GREATER YAKIMA CHAMBER OF COMMERCE

Monthly News Magazine • July 2011

Action Report

Class of 2011

LEADERSHIP YAKIMA
for Our Community
We have five amazing fireworks shows this year!

Opening Night - Wed., June 22nd
Independence Day Celebration - Sun., July 3rd
Autism Awareness Night - Sat., August 6th
Saturday, August 13th
Fan Appreciation Night - Sat., September 3rd

2011 YAKIMA BEARS BASEBALL SCHEDULE

JUNE

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Home Game Times: Monday - Saturday 7:05pm, Sunday 5:35pm
Sunday, July 3rd game will begin at 7:05pm for Independence Day Celebration

UNDATED FLEX PLANS

Save money over gate pricing and use vouchers when it works with your schedule!

20 Box Seat Plan $140 (save $50)
20 Bleacher Back Plan $110 (save $50)
20 General Admission $75 (save $55)

SINGLE TICKET PRICES

Reserved Box Seat ............... $9.50
Reserved Bleacher Back Seat ........ $8.00
General Admission ............... $6.50
Child/Senior/Military GA ........... $5.50

Save $1 on all tickets by purchasing in advance at the Bears office or call (509) 457-5151!
Contents:

4 General Membership Luncheon
5 President’s Report
6 Executive Profile
10 Business Briefs
12 Entrepreneur Spotlight
14 Renewing Chamber Members

On the cover:
Leadership Yakima Graduates
Thank you Leadership Yakima Sponsors.

Newsletter design and layout by: Amy O Graphics
Photo by: Thane Phelan
Greater Yakima Chamber of Commerce
www.yakima.org

General Membership Luncheon

Proudly Presents:

Micah Cawlwy  Maureen Adkinson  Dave Ettle  Dave Edler

Kathy Coffee  Bill Lover  Rick Ensey

Monday, July 11th, 2011
11:30am - 1pm
Redlion Inn - 607 East Yakima Ave.

New Luncheon Pricing! Register to Save!
$20 chamber Members ~ Preregistered by 7/08
$20 Non-members
$20 at the door, members and non-members

To register call: (509) 248-2021  ~ online: www.yakima.org

Business After Hours

July 19th ~ 5-7pm

FREE EVENT!
(To chamber members, $10 non-members)

Come get a taste of what Bob’s Burgers and Brew is about.

Located at 121 N Fair Avenue

NO REGISTRATION REQUIRED

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

Government Relations
For Business
Reacquainted

These past three years have seen me as only minimally involved with our Yakima Chamber activities. I would occasionally attend a general membership luncheon and a legislative committee meeting. However, with the activity of the past two months as your interim President/CEO the daily Yakima Chamber business has reacquainted me with the many activities we do to encourage and support business in the communities we serve.

Recently I was part of a group of community leaders discussing the Yakima Valley. We live and work here because Yakima is a good place to live (quality of life) with great weather (all four seasons), abundant water (working on more storage, black rock/pine hollow) and many community/family activities. The group was also discussing areas of concern for the Yakima Valley. The areas we all agreed where important are jobs/careers. We continue to export our most valuable assets our children. Many go away to higher education not to return because of the lack of career opportunity in the valley, we need to change that! Other concerns to address are education, workforce development and safe, healthy communities.

Your Chamber is presently involved in education and workforce development with our Business Education Partnership (BEP) and safe/healthy communities with Citizens for Safe Communities (CSC). All three areas of concern we believe to be connected. BEP and CSC are working to build a better environment of our business community. As chamber members we all need to do our part by being involved as much as possible with the different divisions of the chamber.

The Yakima Chamber has four divisions with 12 sub committees to peak your personal interest for involvement/participation in Chamber activities. The Government Division is chaired by Charlene Upton/Mike Dooley with sub committees; State Government Affairs, Regional Government Affairs, Military Affairs (YTC), and Economic Development. The Member Service Division is chaired by Rich Austin/K.L. Whombacher with sub committees; Mailer Networking, Communications & Marketing, and Business Recognition & Awards. The Education Division is chaired by Craig Dwight with sub committees; Business Education Partnership, Biz Seminars & Workshops, and Leadership Yakima. The finance Division is chaired by Mike Broadhead/ Roy Bauerle with sub committees; Financial Management and Member Services.

I want to thank all who were involved is asking me to assist the Chamber while we search for a new President/CEO. The experience has been a challenge but I have enjoyed getting reacquainted with the Greater Yakima Chamber of Commerce and being involved with our community. Chamber members; pick your area of concern and get involved!

-Jon Mulvenon

Why I love KYVE 47/PBS

“We love KYVE because it involves our families”

Nancy Leahy

“KYVE 47/PBS is the best TV on TV today. Without KYVE 47, science and in-depth documentaries would be missing from the airwaves.”

Connie Bloomom, KYVE 47 Supporter.

www.kyve.org

KYVE47 / Cable 8 / HD Cable 788
Inform.Involve.Inspire.
Executive Profile

Chair of The Board - Roy Bauerle

-Background-
Personal: 3 Children grown and living in CA 5 Grandchildren living in CA. Moved to Yakima from California in 2007 when Granite acquired Superior Asphalt.
Education: BS Business Administration San Jose State University
Chamber Experience: Starting 2nd term on the Board. Finance Committee, Executive Committee, CEO Selection Committee

-Business Philosophy-
Guiding Principles: Do what you say you will do.
Yardstick of Success: Getting it done.
Advice to Others: Businesses always take care of themselves. Employees must do the same.

-Judgment Calls-
Best Business Decision: If your gut is telling you not to hire someone then don't.
One Word Description of You: Learner

-True Confessions-
Like Best About Your Job: You never know what the new day will bring.
Interests/Hobbies: Woodworking, hiking, I like to cook.

Pet Peeve: Backpackers who leave their shoes too close to the fire. It's just too risky if you have a long walk home.
Things You Need To Work On: When working on large spreadsheets, I need to pay attention to the details. The results can get ugly.

-Predilections-
Favorite Book: Curtis Creek Manifesto
Favorite Quote: “No regrets just lessons” (don't know the original source but it fits).
Favorite Song: “It’s Five O’clock Somewhere” (Jimmy Buffett...go figure)
Favorite Vacation Spot: Australia, Italy
Favorite Way to Spend Time: Traveling with my 3 children.
Who I Would Like to Meet: Jimmy Buffet and Winston Churchill (only if he is in heaven and not tomorrow)
Personal Hero or Inspiration: My grandson Martin...I know he can do anything...

Anything You Would Like To Add?
Though Yakima is quite different from where I came from in California, This place has grown on me. The adjustment was quite easy and I thoroughly enjoy living here. It is a beautiful place to live, and some of the best people that I have ever met live here.

August 3-4, 2011 ~ Yakima
Greater Yakima Chamber of Commerce, 10 North 9th Street

Cost is only $49.00 for 2 days including lunch
8:00AM - 5:00 PM ~ Pre-registration Required
Register online @ wsbdc.org/training-calendar
For questions regarding registration call SBDC: 509.358.7890
For questions regarding course content call ITA: 509.413.1470

Export Seminar
Increase Sales
Mitigate Risks
Finance & Logistics
One-on-one Expert Trade Specialist advising
The Greater Yakima Chamber of Commerce staff and the community would like to thank our exiting Board Members for their service and contributions. Your guidance and expertise has been invaluable.

Welcome
New Businesses
to the Yakima Chamber of Commerce!

Aramistique
251 Bailey Road, Zillah, WA 98951
aramistique@yahoo.com or www.aramistique.com
509-829-5006
Dr. Margaret McMillan – Owner

Longview Fibre Paper & Packaging
2001 Longfibre Road, Yakima, WA 98903
www.longviewfibre.com
509-248-4241
Sandy Antilla – Office Manager

M Campbell & Company
1008 W. Ahtanum Suite #4
509-452-9848
www.callcampbell.com
Sherri Sams – VP of Operations

Org = Free Space
11800 Ahtanum Road
509-961-3638 or deborahann@q.com
Deborah Ann – Owner / Consultant

Rodda Paint Company
925 S. 1st Street #100
509-654-7272
Yk70@roddapaint.com or www.roddapaint.com
Wes Pinkart – Store Manager

Washington Vision Therapy Center
3909 Creekside Loop Suite 150
509-654-9256
www.wavtel.com
Dr. Benjamin Winter – Owner

Yakima Hearing and Speech Center
303 S. 12th Avenue
509-453-8248
lisaw@hearingandspeech.com or www.hearingandspeech.com
Nancy Leahy – Executive Director

Meet the new Board Members

Christine Cote
Perry Technical Institute

Ryan Smith
Petersens CPA’s & Advisors

Lanette Headley
Remax/Traditions

Mike Dooley
Wilbert Precast, INC

Jon DeVaney
Yakima Valley Growers & Shippers

Chris Brown
Wray’s Food & Drug

Adam Dolsen
The Dolsen Companies

Thank you to our returning Board Members. To our new Members, we look forward to using your skills and expertise to enhance our business community.
Congratulations Leadership Yakima Graduates 2011

Diana Manzanares - Solutions Provider, Alliant Communications

Cheri Topping - Director of Nursing, Avail Home Health

Andy Juarez - Engineering Manager, Tree Top

Adam Anderson - Associate Attorney, Larson Allen LLP

Edward Jones - Financial Advisor, Edward Jones Investments

Eileen Merrell - Outreach Manager, Yakima Valley Memorial Hospital

Bertha Lopez - Outreach Manager, Yakima Valley Credit Union

Amy Caixie - Public Relations Officer, Yakima Valley Credit Union

Nina Carr - Tax CPA, Supervisor, Larson Allen LLP

Andy Juarez - Engineering Manager, Tree Top

David Lynde - Operations Manager, American Medical Response

Scott Holt - Financial Advisor, Edward Jones Investments

Cheri Topping - Director of Nursing, Avail Home Health
Heather Irvine
Branch Manager
US Bank

Nicholas Natale
Pastor of Outreach
Westside Church

David McKinney
Financial Advisor
Morgan Stanley Smith Barney

Jennifer Arnett
Career Services Coordinator
Perry Technical Institute

Launee Wolverton
Branch Manager
Yakima National Bank

Rob Cappa
Lean Lead
Shields Bag & Printing

Scott Filkins
VP of Membership/Marketing
Greater Yakima Chamber of Commerce

Nicole Donegan
Communications and Marketing
Yakima Valley Memorial

Tami Ramirez
AVP/Branch Manager
Central Valley Bank

Steven Branch
Executive Director,
Central WA Comprehensive Mental Health

Jennifer Branch
Executive Director
Central WA Comprehensive Mental Health
Central Valley Bank is pleased to announce two promotions within our branches.

Laura Terrazas has been promoted to Vice President Commercial Loan Officer. Laura came to CVB September 2009 when she moved back to the Yakima Valley. Laura grew up in Toppenish graduating from Eastern Washington University and Pacific Coast Banking School. Laura specializes in Ag lending and can be found at our 40th and Nob Hill Branch.

Carol Yeates has been promoted to Marketing/Business Development Officer at Central Valley Bank Carol joined the bank in 2008 with extensive experience in Business Development. She grew up in Olympia attending Puget Sound Community College and YVCC. Her marketing knowledge and enthusiastic personality will contribute to our success at Central Valley Bank.

MEREDITH FURNITURE just passed the 65th year of turning houses into homes through their phenomenal furniture selections for every room in the home. As a 25-year member of the Pacific Furniture Dealers association, a 65 member store cooperative buying group, Meredith Furniture is able to buy at lower prices thus giving better prices to their customers who come from all over the valley and beyond. Meredith Furniture is also a member of BRAND SOURCE which offers the same opportunities to save its customers money.

Local Photographer named Professional Photographers of America Photographer of the Year

Four photographs created by Lance Johnson of Image West Photography have recently been accepted in the General Collection with one in the Loan Collection of Professional Photographers of America's 2011 International Photographic Competition. Johnsons work will be on display at the Ernest N Morial Convention Center, January 15th – 17 2012 in New Orleans, La. A panel of eminent jurors selected the top photographs from more than 4000 total submitted entries.

Judged 15th – 17 2012 in New Orleans, La. A panel of eminent jurors selected the top photographs from more than 4000 total submitted entries. Judged against a standard of excellence, over 1500 images were selected for the general collection and just over 600 (15%) were selected for the esteemed Loan Collection- the best of the best. The loan collection images will all be published in the much anticipated Loan Collection book and over 200 selected general collection images will be published in the Showcase book by Marathon Press.

Free Math Workshop for Students from E/Step

Attention high school seniors who love math but need more challenging material:

For the 10th year, E/Step Software Inc. will conduct an APL Workshop. APL is the most powerful computer programming language ever invented. Think of it as math on steroids! This free class meets Monday evenings throughout the academic year, beginning Sept. 19, 2011, at our offices in West Valley. Call E/Step Software Inc. at 509-853-5000 for an application. Seats are limited.
The Yakima Valley Museum Receives State Exhibit Excellence Award

On the morning of June 16 at the meeting of the Washington Museum Association (WMA) in Walla Walla, Washington, the Yakima Valley Museum was presented with the WMA’s Award of Exhibit Excellence for the exhibit Land of Joy and Sorrow: Japanese Pioneers in the Yakima Valley. Representatives from the museum were there to receive the award: David Lynx, Associate Director; Andy Granitto, Curator of Exhibits; Mike Siebol, Curator of Collections; and Peg Granitto, Exhibit Technician. The award reads as follows:
The Washington Museum Association recognizes the exhibit Land of Joy and Sorrow: Japanese Pioneers in the Yakima Valley, produced by the Yakima Valley Museum, for establishing a high standard of innovation and creativity in all phases of exhibit concept, research, content, design, production, and promotion. This exhibit uses the themes of community, family, and tradition to tell the story of the Japanese Americans in the Yakima Valley. The museum went beyond textbooks and documentaries, seeking out personal histories and artifacts concerning the community’s past and present. Not only is it a significant contribution to the understanding of a community; it also enhances the rich history of Washington State. In creating it, the Yakima Valley Museum has set an elevated standard for all heritage organizations throughout Washington State.

Two Argus Agents Honored By Safeco® Insurance

Argus Insurance Vice President of Operations, Brian Roberts, CIC and Personal Accounts Agent, Carol Case, CIC, CPIW, ACSR, have each been honored with the AWARD OF EXCELLENCE from Safeco Insurance. This award is only given to 2% of all Safeco agents in the country, and recognizes insurance professionals who have developed a strong partnership with the Safeco company and who demonstrate superior underwriting skills.

Roberts and Case are the only agents in Central Washington to be selected by Safeco to receive this recognition. The AWARD OF EXCELLENCE is a demonstration of the highest skill level of customer service by agents according to Safeco Insurance.

Argus has been in Yakima since 1913. It remains locally owned, and provides risk management services to individuals and businesses throughout Central Washington.
Tieton Farm and Creamery Poised for More Growth

Lori Babcock is excited about the future. As co-owner of Tieton Farm and Creamery she is seeing her hard work pay off and feels the business is primed to double or triple sales of its gourmet goat cheeses. Babcock was the speaker this month at the Yakima Chamber's Entrepreneurial Spotlight, a monthly series promoting new businesses in the region. Lori told the audience that getting the business established has been full of trials and tribulations. At the same time though it is very obvious that Lori and her partner Ruth absolutely love what they are doing.

Tieton Farm and Creamery got started when Lori and Ruth got interested in farming and concerned about their job security at a financial software company. After running a small farming operation in Bellevue, the ladies decided to bite the bullet and produce gourmet cheese. Lori said they initially looked for farm sites in Western Washington before being drawn to Tieton by Ed Marquand and the Mighty Tieton group.

Lori indicated that their focus on branding and marketing helped the company get off to a successful start. She purposely positioned their product at the high end of the marketplace, explaining that they could not compete successfully on price vis a vis other larger competitors. Putting an emphasis on quality and sustainable farming practices has helped Tieton Farm and Creamery develop a loyal consumer following.

Babcock indicated there are two areas where entrepreneurs and start up businesses need to be careful. Properly capitalizing a business is absolutely critical.

Credit markets are difficult to access for new firms so it is important to have enough capital to feed the business. Lori said this was a difficult lesson for Tieton Farm and Creamery. She put a lot of work into getting a loan before realizing that banks would not fund her proposals. The company did get funding from Wheatland Bank to start the creamery, but the ladies had to postpone their dream of building a bed and breakfast at the farm.

Lori also told the group to be careful with time estimates. She and Ruth underestimated how much work was involved in starting the business and how long it would take to launch Tieton Farm and Creamery.

It is great to see Tieton Farm and Creamery doing well. Their gourmet cheeses are outstanding and the company is a great addition to the Yakima Valley. You can purchase their cheeses at the Deep Sea Deli in Yakima. The ladies also sell their products at local farmers’ markets. To learn more about Tieton Farm and Creamery visit their website www.tietonfarmandcreamery.com

Next month’s Entrepreneur Spotlight will feature Jeff Winn from Yakima Craft Brewing. Visit www.yakima.org to learn about and register for this event.
FREE Business Tax Workshop - Bring Your Quarterly Tax Report With You

Thursday, July 14, 2011
2:00 PM – 4:00pm
Yakima WorkSource Building
306 Division Avenue, Yakima

How to prepare and file a report using e-file
Receive One on One Assistance with establishing a SAW account
What benefits are there to filing on line
Obtaining tax forms
Meet your Tax Specialist assigned to your account
Find out your record-keeping requirements
Who is reportable? Who is exempt?
Owners, corporations and independent contractors

For more information contact
Yakima District Tax Office
Call: (509) 574-0137

ENTREPRENEUR SPOTLIGHT...

A Monthly Series to Showcase New Companies in the Yakima Valley

Meet our intern from Perry Tech

Melissa Sanchez
Student

Area of study: Medical Office Admin/Coding, Business Technology and Accounting
Interests: I enjoy providing exceptional customer service and community empowerment. My goal upon graduation is to become part of a dynamic health care team, where I will be able to utilize my customer service skills and incorporate the knowledge and skills I acquired at Perry Tech

GREAT AINOMARA
Chamber of Commerce

Taste Yakima Craft Brewing Company’s beer and hear Jeff Winn discuss:
• The Yakima Craft Brewing story;
• First year successes & lessons learned;
• Challenges of starting a new company.

Sponsored By:

DATE: Wednesday, July 20th
TIME: 5:30-7 p.m. (Registration & Networking 5:30-6
Program at 6)
LOCATION: Central WA Business Resource Center, 10 North 9th Street,
Yakima 98901
COST: Free to Chamber and New Vision Members, $5 Non-Members, pay at the door.
Light hors d’oeuvrdes and beverages provided.

Register online or call 248-2021
(space limited—reserve your seat now!)
Thank you to all of our renewing members for continuing your Greater Yakima Chamber of Commerce Membership! Please support these Businesses that Support your Chamber.

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<td>American Cancer Society</td>
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<td>Bob's Burgers and Brew</td>
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<td>Dedicated Realty, LLC</td>
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<td>Megalodon Property Management</td>
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<td>Nightwind Jazz Collective</td>
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<td>Yakima Craft Brewing</td>
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<td>A La Mode Spa &amp; Salon</td>
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<td>Associated Freight Brokers, Inc.</td>
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<td>Budget Office furniture</td>
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<td>Central Valley Glass</td>
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<td>Central Washington Medical Group</td>
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<td>Central Washington Podiatry Service</td>
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<td>Columbia Bank</td>
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<td>Columbia Homes</td>
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<td>Competitive Plumbing</td>
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<td>Consolidated Electrical Distributors, LLC</td>
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<td>DaVita – Yakima Dialysis Center</td>
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<td>D &amp; M Chem., Inc.</td>
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<td>Dr. Mark C. Young, DDS</td>
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<td>Enigma, Inc.</td>
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<td>Foursquare Church (40th Ave.)</td>
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<td>G.S. Long Co., Inc.</td>
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<td>Hyatt Management Corporation</td>
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<td>Jack Son's Restaurant &amp; Sports Bar</td>
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<td>Leslie &amp; Campbell Roofing, Inc.</td>
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<td>Les Schwab (Yakima Avenue)</td>
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<td>Mountainview Home Health, LLC</td>
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<tr>
<td>Norm Johnson</td>
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<td>Ozeki’s Restaurant</td>
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<td>Parry Jewelers</td>
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<td>Pegasus Project Foundation</td>
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<td>Piety Flats Winery</td>
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<td>Positive Life Radio 91.1 FM</td>
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<tr>
<td>Precision Paving and Grading, Inc.</td>
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<td>Ron's Coin and Book</td>
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<td>Roy Farms</td>
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<tr>
<td>State Farm Insurance / Dennis Hasslinger Agency</td>
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<tr>
<td>Systems Applications &amp; Technologies, Inc.</td>
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<td>The Little Soapmaker</td>
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<td>Total Control Electric, Inc.</td>
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<tr>
<td>Tree's Auto Plaza</td>
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<td>Vet-Ex Animal Health Supply</td>
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<tr>
<td>Wineglass Cellars</td>
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<tr>
<td>Yakima Country Club</td>
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<td>Yakima Valley Community Foundation</td>
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<th>Members for 10-14 Years:</th>
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<tr>
<td>Aldrich &amp; Associates</td>
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<tr>
<td>Central Washington Refrgeration</td>
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<td>Columbia Distributing</td>
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<td>FACT Consulting Services</td>
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<td>Highgate Senior Living</td>
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<td>Northwestern Mutual Life</td>
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<td>The Salvation Army</td>
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<td>Yakima Athletic Club / YAC Fitness</td>
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<th>Members for 15-19 Years:</th>
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<tr>
<td>Bergen Screen Print</td>
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<tr>
<td>Central Valley Bank</td>
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<tr>
<td>Ferguson Enterprises, Inc.</td>
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<tr>
<td>Mid-Valley Insurance</td>
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<td>Ridgeview Estates</td>
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<td>Supercuts</td>
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<th>Members for 20-29 Years:</th>
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<tr>
<td>Colonial Lawn and Garden</td>
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<tr>
<td>Fuel Injection Systems, Inc.</td>
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<td>Hall Financial</td>
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<td>Group Health Cooperative</td>
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<td>J.L. Smith</td>
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<tr>
<td>Lally Chiropractic Clinic</td>
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<tr>
<td>Petersen CPAs and Advisors, PLLC</td>
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<td>Russell's CPAs and Advisors, PLLC</td>
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<td>Sporthaus, Inc.</td>
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<td>Sundown M Ranch</td>
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<tr>
<td>Wardell Architects</td>
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<tr>
<td>Yakima Bears Baseball Club</td>
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<td>Yakima Greenway Foundation</td>
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<th>Members for 30-39 Years:</th>
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<tr>
<td>Comprehensive Mental Health</td>
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<tr>
<td>Fiddlesticks</td>
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<tr>
<td>Hurley and Lara Attorneys at Law</td>
<td>31</td>
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<tr>
<td>Lee Peterson Buick, Cadillac, &amp; GMC</td>
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<tr>
<td>WorkSource Yakima / Employment Security Department</td>
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<th>Members for 40-49 Years:</th>
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<tr>
<td>Gress-Kinney-Parrish Insurance Center</td>
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<td>Knobel’s Electric</td>
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<th>Members for 50-59 Years:</th>
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<td>Members for 60-69 Years:</td>
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<tr>
<td>Members for 70-79 Years:</td>
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<tr>
<td>Members for 80-89 Years:</td>
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<th>Members for 60-69 Years:</th>
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<tr>
<td>First American Title</td>
<td>85</td>
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</table>

Greater Yakima Chamber of Commerce • www.yakima.org
Thanks to the chamber businesses for supporting the Commanders Cup Golf Tournament, put on by The Yakima Training Centers Booster Club that support the families at YTC. Thanks Bob Hall, Coca Cola, Sterling Savings, Abbotts Printing, Act Now, Huibregtse Louman Associates Inc., Ledgestone Hotel, Remax (Lannette Headley) and more!

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- 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)

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