LUNCHEON BROUGHT TO YOU BY;



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MESSAGE FROM THE CHAIR



Chris Brown
Chair of the Board of Directors

*Spring has finally come!
What a beautiful place to be! The Yakima
valley is one of the most beautiful places in the
world. Fruit trees blooming; mountains rising;
water sparkling. What could be better? Being a
member of your local Greater Yakima Chamber
of Commerce, of course! We are always working
hard to make Yakima a better place to do business.
Thank you for your membership. It is truly
appreciated. If you are not a member, what are
you waiting for? Call us and we will sign you up
today! Let's all work to make Yakima the premier
city in eastern Washington.*



ON THE COVER

Bale Breaker Brewery Opening ~ photos by Thane Phelan
Action Report Layout & Design by: Amy O Graphics & Thane Phelan

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Executive Committee Members

Chair: Chris Brown, Wray's Yakima's

Food Stores

1st Vice Chair: Mike Dooley, Wilbert Precast, Inc.

Immediate Past Chair: Roy Bauerle, Granite Inc.

President/ CEO: Verlynn Best, Greater Yakima
Chamber of Commerce

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

Legal Counsel: Don Boyd, Carlson Boyd &
Bailey PLLC

Board of Directors

Rich Austin, Yakima Valley Sports Commission

Mike Bastinelli, TownSquare Media

Alex Hodge, Terri, Lewis, & Wilke Insurance, Inc.

Ron King, Radio Yakima

Joe Mann, Ron's Coin and Book

Jennifer Rodeen, Joel's Tire

Charlene Upton, Yakima County Medical Society

Christine Cote, Perry Tech

Jon DeVaney, Yakima Valley Growers and Shippers

Ryan Smith, Petersen CPA's and Advisors

Ex-Officio Members

Tony O'Rourke, City of Yakima City Manager

Sean Hawkins, Yakima Economic Development
Manager

Dominic Rizzi, Yakima Chief of Police

Mike Leita, Yakima County Commissioner

Micah Cawley, Mayor - City of Yakima

Jim Lemon, Mayor - City of Union Gap

John Gawlick, Mayor - City of Selah

LTC R. Darrell O'Steen, Post Commander -

Yakima Training Center

Nestor Hernandez, Hispanic Chamber of Commerce

Luz Gutierrez, RCDR -Rural Community

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:

Verlynn Best, President & CEO

Scott Filkins, Account Executive

Elizabeth Fitzgerald, Development Director

Carolyn Gray, Account Executive

Amy Lopez, Information Coordinator

Thane Phelan, Communications &

Marketing Director

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 Cham-
ber of Commerce is an organization that promotes
pride in our communities through positive, active
leadership aimed at creating a cohesive, successful
business climate".

PRESIDENTS REPORT



Verlynn Best
President & CEO

We love our jobs, community, and supporting commerce. Here are just a few of the things we are working hard on to support your Chamber's mission and our business community.

Join us for the "2012-2013 Leadership Graduation and Alumni Reunion Dinner" on Wednesday, June 19th, 2013, at 5:30PM at the Yakima Valley Museum. This will be a wonderful evening of celebrating our current "2012-2013 Leadership Graduates" and a time to acclaim those who have been a part of the program since 1986! That's right 27 Years of Leadership Yakima..... supported by local businesses through

your Greater Yakima Chamber Foundation!

Your Greater Yakima Chamber committee, staff and ambassadors are working on the up-coming "Ted Robertson Awards" event which will be on Friday, September 13th, 2013....**SAVE THE DATE!** Make sure you send in your nominations for the many different business awards. The form will be available next month (May) on our website at www.chamber.com.

We are working on a "Chest of Hope" raffle to pay down /off our mortgage; tickets will be ready for purchase on July 1st! Our former Board of Directors Past President, Roy Bauerle is building a beautiful handmade chest and we will be filling it with local items such as a gold coin from Ron's donated by Mr. Joe Mann and many other local items. The winning ticket will be drawn at our "Business After Hours" Holiday Soiree' on Tuesday, December 17th, 2013, for the chest and everything in it. If you would like to donate something for the chest, please call us at 248-2021 and we will make arrangements to pick it up and add it

to the "Chest of Hope"!

And there's more.....every Tuesday at 9:00AM, we have "Coffee Club" here at the Chamber which provides a great networking opportunity. Come and share information about your business! The Chamber offers some of the most affordable advertising through our Action Report which is every other month starting with the January/February issue. Call us to start your ad in the next Action Report!

We have "General Membership Luncheons" the second Monday and "Business After Hours" the third Tuesday of every month...join us and be informed, visit with new businesses, and network your own business. Be a sponsor of one or more of these events! All of these events and programs are on our website schedule or please call 509.248.2021 for more information.

We love this Valley and everything it has to offer. We see a bright future and a Chamber that wants to make a difference by serving, celebrating and prospering our community. We hope to see you soon and engage you in helping build a greater Yakima Valley!

MEMBER PROFILE

Chukar Cherries

This summer Chukar Cherries will celebrate 25 years of crafting Yakima Valley cherries into healthy sweets and treats. The company started in 1988 on Pam Montgomery's family orchard in Prosser. Pam was inspired to try drying cherries all naturally without any additives, preservatives, or sugar. Her



their chocolate-covered cherries, nuts, and berries as well as energy mixes and cherry preserves. They also carry pie filling, salsa, pepper jelly, and an array of Pacific Northwest gifts.

Chukar is proud to provide good jobs in the Yakima Valley as well as at their other retail locations. The company remains family owned and operated and makes nearly everything they sell at their headquarters in Prosser.

efforts paid off, since then Chukar has opened stores in Prosser at 320 Wine Country Road, in Pike Place Market, and in Leavenworth.

Chukar specializes in drying locally grown cherries so they can be enjoyed year 'round. They are famous for



"Why do you love KYVE?"

"I watch KYVE because of the programming, especially Downton Abbey."

Kellie Connaughton,
Development Director,
Memorial Foundation



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KYVE47
www.kyve.org Inform. Involve. Inspire.

BLACK & WHITE

September 13, 2013 | 6:00 pm - 10:00 pm

Gala Presentation of the Ted Robertson
Community Service and Annual Chamber Awards

The unveiling of this year's honored guest soon to come...

GREATER YAKIMA
Chamber of Commerce

Design provided by Field Group

LEADERSHIP YAKIMA

LEADERSHIP YAKIMA for Our Community

2013 Graduation and Alumni Dinner

Wednesday, June 19th, 2013

5:30 p.m. ~ Yakima Valley Museum

\$40 per person

5:30 appetizers, wine, and networking

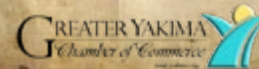
6:30 Dinner

7:00 Guest speakers (Anne Caffery, Bob Hall, Mel Wagner, Verlynn Best, Chris Brown)

Class project presentations and Graduation of class of 2013

Register to attend www.yakima.org or call 509.248.2021

"We are pleased to extend this invitation to attend our first alumni reunion in conjunction with the graduation ceremony for the Class of 2013. Please take advantage of this opportunity to reconnect with your classmates and presenters and to make new friends. This invitation is extended to the graduates of the Class of 2013 and their guests, Leadership Yakima alumni and their guests, Leadership Yakima sponsors, Executive Committee members, day session planners, program presenters and ANYONE who is interested in the Leadership Yakima program".



Leadership Yakima 2013

Leadership Yakima is a program designed to develop future leaders for our community. Established by Mel Wagner and Bob Hall through the Yakima Chamber Foundation in 1986, over 600 participants have graduated from the Leadership Yakima program. Starting in 2013, the June graduation is combined with an alumni reunion. Tuition for the Class of 2014 is \$825.00 for Chamber members and \$900 for non-members. Download your application today at www.yakima.org or call Elizabeth Fitzgerald at 248-2021, ext. 105, for more information.



RIBBON CUTTINGS



Celebrating 100 Years in the Yakima Valley! Yakima Theatres officially celebrated the opening of "Orion Cinema" and "Mickey's Pub." The new "dinner and a movie" concept has been highly anticipated in Yakima. See the new theater and pub downtown at 202 E. Chestnut, Downtown Yakima



Laser, Spine, & Disc Chiropractic in the Fred Meyer Shopping Center. Dr. Brandon Bridgeman, Dr. of Chiropractic Phone: (509) 925-7246



Greater Yakima Chamber of Commerce celebrates the opening of Bale Breaker Brewery, Yakima's Newest Craft Brewery! 1801 Birchfield Rd. www.balebreakers.com



2013 Business Expo

"There's No Business like Your Business"



MEMBER PROFILE

Yakima Valley Libraries

Yakima Valley Libraries' history goes beyond books! What began as a vision in 1889 is still thriving today! The story begins with a group of dedicated ladies known as the Young Women's Christian Temperance Union who gathered at the Yakima Hotel in 1891 and organized the North Yakima Library Association. Not only did

they serve as the library's staff, but they also helped pay expenses the first year by hosting lawn socials. In 1895, the city took over library operations and soon the North Yakima Public Library-Carnegie Building was built on the downtown corner of North Third Street in 1906. Remarkably, 107 years later, the present library still resides at that same location! The old Public Library was demolished in the late 1950's to make way for a new building erected in 1959. "Yakima's central library may still occupy the site of the original Carnegie library," states YVL Director Kim Hixson, "but today's (seventeen) libraries serve all of Yakima County." In 2012, the central library underwent its first remodel since it opened in 1959. Added to this, the new Richard E. Ostrander West Valley Community Library building project was also completed in 2012. It is the district's first and newest library built in 53 years!



district, YVL provides library services to the general public and is supported primarily through property taxes. The rural county library district was formed in 1945. Yakima Valley Libraries is comprised of a central library and 16 community libraries located throughout Yakima County. All towns and cities, with the exception of the City of Grandview, are either annexed or contract with Yakima

Valley Libraries for library services. The five contract cities include: Union Gap, Mabton, Granger, Tieton, and Naches. Annexed City locations are: Harrah, Moxee, Selah, Sunnyside, Toppenish, Wapato, Yakima (Southeast, West Valley, Yakima Central), and Zillah. Rural County locations include: Buena, Terrace Heights and White Swan. Yakima Valley Libraries currently serves over 240,000 people in Yakima County. All you need is your library card to check out books, use the computer, and access the wide range of e-resources and databases! In 2011 the library district was open a total of 41,548 hours and served 847,169 combined visitors. There were 874,433 items circulated and over 202,516 computer appointments were scheduled using the 150 Internet



Valley Libraries held 1,878 programs which were attended by 22,918 children, 3,578 teens, and 10,444 adults. Did you know that children's author, Beverly Cleary, the director (and librarian) of the Academy of Motion Picture Arts and Sciences, Margaret Herrick, were both librarians at the Yakima Library!

Steering the district in forward motion during her tenure as the Library's Director, Kim Hixson explains that the Mission Statement conveys who they are: Yakima Valley Libraries supports lifelong learning and an informed citizenry by providing free, open, and full access to a vast array of ideas and information. She underscores this statement saying, "Yakima Valley Libraries believes we have a responsibility to positively affect the future for our citizens by what we do today. We value planning for our tomorrows to make a better community for those who utilize us. Dynamic organizations have values, principles, and philosophies that

employees exemplify to both internal and external customers. In the pursuit of providing quality service to our citizens, Yakima Valley Libraries is committed to following our core values. Our approach is to consider each task, each customer, each day as an opportunity to service our community and our customers in a positive, helpful way."

The library district is a vital part of the area's past, present and future. Take a moment today and experience the variety of services YVL has to offer! The staff of Yakima Valley Libraries is standing by to welcome you!



Getting to know us: As a junior taxing

computers available to the public. Yakima

NEW MEMBERS

We are pleased to announce the following new businesses have joined your Chamber during the months of February & March 2013

Please support these businesses who support your Chamber!!

Active Life Chiropractic

609 S. 48th Avenue, Yakima, WA 98908 509-965-9820

www.active-life-chiropractic.com,
activelifechiropracticllc@gmail.com

Drs. Kristina and Nathan Coppock

Cabelas

1400 E. Washington Avenue, Union Gap, WA 98903 509-941-2100

www.cabelas.com or
haley.weston@cabelas.com

Haley Weston, Marketing Manager



CLK Investments & Financial Services

(Location coming soon) 509-961-9091

clkinvestments@msn.com
Chandra Karel, Financial Advisor

Dalan Law

6 S. 2nd Street Suite 917, Yakima, WA 98901 509-823-4625

www.dalanlaw.com,
Quinn@dalanlaw.com
Quinn Dalan, Attorney

Edward Jones -

Alicia Loyd Agency

3911 Castlevale Road Suite 107, Yakima, WA 98902 509-457-3701

www.edwardjones.com,
alicia.loyd@edwardjones.com
Alicia Loyd, Financial Advisor

Field Journal Archaeological Investigations

www.fjinvestigations.com,

509-307-9048

Jillian Taylor - Lead Archaeologist, jillian.taylor@fjinvestigations.com,
Dave Woody - Principal Investigator, dave.woody@fjinvestigations.com

Real Deals on Home Décor

3000 Main Street, Union Gap, WA 98903 509-895-7010

www.realdeals.net,
Yakima@realdeals.net
Pam Haggin, Owner

Waddell & Reed

1450 N. 16th Avenue, Suite 100, Yakima, WA 98902 509-453-4945

www.waddell.com,
lhomer@wradvisors.com
Lisa Homer - Financial Advisor



Josey Fast
Owner

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Located at the Valley Mall near Miner's Restaurant

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509.426.2925 | YoYakima.com | Like Us on Facebook

RENEWING MEMBERS

*Chamber Members who renewed
their Memberships in
December 2012 & January 2013*

*Please support these businesses that
support your Chamber!*

Members for 1-4 Years:

Aesthetic and Family Dentistry by Dr. Shawn McDevitt, DDS – 4 Years
Apple Valley Document Storage, Inc. – 4 Years
Bead and Body Company – 2 Years
Cost Less Carpet – 2 Years
DIVCO – 4 Years
E/Step Software – 3 Years
Esther Brook Inc. (authorized Salad Master Dealer) – 2 Years
Firestone Tire & Auto Center – 4 Years
Gone Fiddling Again – 2 Years
Holiday Inn – 4 Years
Liberty Tax Service – 3 Years
New York Life/ Craig Terry – 4 Years
PocketiNet Communications, Inc. – 4 Years
Running Springs Ranch – 2 Years
SAFEGUARD – Print Promotion Apparel – 3 Years
Skyline Home Loans – 2 Years
Soelberg and Associates – 2 Years
The Home Depot – 3 Years
Yakima Networking, LLC – 4 Years
Yo Yakima – 2 Years

Members for 5-9 Years:

Budget Office Furniture – 9 Years
Cascade Foot and Ankle – 7 Years
C I Shred – 7 Years
Chukar Cherries – 6 Years
Evergreen Business Capital – 8 Years
Granite Construction – 6 Years
HAPO Community Credit Union – 5 Years
Party Palace – 8 Years
Terrace Heights Family Pet Clinic – 5 Years
WRP Gateway LLC (Target Shopping Center) – 8 Years
Yakima Secure Self-Storage – 8 Years

Members for 10-14 Years:

All About Fun – 11 Years
Bear Trade Show Services, Inc. – 13 Years
Casino Caribbean – 12 Years
Cole Industrial – 14 Years
Kroner Chiropractic – 10 Years

Menke Jackson Beyer Ehlis Harper and Plant, LLP – 14 Years
Northwest Harvest – 13 Years
Outback Steakhouse – 13 Years
Pacific Steel & Recycling – 12 Years
Red Lobster – 13 Years
R.E. Powell Distributing – 14 Years
Roto Rooter / Bushnell Plumbing – 11 Years
State Farm Insurance / Eric Silvers Agency – 14 Years
State Farm Insurance / Linda Roth Agency – 14 Years
Steve Hahn's Mercedes, Volkswagen, Kia – 12 Years
Trailer Inns RV Park, Inc. – 14 Years
Valley Ford Nissan - 13 Years
Wynwood of Yakima – 11 Years
Yakima Battery and Auto Electric – 14 Years
Yakima Grocery Outlet – 13 Years

Members for 15-19 Years:

All American Self Storage – 16 Years
American Building Maintenance – 17 Years
AmeriGas – 16 Years
EmSpring – 15 Years
Holiday Inn Express – 16 Years
Pacific CA Systems – 19 Years
The Janitors Closet – 18 Years
Windermere Real Estate/Yakima – 17 Years
Yakima Schools Foundation – 15 Years

Members for 20-24 Years:

Associated General Contractors of WA – 20 Years
Barth Clinic – 21 Years
Bergen Screen Print – 20 Years
Heritage University – 21 Years
Inland Lighting – 22 Years
KCYU TV / FOX 41 – 24 Years
Perfect Pavers – 24 Years
RBC Wealth Management – 20 Years
Yakima Valley Landlords Association – 20 Years

Members for 25-29 Years:

Central Washington Home Builders Association – 29 Years
Entrust Community services – 29 Years
Green Baron – 28 Years
KMW Enterprises, dba Headwaters the Source, E. WA Real Estate Network – 29 Years
Les Schwab Tire Center – 28 Years

Nob Hill Water Association – 27 Years
The Capitol Theatre – 28 Years
Thorner, Kennedy & Gano, P.S. – 27 Years
Valley Marine – 27 Years

Members for 30-39 Years:

Banner Bank – 32 Years
Chalet Dental Clinic – 37 Years
Coastal Farm & Ranch – 33 Years
Dr. Tomas Holbrook, DDS, PS – 33 Years
Edward Jones, Gary Lackey – 30 Years
Elliott Insurance Service, Inc. – 36 Years
Finney, Falk & Naught, PLLP – 34 Years
Glacier Sales – 32 Years
Hurley & Lara, Attorneys-at-Law – 32 Years
John I. Haas, Inc. – 39 Years
Kameo Flower Shop – 36 Years
KYVE TV – 34 Years
Loofburrow Wetch Architects, P.S. – 32 Years
Lyon Weigand and Gustafson, PS – 32 Years
Standard Paint & Flooring, LLC – 35 Years

Members for 40-49 Years:

Howard Johnson Plaza Hotel – 45 Years
Larry J. Fuchs Painting Company – 47 Years
Smith Phillips & DiPietro Advertising Agency – 47 Years
Wilbur ~ Ellis Company – 44 Years

Members for 50-59 Years:

KNDO / KNDU TV – 55 Years
Terrace Heights Memorial Park – 59 Years

Members for 60-69 Years:

Memorial Family of Services – 64 Years

Members for 70-79 Years:

Central Washington State Fair Association – 76 Years

Members for 80-89 Years:

Northwest Farm Credit Services/Yakima – 80 Years
Roche Fruit Company – 87 Years
Sundquist Fruit & Cold Storage – 87 Years

Members for more than 100 Years:

Pacific Power – 104 Years!

FOOD AND FUN, MUST BE THE FAIR!

Playing up on the two biggest attractions of their annual event—food and fun—officials at the Central Washington State Fair are hoping patrons come to the Fair this year to “Taste The Fun!” That is the theme line that will run through the advertising and promotion for this year’s Fair when it gets underway in September.



CENTRAL WASHINGTON STATE FAIR
presented by Legends Casino
Sept. 20 - 29 • Yakima

Express Named Best of Staffing



Express Employment Professionals has been named to Inavero's 2013 Best of Staffing Client list. Best of Staffing, presented by CareerBuilder, is the nation's only loyalty award that recognizes exceptional service in the staffing industry. Express went through a rigorous client survey process to be considered for the award. Best of Staffing award winners received a score of 9 or 10 out of 10 from 74% of their clients. Less than 1% of all staffing firms made the final list. Based on the standard metrics for measuring satisfaction, this award defines the staffing industry's elite leaders in service quality and their commitment to client satisfaction. The local office is owned by Doug Jones and they can be found at 1021 S. 40th Avenue Suite #1 or call them at 575-7770.

BUSINESS BRIEFS

Sundown M Ranch Marks 45 Years

March 4, 1968 Sundown M Ranch opened its doors. Today, forty five years later, it is the oldest residential alcohol and drug addiction treatment center in the state of Washington.

In its forty five years Sundown M Ranch has treated over 116,000 adolescents, adults and families for the disease of alcoholism and drug addiction. The organization has achieved national recognition for quality innovative treatment programs.

Executive Director Scott Munson says credit goes to the dedicated staff of Sundown. “Four and a half decades of successful operation is a significant achievement. It takes total dedication to our mission. Everyone from the board of directors, to management and staff are focused on the successful treatment of our patients who suffer from the disease of alcoholism.”

Sundown M Ranch is located on thirty acres at the entrance of the Yakima River Canyon. Sundown offers a complete range of addiction treatment programs including adult, youth, family and outpatient.

JESSICA VIVEROS OF THE HILTON GARDEN INN RECEIVES 2012 DIRECTOR OF SALES AWARD

The Hilton Garden Inn is excited to award Jessica Viveros the Director of Sales of the

Year Award for 2012 in the Pacific Northwest and Western Canada. Jessica has been Hilton Garden Inn's Director of Sales since 2011. “This is an award well deserved, congratulations Jessica!” says Lisa Vallejo, general



manager for Hilton Garden Inn in Yakima, WA. Jessica Viveros has been an employee at the Hilton Garden Inn in Yakima since April 2011.

Her colleagues describe her as responsible and dedicated to her work responsibilities, showing great leadership and motivation in the sales department. Jessica also is known for her long-standing passion for executing sales and building customer relationships. The Hilton Garden Inn is located in the heart of Downtown Yakima, just two blocks from the Yakima Convention Center. The hotel offers a full service restaurant and lounge, along with complete banquet and meeting facilities. For more information, please call 509.494.1111.

MEMBER PROFILE

Technology Investments for Cancer Care

As part of our mission to improve the health of those we serve, Memorial Family of Services has been providing world class cancer care locally for 13 years. Annually, North Star Lodge provides care to approximately 900 patients, performs 14,000 radiation treatments, 13,000 chemotherapy treatments, and administers 140,000 lab tests.

NORTH STAR LODGE

To continue providing cancer patients with state-of-the-art treatments, Memorial and the Memorial Foundation contributed \$6.4 million towards the purchase of many technological advancements which included two new radiotherapy systems for North Star Lodge. This new generation of imaging equipment, Varian's TrueBeam Linear Accelerators (LINAC), precisely delivers radiation to cancerous cells in a quarter of the time, leaving healthy cells unharmed. Radiotherapy can be used to treat various types of cancers in the head and neck, breast, abdomen, and liver.



North Star Lodge now has two Varian TrueBeam Linear Accelerators.

The linear accelerators also feature motion management techniques that allow doctors to coordinate treatment with a patient's breathing patterns. During treatments, patients can continue to breathe naturally, reducing stress and increasing comfort. For example, in the case of lung cancer, the new LINAC synchronizes the radiation beam with the patient's breathing pattern to ensure the radiation targets the tumor with greater precision than ever before. Through more precise targeting of the beam, dosage levels can be increased and target volumes (the three-dimensional areas to receive treatment) can be reduced, so tumors get a higher dose of radiation and healthy surrounding tissues get very little.

Carol Wyatt, a patient at North Star Lodge describes her experience: "I feel very fortunate to be a patient of North Star Lodge. During the first few treatments, I kept my eyes closed

because it was so terrifying. But with the new technology, I found it wasn't so terrifying, but rather interesting. I now keep my eyes open and it only takes a few minutes. Treatments have been much easier for me."

Technological advances also benefit cancer survivors allowing coordination of care before, during, and after treatment. By May, North Star Lodge will utilize the **ARIA Electronic Medical Record with Survivorship module**. ARIA is an electronic care plan and does much more than a paper document. It generates reminders about follow-up events, such as screenings or lab tests, or alerts when scheduled events have been missed. These notifications can go to the nurse practitioner, the physician, or the patient. Once cancer treatment is complete, ARIA can be used to keep a patient and their primary care physician up to date on their individual care plans over the internet, using a secure connection. Having the plan online enables two-way interaction, allowing feedback to be shared between patients and their physicians and care team. "We have more survivors now than ever and we wanted to ensure that we have the technology to support them in their continued well being and ARIA assists us with that," stated Sean Cleary, Ph.D., MD, Medical Director of Radiation Oncology at North Star Lodge.

OHANA

Memorial is also pleased to announce the investment in digital breast cancer screening technology at Ohana Mammography Center. Hologic Selenia Dimensions digital imaging systems are now used to perform mammograms. "This investment in new technology means our patients are getting state-of-the-art care at a 30% lower radiation dose compared to traditional film mammography," said Nancy Roehr, clinic manager at Ohana.

The \$1.2 million upgrade at Ohana includes two digital mammography machines, advanced image display computers, a high resolution digitizer for converting film images and a more comfortable sterotactic table used for breast biopsies. The Memorial Foundation assisted in raising \$250,000 for the new technology.



Hologic Selenia Dimensions digital imaging systems are now used to perform mammograms at Ohana.

MEMORIAL

Cancer Care



Now Available in Yakima...

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Free installation, save \$200 or more if you sign a 36 month agreement. Offer only applies to businesses along the PocketiNet fiber backbone route. Additional construction charges may apply. See Associate for details.

Discover Excellence in Community Banking



Pictured left to right: Mike Broadhead, John Gasperetti and Lisa Rickman

"Working with banks when you're a small local business has it's challenges. At Central Valley Bank, Lisa Rickman has taken those challenges and created a positive working relationship. Her prompt attention to details and that "can do" attitude with customer service are the same values that we at Gasperetti's have held as a priority for 46 years

-John Gasperetti

Customer:
John Gasperetti
Gasperetti's Gourmet Restaurant
1013 North 1st Street
Yakima, WA 98901
509 248-0628
www.gasperettisrestaurant.com/

Banker:
Lisa Rickman
Downtown Branch
301 W Yakima Ave
Yakima, WA 98902
509 834-2711
Mike Broadhead – President

CELEBRATING 50 YEARS
CVB Central Valley Bank

"Large enough to serve, Small enough to care." SM

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