

GREATER YAKIMA CHAMBER OF COMMERCE

News Magazine • July - August 2013

Action Report

Leadership Yakima Class of 2013



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A Committee of the
Greater Yakima Chamber
of Commerce

Would you like to show others what the Yakima Valley is all about, what there is to do and see, what it's like to live here? Take a look and share this 5 minute video on your Facebook page or your company website. You'll see and experience much of the Yakima Valley! Scan the QR code below or find a link at www.yakima.org. If you would like a personalized version with your company's logo for use on your website, contact thane@yakima.org.



ON THE COVER

Leadership Yakima Class of 2013 ~ photo by Thane Phelan

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Scott Filkins, Director of Membership Services
Elizabeth Fitzgerald, Development Director
Carolyn Gray, Director of Membership Services
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 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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graduateonline@heritage.edu

PRESIDENTS REPORT



Verlynn Best
President & CEO

Dear Members,

Welcome to summer! I hope you are enjoying all our Valley has to offer this time of year!

We just had the Greater Yakima Chamber of Commerce's 2012-2013 Leadership Graduation and Alumni dinner at our beautiful Yakima Museum where a delicious meal was presented by Staci's Catering. It is always a pleasure and a joy to work with our members. I'd like

to give a special thank you to our friend Mr. John Baule (you are the best) for going that extra mile in accommodating us! Thank you, also, to Randy Beehler for his great job as Master of Ceremony; to Mr. Mel Wagner and Mr. Bob Hall for their kind words of encouragement and celebration; a special thank you to Ms. Anne Caffery as our key note speaker.... for her words of life, love and laughter; and last but not least, to all those who came out to help us celebrate with this year's Yakima Leadership graduates and Alumni...thank you for making it an outstanding evening!

After an evening like this I'm stymied by what Leadership means and the many interpretations we all have of it. It can be perceived in so many different ways, so I'm going to take this opportunity to share with you what it means to me and the Greater Yakima Chamber of Commerce: It's being an example of strength, hope, kindness, passion, and faith. It's helping a business to succeed, grow, build and develop new ideas. It's

about change by embracing the lessons of the past to build a better future. It's listening to wisdom combined with hearing the new voices of a rising generation of new thinkers and doers. It's lifting them up and giving wings to their passions, dreams and leadership. Leadership is a working example of what you say and do, going the extra mile, and giving back to your community. Leadership is teaching others to lead!

I'm proud to say we just witnessed 20 new Leaders graduate from our Leadership Yakima program on that special night! The Chamber Foundation program has produced over 700 graduates since it implemented the first class in 1986-1987 and each year it just keeps getting better. The pride in our Valley grows as we celebrate each new group of Leadership unleashed in this community. Congratulations to Leadership Yakima Class of 2012-2013 and the Alumni....you make us proud, honored, and secure in the future of the place we call home!

MESSAGE FROM THE CHAIR



Mike Dooley
Chair of the Board of Directors

Greetings. I hope everyone is enjoying the summer season and all that the Yakima Valley has to offer us for entertainment. The Farmers Market, wine and beer tasting, music and art festivals, fishing, and water sports, just to name a few. We are blessed to have such a variety of options.

I had the pleasure of attending the Leadership Yakima Graduation and Alumni Reunion at the Museum on June 19th. First I would like to remind everyone of what a great venue the museum is. Our museum is top notch,

especially for its limited size. We have some exhibits and items there that you might not see anywhere else in the world. Great educational and entertaining place to escape the heat on a hot summer day. The graduation was a great event to send out new leaders into our community. It was comforting to see the support by employers, community leaders, businesses, and families for the graduates. As I looked around the room I realized how many Alumni who I know are now engaged in the community. There were at least four past chairmen of the Chamber who are alumni. Some of us have recruited board and committee members for several different causes from the alumni. When looking for potential leaders and helpers please keep these graduates in mind. A list of graduates can be obtained from the Chamber.

Please remember how important it is for everyone to be engaged in our community. Involvement can be as simple as buying locally or helping to coach a t-ball team. You don't have to be a Leadership Yakima graduate or

have money spilling out of your pockets to make a difference. It is all of our community and it is up to us to make it the best community we can.

Also remember that the Chamber of Commerce is here to help the business community and all the residents of our valley. If you need help being pointed in the right direction of where to get a service or product, we can help. If there is a topic that needs to be discussed, we can help find the right stake holders and provide a professional forum for the discussion. If you aren't sure what all the Chamber can do to help then just swing on in and we can help clarify our purpose and abilities to you. We are a great resource for the community, so please use us to make your business and life better. We do rely on membership dues to operate, so please become a member if you aren't already one. If you are currently a member, please don't forget about the services we can provide for you and please evaluate if a higher tiered membership might be beneficial to your business.

Have a great Summer!

RENEWING MEMBERS

Chamber Members who renewed their Memberships in April & May 2013

*Please support these businesses that support your
Chamber!*

Members for 1-4 Years:

Ay Caramba Tres Amigos – 2 Years
Dedicated Realty – 4 Years
Essencia – 2 Years
The Heights Catering – 2 Years
Naches Heights Vineyard – 2 Years
Oak Hollow Gallery and Custom
Framing – 2 Years
Pro Services Engineering – 2 Years
Staci's Catering – 2 Years
Sunridge Oral Surgery – 2 Years
Verizon / Diamond Wireless – 2 Years
Washington Vision Therapy Center – 3
Years
Yakima Women's Health – 4 Years

Members for 5-9 Years:

AAA Secured Storage – 7 Years
A La Mode Spa and Salon – 7 Years
Advanced Mechanical & Electrical, Inc.
– 7 Years
Almon Commercial Real Estate – 7
Years
Associated Freight Brokers – 7 Years
Budget Office Furniture – 9 Years
Central Valley Glass – 7 Years
Central Washington Medical Group – 7
Years
Columbia Homes – 7 Years
Competitive Plumbing – 7 Years
D & M Chemical, Inc. – 7 Years
Dr. Mike Clark, DDS – 7 Years
Farwest Climate Control – 7 Years
Harris Construction – 6 Years
Jack-Sons Restaurant and Sports Bar –
7 Years
Ken Gaub Ministries – 7 Years
McCown Crafted, Inc. – 7 Years
Megalodon, LLC – 5 Years
Meyer, Fluegge and Tenney, PS – 7
Years
Mountainview Home Health, LLC – 7
Years
Norm Johnson – 7 Years
Ozeki Japanese Restaurant – 7 Years
Parry Jewelers – 7 Years

Peak Performance Sports and Spine – 8
Years
Pegasus Project Foundation – 7 Years
Positive Life Radio 89.9 FM – 8 Years
Precision Paving and Grading, Inc. – 7
Years
Rexford Manor – 5 Years
Roy Farms – 7 Years
Service Alternatives – 6 Years
Small Business Development Center –
8 Years
Sterling Bank / Home Loans – 6 Years
Total Control Electric – 8 Years
True's Auto Plaza – 7 Years
Utilities Plus, LLC – 6 Years
Valley environmental Laboratory – 7
Years
Wal-Mart/West Valley – 5 Years
Yakima Country Club – 7 Years
Yakima Education Association – 6 Years
Yakima Valley Community Foundation
– 7 Years

Members for 10-14 Years:

ACTNOW Human Resources and
Development – 21 Years
Advanced Vocational Solutions, LLC –
12 Years
Apple Valley Eye Center – 10 Years
Carlson Boyd, PLLC – 10 Years
Cascade Cosmetic and Reconstructive
Surgery – 13 Years
Central Washington Podiatry Service –
10 Years
Chesterley Meadows Assisted Living
Community – 13 Years
Columbia Distributing – 13 Years
D2 Communications – 10 Years
Doug Lemon Rentals – 14 Years
Dr. Lawrence Cacchiotti – 10 Years
Fairfield Inn and Suites – 11 Years
Fosseen's Home and Hearth – 10 Years
Les Schwab Tire Center / Yakima
Avenue – 10 Years
Leslie & Campbell Roofing – 10 Years
Patrick Construction – 14 Years

Rescare – 10 Years
The Field Group – 14 Years
Villbrandt, Stark and Moorer, PLLC –
10 Years
Wineglass Cellars – 11 Years
Yakima Ambulatory Surgical Center –
13 Years

Members for 15-19 Years:

Central Washington Refrigeration – 16
Years
Heritage Moultray Real Estate Services
– 16 Years
March of Dimes, Mid-Columbia/
Central Washington Division - 18 Years
Mid Valley Insurance – 19 Years
Office Depot – 19 Years
Stewart Subaru – 15 Years
Supercuts – 17 Years
Valley Lock and Key – 15 Years
Yakima Athletic Club – 15 Years

Members for 20-24 Years:

Action Collectors – 20 Years
Appletree Golf Course and Apple Tree
Grill – 22 Years
Minuteman Press – 23 Years
South Central Workforce Development
Council – 22 Years
Sundown M Ranch – 22 Years
Wardell Architects, P.S. – 24 Years

Members for 25-29 Years:

CenturyLink Communications – 25
Years
Colonial Lawn and Garden – 26 Years
J.L. Smith – 25 Years
Lally Chiropractic Clinic – 26 Years
Orchard Park Retirement Residence –
26 Years
Yakima Greenway Foundation – 26
Years

Members for 30-39 Years:

CH2M Hill – 39 Years
Comprehensive Mental Health – 36
Years
Fiddlesticks – 36 Years
Fuel Injection Systems, Inc. – 30 Years
Generations OB/GYN – 31 Years
Goodwill Industries of the Yakima
Valley – 34 Years
Hall Financial – 30 Years
Lee Peterson Buick, GMC and Cadillac
– 38 Years

Continued Next Page....

Overhead Door Company of Yakima – 32 Years
Prudential Almon Realty – 30 Years
Sporthaus – 30 Years
Stanley S. Pratt- 38 Years

Members for 40-49 Years:

Gress Kinney Parrish Insurance Center – 47 Years
Westwood West Golf Course – 47 Years

Members for 50-59 Years:

Sousley Sound and Communication – 52 Years
Terril, Lewis and Wilke – 54 Years
Yakima Regional Medical and Cardiac Center – 58 Years

Members for 60-69 Years:

Cook Northwest – 64 Years
Johnson's Auto Glass and Upholstery – 66 Years
Skateland Fun Center – 63 Years

Members for 70-79 Years:

Keith and Keith Funeral Services – 75 Years

Members for 80-89 Years:

First American Title of Yakima – 87 Years

Members for 90-99 Years:

Yakima Bindery – 94 Years

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

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

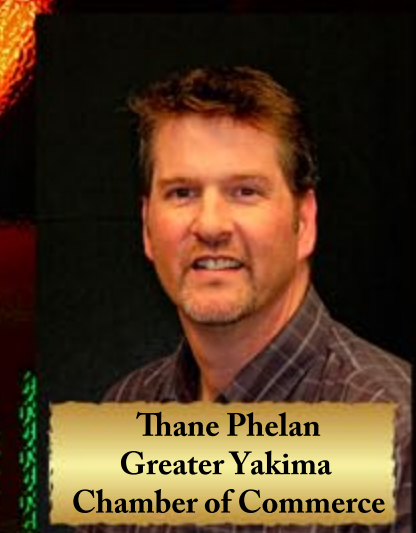
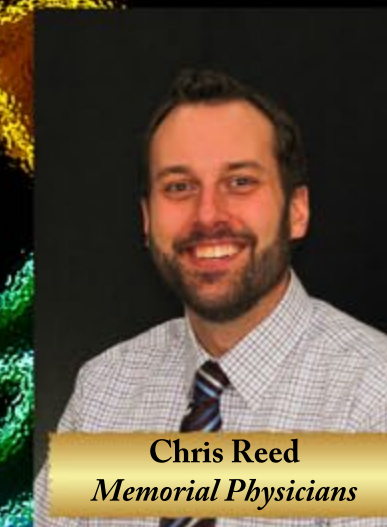
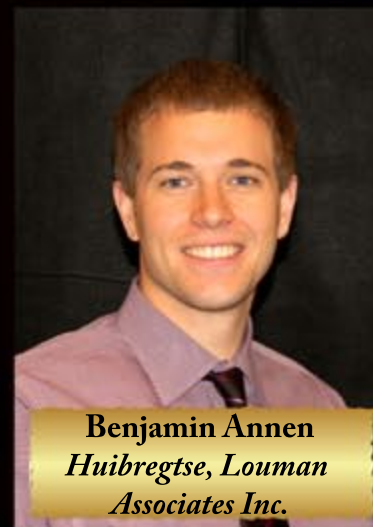
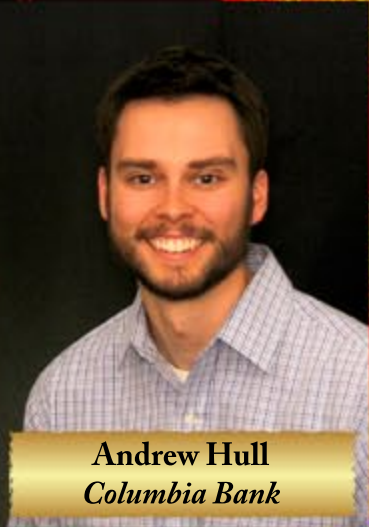
Yakima Convention Center | 509.248.2021
\$65/person, \$500 table of 8

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

GREATER YAKIMA
Chamber of Commerce

Design provided by Field Group

Leadership Yakima Class of 2013



We are currently accepting applications for the Leadership Yakima Class of 2014, September 13, 2013 to June 18, 2014.
Application deadline is August 23, 2013. For more information contact Elizabeth Fitzgerald at the Chamber offices - 509.248.2021 or Elizabeth@yakima.org

Y.E.S. Award Winners!

Large Business Winner
KeyBank – Downtown Yakima
102 E Yakima Ave
Yakima, WA



Non-Profit Business Winner
Yakima Humane Society
2405 W. Birchfield Rd.
Yakima, WA



The Greater Yakima Chamber of Commerce recognizes local businesses which have renovated, remodeled or built a new facility, thereby enhancing the image of Yakima's business

community, with a Yakima Extra Special (Y.E.S.) award, nominated by the Chamber membership, and decided by the Chamber Awards Committee.

Small Business Winner
Tieton Drive Animal Clinic
3901 Tieton Drive
Yakima, WA



We are pleased to announce the following new businesses have joined your Chamber during the months of April & May

Bella Fiore Floral and Gifts
Donnie Tongate – Owner
bellafiorefloral@yahoo.com or
www.yakimaflowers.com
509-426-5333
521 W. Yakima Avenue, Yakima, WA 98902
Florists & Wedding Consultant

Cost Less Energy
Don Mills – Owner
don@clnrg.com or
www.costlessenergy.com
509-248-9987 or 1-800-520-2684
2008 S. 1st Street, Yakima, WA 98903
Renewable Energy

Dennick Fruit Source
Ryan Calloway – Partner
ryan@dennickfruitsource.com or
www.dennickfruitsource.com
509-961-6266
Fruit Products Brokerage

Ellensburg Daily Record
Lise McGowan – Account Executive
letters@kvnews.com or
www.dailyrecordnews.com
509-306-1143
401 N. Main Street, Ellensburg, WA 98926
Newspapers

Frontier Neurosurgery, PLLC
Crystal Atteberry – Practice Manager
crystal@frontierneurosurgery.com or
www.frontierneurosurgery.com
509-573-3530

NEW MEMBERS

Please support these businesses who support your Chamber!!

111 S. 11th Avenue Suite 223,
Yakima, WA 98902
Physicians & Surgeons

Neil Walter Company
Paul Stelzer – Broker
pstelzer@neilwalter.com or www.neilwalter.com
509-248-4530

1101 W. Yakima Avenue Suite 101,
Yakima, WA 98902
Commercial Real Estate

Nerium International
Katie Liddicoat – Brand Partner
Live4now79@hotmail.com or
<http://katieliddicoat.nerium.com>
509-833-8150
Beauty Products

The Healthy Worker
Dr. Betty Cohen – Owner & Physician
www.thehealthyworker.com



509-895-7340
210 S. 11th Avenue Suite 44
Yakima, WA 98902
Medical Clinics

Yakima Automotive
Robert Allgaier – President/CEO
yakimaautomotive@gmail.com or
www.yakimaautomotive.com
509-248-7218
1 S. 12th Avenue, Yakima, WA 98902
Automotive Repair

Yakima Sunfair Festival Association
Bob Brown – Treasurer
www.yakimasunfairparade.com
509-452-7108
Community Association

Yakima Valley Trolleys
Ken Johnsen – Membership Chairman
www.yakimavalleytrolleys.org
509-249-5962
306 W. Pine Street, Yakima, WA 98902
Community Association



On June 21st The Yakima Valley Trolley's Celebrated the exact 100th anniversary of the first run from Yakima to Selah of the Yakima Trolleys.

MEMBER PROFILE

Heartlinks Hospice and Palliative Care

Heartlinks Hospice and Palliative Care has been serving the Yakima & Benton County areas since April 1978. Our mission is to provide superior holistic care so that patients can “live” life fully and meaningfully.

While both care plans involve In-Home holistic care that focus on increasing the quality of life, they allow the recipients the option of two very different pathways. A disease can essentially be approached in either of two ways—refusal of treatments and take measures to be as comfortable as possible OR seek curative treatments in hopes of prolonging life. Typically, when doctors have run out of options to slow or stop the progression of a disease, Hospice Care is initiated.

Hospice is usually initiated when a patient has about six months to live and does not wish to seek, or has run out of treatment options and they do not want to have artificial life support or medial heroics. Hospice allows a patient to slowly and methodically organize their end of life care and to complete their “bucket list”. Hospice provides a wide spectrum of compassionate services to help patients and their families cope with a terminal illness and death. The goal of hospice is to manage pain and other symptoms enabling patients to live their last days with dignity. Hospice accomplishes this goal by providing an array of medical, spiritual, and social workers with the cooperation of both healthcare professionals and trained volunteers.

Palliative Care should be initiated when an individual diagnosed with a serious and chronic illness chooses to pursue treatment. Treatment may lengthen a life span, but can worsen or even cause undesirable symptoms. Symptoms often include fatigue, shortness of breath, nausea/vomiting, and pain which decrease your quality of life. Palliative care focuses on increasing your quality of life by relieving those symptoms while you continue to seek treatment. Our In-Home/Community-Based Care involves a Practitioner meeting with you and your family in your home where you are most comfortable. Meeting in your home not only alleviates the burden of having to travel for an appointment, but allows the Practitioner to treat you holistically in a way that is realistic for you and your situation. Your doctors remain fully involved while the Palliative Care Specialist is working with you.



RIBBON CUTTINGS



**Red Lobster Restaurant
Grand Reopening &
Ribbon Cutting - 905 N.
1st Street Yakima**

**Grand Reopening and Ribbon Cutting of
the Pizza Hut restaurant at 2002 W. Nob
Hill Blvd. This is also one of their new "Wing
Street" locations.**



**Grand Opening of the M Seigny
Construction Company & Yakima
Plan Center - 1212 N. 16th
Avenue - Yakima**



Yakima Japanese Pioneers Reunion

On May 25-26, 2013, over 200 members of the Yakima Valley Japanese Pioneer Families came from across the continental United States and Hawaii to see old friends they had not seen in years at a grand reunion coordinated by the Yakima Valley Museum. This was the first such reunion of these families since 1973.

These Japanese families could trace their arrival in the Yakima Valley back as far as the late 1880s; and many developed successful farms and businesses in the years before World War II. This vibrant Japanese community founded two Buddhist Churches, a Methodist Church, two Japanese schools, local businesses and hotels in Wapato and Yakima (as well as having a presence in the Toppenish area). The Yakima Valley, therefore, remains very significant to these individuals because it was the first place their ancestors called home in the United States.

However, in early June 1942, the entire Yakima Valley Japanese community (which was then roughly 1,100-1,200 people) was forced to leave their homes, farms, and businesses due to United States Executive Order 9066, sent to the Portland Assembly Center, and then interned for the remainder of World War II at the Heart Mountain Relocation Center in Wyoming. Only 10% of the original Japanese pioneers returned to the Valley at the end of the war.

The reunion featured presentations by WSU and UW professors and Yakima Valley Japanese historians Tom Heuterman and Gail Nomura, respectively; and the opportunity to share family photos, go to the Japanese Section at Tahoma Cemetery for a memorial service, and visit the KaiKan in Wapato—one of the last places all Japanese families had to report before leaving the Yakima Valley.

With the oldest attendee being 99 years old, the sentiments that were shared during the evening banquet expressed how the attendees felt. The older Nisei attendees said they were so glad that they came, sons and daughters learned more about their parents during the reunion than they had known in a lifetime (one son said he enjoyed this reunion more than he had in attending his own high school reunion). The overall consensus being that they were so glad that they came, no matter the distance.

Tom Hide, who was active in coordinating the last three Yakima Valley reunions in conjunction with the Heart Mountain reunions, had wanted to see a Yakima Valley reunion in Yakima and was looking forward to seeing all the families come back to the Valley in 2013. Sadly, Tom died suddenly in November of last year and was unable to see his dream come true.

This unique local story is told in the Yakima Valley Museum's award winning exhibit “Land of Joy and Sorrow – Japanese Pioneers of the Yakima Valley”. This 2,000 square foot exhibit is illustrated with actual artifacts donated and loaned from these pioneer families, items from the Wapato Nippons (the Yakima Valley Japanese baseball team that won the Pacific Northwest Championship in both 1934 and 1935), newly discovered items from the community's years at Heart Mountain, and historical maps of Yakima and Wapato created from the 1928 and 1936 North American Directories of Japanese individuals living in the United States. “Land of Joy and Sorrow: Japanese Pioneers in the Yakima Valley” will remain on display through 2018.



BUSINESS BRIEFS



Top 10 Summer Energy-Saving Tips

You can keep your home more comfortable this summer and keep your energy bill down. Pacific Power suggests these tips:

1. Set your air conditioner thermostat as high as comfortable: 78°F or higher when you're at home, and 85°F when you're away.
2. Have your central air conditioner tuned up and clean or replace filters monthly.
3. Minimize indoor heat: run the dryer and dishwasher at night on hot days and let your dishes air dry. It's best to avoid the use of major appliances between 2 and 8 p.m.
4. Set your water heater to 120°F.
5. Keep the blinds and windows closed during the day and open at night.

6. Window, ceiling and whole-house fans also are low-cost ways to keep your home a little cooler.

7. Wash clothes in cold water and clean the lint filter in the dryer after every use.

8. Eliminate, or deactivate, extra freezers or refrigerators if you can, especially if they spend the summer outdoors or in a garage. Better yet, have your old refrigerator or freezer picked up for proper recycling and earn a cash incentive.

9. Unplug appliances and electronics when not in use. Plug home electronics into power strips and turn off the power strips when the equipment is not in use.

10. If you have a pool: consider slowly reducing pool filtration time by 30 minute increments daily. Keep on reducing the time as long as the water appears clean.

Learn more at bewattsmart.com



Dominic Rizzi

City of Yakima Chief of Police

Peel, summed it best when he said, "The police are the public and the public are the police; the police being only members of the public who are paid to give full time attention to duties which are incumbent on every citizen in the interests of community welfare and existence".

Our long term plans are to increase the safety of our community and to assist in improving the North First Street corridor. This plan involves far more than arresting the criminal element. All aspects of city government, local business and individual citizens will play a role in the transformation of our city.

We recently reinitiated the citizen's academy and are very optimistic that the academy will have a long term positive impact on our city. The participants who complete the academy will be invited to join an alumni group with the mission of increasing the safety within Yakima. With the help of local businesses we hope to host several academies each year, to include a Spanish speaking academy. As we increase public and local business participation, all residents of Yakima will benefit.

I am proud to serve as the Chief of Police for Yakima and I look forward to the next several years of continued growth and success.

I have been in Yakima for approximately one year now and my transition from Chicago has been tremendous. I couldn't have asked for a better community to serve. We conducted a review of the crime statistics here in Yakima and found there has been a dramatic decrease in crime from the 1980's. Statistical data also shows that there has been no significant change in crime for the past three years.

Now that the Gang Free Initiative is up and running, we have an avenue to address the gang membership and recruitment of our pre-teen children. In addition to the GFI, we restructured of our gang team and I am optimistic that our combined efforts will yield a long term decrease in crime.

I have no doubt that our community is ready and willing to address these crime and social issues to build on our past successes.

Of all the great things about Yakima one element stands out more than the others and that is the fact that so many people are willing to give and to volunteer their time to help others. I am a firm believer that every member of the community needs to address the social and criminal issues that have a negative impact on our city. The father of modern day policing, Sir Robert

BUSINESS BRIEFS

300 Students Rewarded with Free Bikes for Perfect Attendance Toyota of Yakima's P.A.C.E. program gives away bicycles and helmets

Can you imagine a 4th grader missing over 25 days of school in one year? According to one Yakima elementary school counselor, this is common. "Some of our students decide if they come to school or not. Their parents might be at work or for whatever reasons are not at home to make sure their child attends school. Unfortunately, it's very common in our school".

Situations like that are what have made the P.A.C.E. program so successful in its initial year. Toyota of Yakima started this challenge in 2012, working with over 15 elementary schools in the Yakima School District. P.A.C.E. or Perfect Attendance Creates Excellence rewards students with a new bicycle and helmet for maintaining an entire school year of perfect attendance. However the students must meet stringent guidelines set by their principals; No tardies, No excused absences, No absences at all. Perfect means Perfect. With such strict guidelines, it's truly an amazing achievement for any student.

With the school year concluded, the Toyota dealership held a huge party in June for the determined students. Over 300 students qualified for a brand new bicycle and helmet as part of the program. Many of the students and their families were on hand for the two day celebration at the dealership. "Between Thursday and Friday, we easily had 700 students and family members here to celebrate the accomplishment! We had a huge BBQ, cotton candy, sno-cones, bouncy houses, face painting and of course bikes!" said Robbie Bustos, Toyota of Yakima's Community Out-reach Coordinator.

Bustos goes on to say that this was a giant project which took over an entire school year from conception to fruition.

"It's been chaos at times, challenging and also heartwarming. Seeing the kids' faces when they finally received a bike that they EARNED has made all this worth it. This has been huge for the kids, the schools and us."

Toyota of Yakima is planning on doing the PACE program again next year. Bustos says they are discussing the changes that will be made and the best way to allow it to benefit the most students and families. She says to stay tuned for more information about how your school can apply.

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