## GREATER YAKIMA CHAMBER OF COMMERCE

– News Magazine • September - October 2013

# Action Report





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We are currently accepting applications for the Leadership Yakima Class of 2014, September 20th, 2013 to June 20th, 2014.

Application deadline is Sept. 19th, 2013. Visit the "Membership/Leadership Yakima" page at www.yakima.org for information and application!

#### ON THE COVER

Downtown Summer Nights ~ photos by Thane Phelan Action Report Layout & Design by: Amy O Graphics & Thane Phelan

© 2013. All rights reserved. The Action Report is a bimonthly 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 chamber@yakima.org, 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: The Print Guys Inc. Yakima, Washington



#### Executive Committee Members

Chair: Mike Dooley, Wilbert Precast Inc. 1st Vice Chair: Joe Mann, Ron's Coin & Book Immediate Past Chair: Chris Brown, Wray's Market

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

Appointed by Chair: Ron King, Radio Yakima Legal Counsel: Don Boyd, Carlson Boyd &

President/CEO: Verlynn Best, Greater Yakima Chamber

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Christine Cote, Perry Technical Institute Jon DeVaney, Yakima Valley Growers and Shippers Ryan Smith, Petersen CPA's and Advisors Christine Brown, KNDO TV Billy Fetzer, Yakima Federal Savings & Loan Association Sue Price-Scott, Alegria and Company, P.S. Cindy Soto, Hapo Community Credit Union Greg Sawyer, Yakima Valley Memorial Hospital

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#### Administrative Team members:

Verlynn Best, President & CEO Thane Phelan, Vice President Scott Filkins, Director of Membership Services Carolyn Gray, Director of Membership Development Amy Lopez, Information Coordinator

Elizabeth Fitzgerald, Executive Director -Yakima Chamber Foundation

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

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Mike Dooley Chair of the Board of Directors

#### Greetings!

I hope everyone has enjoyed the sensational weather we have experienced all summer in our valley. We are very blessed to be able to count on sun filled days month after month. Make sure to enjoy the last few weeks of it before fall starts setting in. Get out and enjoy the summer activities while you still can.

My favorite summer community activity this year is going to the Farmers Market on Sundays. It's very pleasant to drive into downtown and see all the aesthetic improvements which have been made in the last few years. I don't think the family has caught on yet why I park a few blocks away on purpose – that way we can walk by the new businesses downtown and see all that is going on. There are people milling around the entire downtown area or sitting

outside the restaurants enjoying an array of beverages and fine foods. This is all just on the way to the market! It is nice to see the Farmers Market has grown so much that there are many vendors now lining the street just south of the event. What a great mix of products to purchase! Everything from ethnic foods which are already prepared and ready to be devoured to hand carved furniture to organic vegetables and fruits from all over the valley - and all at very competitive prices! There is jewelry and art work to purchase and to top it off, there is usually live music playing outside the theater. It feels more like a festival than a market place! Little kids are running around and people are sitting off to the sides eating, visiting and just having a good time. It is a very enjoyable experience every weekend and my entire family looks forward to it. My hat goes off to the people behind the scenes who make it happen.

That leads me into my next topic which is to challenge people to get involved in our community. If you know me or have read anything I have written, you will notice this is a reoccurring theme. Every little bit of involvement helps. The Farmers market was someone's vision at some time and

is now a reality that is making our community a better place. The improvements downtown have been from visions and countless hours of volunteered service from several community members. It is easy to stand back and say taxes should pay for this and that, or that some idea is too farfetched. Yet, I have witnessed these visions come true. If you want to make sure the politicians are hearing your voice on issues, then come to our government affairs committee meetings and speak to the politicians themselves. We have teleconferences with them and they, also, come to several events which the Chamber sponsors throughout the year - and they want to hear from you! If you don't like certain policies at your schools then get involved with PTA. There are so many ways to get involved. If you want to, but just don't know where or what to do, then come on down to the Chamber and we will help you. Until I got involved in the Greater Yakima Chamber of Commerce I had no idea how many people volunteer in this community! It is amazing to see the commitment, generosity, and passion that these people have who are making our community a better place ~ I challenge you to be one of them.

#### PRESIDENTS REPORT



Verlynn Best President & CEO

Where did the summer go? The kids are back in school, the Central Washington State Fair is right around the corner, and the holidays will be here in less than three months!

I know it's true that the older we get, time seems to fly by even faster! I, also, believe that technology has changed how

we love, how we live and how we work. I can text my husband to inquire where we are going for

dinner, scan reports in advance, and stay on top of my emails 24/7! So, what is wrong with this picture?

In the business culture of technology, I'm finding a new balance - or should I say unbalance. As we enter this season of first days of school, red and gold leaves,

and holidays that are right around the corner...please take time to reflect. My husband and I have started leaving our cell phones in the car when we are dining (except when he is on call) just so

we can give each other the respect and undivided attention the other person deserves.

> This is a special time of year as we press on towards the holiday season and just like the recent rare Blue Moon some of us were fortunate enough to witness on August 20th, I want to treasure the moment - because it may be years before I get that opportunity again.

So my business message is this: even though technology has made our lives easier, yet busier, time flies by -just remember to enjoy those rare moments.

Blessed Wishes!



Revitalizing Downtown

#### MEMBER PROFILE



summer long!





Adel Ebrahim is the proud owner and newest Greater Yakima Chamber of Commerce member! Online Tech sells computer equipment and all related computer accessories. Operating across Central Washington from Yakima with over ten years of market experience providing computer services to major companies and government departments. Online Tech Computer prides itself in providing high quality practical and affordable IT products backed by superb levels of service to end users.

To maintain a competitive edge within the fast moving market place, Online Tech is constantly evolving and is always improving every aspect of customer care to ensure client satisfaction. Rapid expansion since inception is attributable to the company's long-term aims of selling quality components at competitive prices, coupled with a total commitment to the customer. Located at 3611 W. Nob Hill Blvd in Yakima and they can be reached at (509)895-7997 or (509)941-6122 and online at www.onlinetech-us.com





Business After Hours ~ Tuesday September 17th ~ 5 to 7pm Greater Yakima Granter of Commerce

Wynwood

**Senior Living** 

4100 W Englewood Ave Yakima WYNWOOD

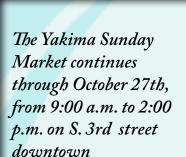
⇒ Appetizers, beer , wine, beverages

⇒ Take a tour, learn more about Wynwood

⇒ *Network*, *bring cards to share* 

⇒ Bring a friend or co-worker! All are welcome

Brookdale Senior Living ⇒ Enter to win the Gift Basket



#### Avoiding Embezzlement



Elizabeth Fitzgerald Executive Director - Yakima Chamber Foundation

Embezzlement can happen when opportunity, need, and justification meet. As a business owner, you can control opportunity. You can also be alert to need and justification. If

one of your organization's moneyhandler's personal financial situation suddenly changes, for better or worse, consider access to corporate funds. A well-developed policy manual that your organization truly references and follows can include some of the following risk management practices:

- 1. Check references when hiring.
- 2. Conduct background checks for your money handlers, even if you have known and trusted them for years.
- 3. Check-signers should not keep or prepare checks.
- 4. Require two signatures on all checks, or checks over a predetermined amount.

- 5. Allow no one person to have control of financial transactions.
- 6. Reconcile bank accounts every month, including a list of all expenditures for the month.
- 7. Make deposits promptly.
- 8. If you allow credit card use, define limits and require receipts for all purchases.
- 9. Create and use a standardized document for all cash handling, signed by two people.
- 10. Restrict online bank account use.

At the Greater Yakima Chamber of Commerce and Yakima Chamber Foundation we work for you and are hoping for your every success.





For booth information contact the Chamber at 509.248.2021 or online at www.yakima.org



#### **NON-PROFITS**

The Power of Nonprofits: Stronger Together

Featuring Alison McCaffree, Washington Nonprofits Executive Director

Co-presented by Greater Yakima Chamber of Commerce and

**Washington Nonprofits** 

Tuesday, September 17, 2013

11:00am – 1:30pm, Lunch sponsored by CliftonLarsonAllen

**Yakima Chamber of Commerce** 

10 N 9th Street, Yakima, WA 98907



REATER YAKIMA

J Chamber of Commerce

Why is the nonprofit sector underappreciated and what we can do about it? Despite employing over 211,000 people in Washington State and despite engaging nearly a third of all Washingtonians as volunteers, nonprofits are rarely in the discussion on increasing jobs and economic development.

Alison McCaffree, Executive Director of Washington Nonprofits, our state's nonprofit association, believes that the nonprofit sector deserves the respect and influence that it's size, diversity, resilience and economic importance show that it deserves. The nonprofit sector spans every community and political ideology and serves in areas that are essential for strong, vibrant communities but where government and business cannot or will not focus.

Nonprofit leaders, however, are rarely in the discussions on increasing jobs and economic development. Nonprofits are not seen as partners with business and government to solve the largest challenges in our communities. But it doesn't have to be this way. McCaffree will discuss what you can do to change the influence of the sector and help your own organization. She will share the latest statistics from the 2013 Nonprofits in Washington Report and what you can do to engage people in advancing your mission and the nonprofit sector as a whole.

Through advocacy efforts, nonprofits can help prevent loss of resources and lower barriers. On the positive side, they can broaden access to important services or illuminate real community needs and work with policy makers to develop a solution to address them. Find out what it means to be a "heads up" organization and how that will advance your mission. You will walk out with a new lens in which to view nonprofit priorities.

Alison McCaffree holds degrees from Stanford University and the Massachusetts Institute of Technology and an MBA from the Sloan School of Business at MIT. After starting and managing successful for-profit businesses, Alison began her nonprofit career as the Director of Knowledge Transfer for the Leaders for Global Operations program at MIT. Moving to Washington, Alison joined multiple nonprofit boards and became the Executive Director at NPower. She spent the last six years working on a book called Politics of the Possible with Mary Ellen McCaffree, a 4-term Washington State representative, an experience that gives her a unique understanding of the Washington State policy process. Over the last three years, Alison has led the planning and successful start-up of our new state association, Washington Nonprofits, a powerful agent in enhancing the health and influence of the nonprofit sector.

\$20 WN and Greater Yakima Chamber of Commerce Members \$30 Non-members - Register at www.yakima.org or call 509.248.2021

### Are you ready?



September is National Preparedness Month, and Pacific Power is encouraging customers to plan and prepare for natural disasters and emergencies. These steps include:

- Prepare a three-day emergency supply kit. Store these items in a watertight container: bottled water - one gallon per person per day, ready-to-eat foods and manual can opener, battery-operated radio, clock, flashlights and extra batteries, blankets and first-aid kit.
- Make a family emergency plan. Consider a plan in which each family member calls, emails or texts the same out-of-state friend or relative in the event of an emergency.
- Businesses, develop a readiness plan to ensure you and your employees are set to respond if a disaster occurs during work hours. As part of your plan, mark the location of your electrical supply panels and note how to turn off power. Your state or local government may also offer classes to get trained in

community preparedness and response efforts for emergencies that may affect you.



Find additional information and links to more resources at pacific power.net.

Pacific Alliance Title Welcomes New Business Development Executive: Michelle Smith



We are pleased to announce the addition of Michelle Smith to our marketing team. Smith has over ten years marketing experience and will serve as the Business Development Executive for the organization.

Most recently, Smith served as marketing specialist at Catholic Credit Union and continued on at Solarity Credit Union following the merger of two local not-for-profits. Prior to her work in banking, Smith served as the marketing manager for the Yakima Herald-Republic, communications coordinator at Yakima Valley Memorial Hospital and as retail manager at the former Yakima Mall Shopping Center.

Before returning to Yakima, Smith was a property manager for the Pike Place Market Preservation Development Authority (PDA) and Premier Management in downtown Seattle. A cum laude graduate of Seattle University, Smith holds a B. A. in English and a professional certificate in Commercial Real Estate Development from the University of Washington. In addition to volunteering for the Yakima Humane Society, the Yakima Chapter of Seattle University Alumni and United Way of Central Washington, Smith is a member of the Yakima Valley Museum Board of Trustees.

Locally owned and operated, Pacific Alliance Title was founded by former Realtor® Larry Goodman in 1989, with offices in Yakima and Sunnyside.



Yakima Classes start on October 1st

6:00 PM to 9:00 PM 10 N. 9th St. Yakima

Register Online at:

http://bit.ly/YakimaBCP2013

#### University of Washington CBDC

The Consulting and Business Development Center (CBDC) links students, faculty, and staff from the University of Washington's Foster School of Business with a racially and ethnically diverse business and nonprofit community to Expand eludents' knowledge and skills, help email busineses grow, ere retain jobs, open educational apportunities for under-represented minority

#### **Business Certificate Program**

The CRDC Certificate Program brings outstanding faculty from the UW Foster School of Rusiness, local educational institutions, and business professionals together to provide small business owners and managers an opportunity to study proven business fundamentals and learn how to best apply them to a growing company.

## **W**|Foster

Consulting & Business Development Center

#### **Business Certificate Program**

The Business Certificate Program provides you the opportunity to study proven business fundamentals and learn how to best apply them to your growing company. Business owners have an opportunity to expand their networks and learn from each other. Classes are taught by instructors trained by faculty from the University of Washington Foster School of Business. Classes will be in Spanish.

#### Session Topics:

☐ Leading a Highly Effective Organization

■ Marketing for Business Growth

☐ Developing a Sales-Oriented Company

■ Understanding Your Costs and Breakeven Point

■ Legal Topics in Business

☐ Secrets of Success: An Entrepreneur Panel

Cost: \$100/person

Dates: October: 1st, 8th, 15th, 22nd, 29th. November: 5th

Time: 6:00 PM to 9:00 PM

Location: Greater Yakima Chamber of Commerce

10 N. 9th St. Yakima WA 98901

**NEW MEMBERS BUSINESS BRIEFS** 





On August 14th, Mike McKinney, owner of McKinney Glass, was given the award of 'Patriotic Employer' at a special event held at Yakima National Bank. Yakima National Bank President, Jeff Newgard, and representatives from the 'Employer Support of



## **McKinney** GLASS

the Guard and Reserve', (ESGR), a national volunteer organization which recognizes local businesses who support their deployed

employees, received a nomination from Mike's glass door employee, Evan Toland, who is currently deployed in Afghanistan. This nomination reflected Mike's support of Evan's deployment that would run 18 months, and Mike's assurance that Evan's position at work would not only be protected, but that all employees of McKinney Glass support his deployment and his safe return.

#### New Partner at Finney, Falk, and Naught, PLLP

Amy L. Remy became a partner in the law firm of Finney, Falk, Naught & Remy, PLLP effective August 1st. Amy is a graduate of Vassar College and Arizona State University Law School. She was an Assistant Attorney General in the Yakima office for 5 years before joining the firm. Her practice includes commercial litigation, family law and real estate law.



Central Washington Medical Group Welcomes New Doctor



Central Washington Internal Medicine, an affiliate clinic of the Central Washington Medical Group, announced that Qilin "Q" Lu, MD, has joined the clinic.

Board-certified in internal

medicine, Dr. Lu was born in China and up grew in South Africa. He completed m e d i c a 1 school in South Africa at



the University of Witwatersrand in 2006 with international experience in internal medicine.

Dr. Lu began his Internal Medicine Residency at Weiss Memorial Hospital in Chicago in 2010 and joined Central Washington Internal Medicine this month. Dr. Lu is patient and compassionate with adult patients. He has a passion for practicing a holistic approach to health and enjoys working with adult patients.

When not practicing medicine, Dr. Lu enjoys maintaining an active lifestyle and spending time with his family. He is currently accepting new patients and can be reached at (509) 577-4600.

#### We are pleased to announce the following new businesses have joined your

#### Chamber during the months of June & July 2013

Aladin Limousine Steve Zien - Owner aladin2288@gmail.com 509-969-2877

American Cancer Society Wendee Bodnar - Community Relationship Manager wendee.bodnar@cancer.org or www.cancer.org 509-737-9702 or 1-800-ACS-2345 7325 W. Deschutes Drive, Suite A, Kennewick, WA 99336 Associations and Organizations

Arbor Care Lawn and Pest Control Russ Rumble – Owner russrumble@gmail.com or http:// www.arborcare.co/ArborCare Lawn and Pest Control.html 509-899-1243 or 1-855-777-2726 Tree and Turf Care

Casa Vittore Coffee Victor Renteria – Owner casavittore@hotmail.com or http:// facebook.com/CasaVittoreCoffee 509-452-8329 212 E. Yakima Avenue, Yakima, WA 98901 Coffee/Espresso

Centro de Servicios Comunitarios/ Community Service Center Bertha Alicia Garza - President btaliciagarza@gmail.com or www. cscofyakima.com 509-895-7771 904 N. 4th Street, Yakima, WA 98901 Business Development

Divine Guidance and Therapeutic Touch Jennette St. George -

MSW, Certified / Practitioner divineguidance444@msn.com or www.divineguidance444.com 509-307-5867 Healing Practitioner

D'Lish Catering Lisa Duffield - Owner dlishcatering4u@gmail.com or www.dlishcateringyakima.com 509-833-5093 Caterers

Elks Lodge, Yakima #318 Larry Spencer – Lodge Secretary bpoe318@charter.net or www.elks.org/lodges/home. cfm?lodge=318 509-697-6161 318 Golf Course Loop Road, Selah, WA 98942 Associations or Organizations

Famous Dave's – Union Gap John D'Agostino - Area Director, James Mead - General Manager www.famousdaves.com 509-469-7427 1504 E. Washington Avenue, Union Gap, WA 98903

### Please support these businesses who support your Chamber!!

Kumon Math and Reading Center of Yakima Jennifer Oberlander – Instructor/ Owner yakima wa@ikumon.com or www. kumon.com/yakima Orchards Shopping Center, 210 S. 72nd Avenue Suite 140, Yakima, WA 98908 509-823-4116 Tutoring

One Hour Heating and Air Conditioning Paul Wyatt – Owner Paul.wyatt@onehourheat.com or www.onehourairyakima.com 509-492-2821 1725 S. 1st Street, Yakima, WA 98901 Heating and Air Conditioning Contractors

Tony's Big Cheese Pizza Karen and Tony Onica – Owners T2932@msn.com 509-575-7977 2204 W. Nob Hill Blvd #C, Yakima, WA 98902 Restaurants

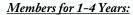


#### Located at the Valley Mall near Miner's Restaurant

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#### RENEWING MEMBERS

#### Chamber Members who renewed their Memberships in June & July 2013 Please support these businesses that support your Chamber!



A-L Compressed Gases – 2 Years
Asher Optical at Fieldstone – 4 Years
Campbell and Company – 3 Years
Kumon Math and Reading Center of
Yakima – 2 Years
Mighty Tieton – 3 Years
Miller and Associates Wealth
Management – 4 Years
Rodda Paint Company – 3 Years
The Woodshed at Eagle Rock Resort – 4
Years
Windy Point Vineyards – 4 Years
Yakama Nation Legends Casino – Board
of Directors – 2 Years
Yakima Valley Hearing and Speech
Center – 3 Years

#### Members for 5-9 Years:

All Valley Sheet Metal – 7 Years
Apple-A-Day – 5 Years
Bethel Ridge Family Resources – 9 Years
Cambridge Management Company – 7
Years
CBS Outdoor – 7 Years
Fiesta Foods – 7 Years
Gilbert Cellars – 6 Years
G. S. Long – 7 Years
Hyatt Management Corporation – 7
Years
Interstate Battery of Apple Valley – 5
Years
Natural Accent Flooring – 6 Years

Rad's Auto Repair – 7 Years Ron's Coin and Book – 7 Years

Shopkeeper – 6 Years

Prestige Motors – 5 Years

Zaremba Claims Service – 7 Years

#### Members for 10-14 Years:

2nd Street Grill – 14 Years All About Fun – 11 Years AW Roofing of Yakima – 12 Years Baker Boyer Bank – 14 Years Clark Jennings and Associates – 12 Years DaVita – Union Gap Dialysis Center – 10 Years Eagle Signs – 14 Years H.E.B. Mini Storage – 12 Years Peopleworks – 10 Years Yakima Valley Regional Libraries – 10

#### Members for 15-19 Years:

American Medical Response – 18 Years
Brockway Opfer Raab Architecture – 19
Years
Comfort Suites Yakima – 16 Years
Concord Construction – 19 Years
Conley Engineering – 19 Years
Fulcrum Environmental Consulting –
19 Years
Laepicke and Company – 19 Years

Jaenicke and Company – 19 Years Meadowbrook Family Fun Center – 19 Years

West Coast Plastics – 16 Years Yakima Association of Realtors – 19 Years

Yakima Orthotics and Prosthetics – 15 Years

Yakima Urology Associates – 15 Years

#### Members for 20-24 Years:

Avail Home Health – 24 Years
Bartons Center Pharmacy – 24 Years
H. D. Fowler Company – 20 Years
Olive Garden – 21 Years
Petersen CPA's and Advisors – 22 Years
Rural Community Development
Resources – 21 Years
Washington State Employees Credit
Union – 22 Years

#### Members for 25-29 Years:

Years

Aubrey's R.V. Center – 28 Years CWI Security – 27 Years Leonard Rickey Investment Advisors – 29 Years Parsec Computer Corporation – 29 Years Thompson Audiology and Hearing Aid Center – 29 Years Yakima Neighborhood Health – 27



#### Members for 30-39 Years:

Charter Communications – 35 Years Dr. Carbery's Oasis Dental – 34 Years Huibregtse, Louman Associates – 32 Years Keeler's Medical Supply – 34 Years

Keeler's Medical Supply – 34 Years Russell Crane Service – 35 Years Star Rentals and Sales – 36 Years Valley Title Guarantee – 36 Years Wells Fargo Insurance Services – 38 Years

YMCA of Yakima – 34 Years YWCA of Yakima – 34 Years

#### Members for 40-49 Years:

Alegria and Company – 44 Years Knobel's Electric – 46 Years Longview Fibre Paper and Packaging – 43 Years

#### Members for 50-59 Years:

Schreiner Title – 56 Years Shields Bag and Printing – 50 Years

#### Members for 60-69 Years:

GE Aviation – 61 Years KIMA, KUNW (Univision), CW – 61 Years Quality Business Systems (QBSI) – 62 Years Yakima Valley Growers and Shippers – 64 Years

#### Members for 70-79 Years:

G. H. Moen – 74 Years Rankin Equipment Company – 79 Years

#### Members for 80-89 Years:

Picatti Brothers – 86 Years Yakima Herald Republic – 87 Years

#### Members for 90-99 Years:

Helliesen Lumber and Supply Co. – 94 Years



Dawn has always been there for me when I have needed her. I trust Central Valley Bank for their commitment to excellence and continued support to my success.

- Manuel Imperial

Central Valley Customer: Imperial's Garden 509.877.2766 yakimatomatoes@gmail.com

Business Banker: Dawn Williams Union Gap 509.576.0424

**GW**Central **Valley Bank** 

Pictured (L to R): Manuel Imperial, David Young and Bethany Imperial of Imperial's Garden with Dawn Williams (2nd from left)

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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

