

# AR

*action report*

May 2011

## *In this Issue:*

- Member 2 Member
- Business After Hours
- Ambassadors In Action



# General Membership Luncheon

GREATER YAKIMA  
Chamber of Commerce  
Source Code 1.0  
"Table Topic Gurus"



"Benefits of Business Networking"  
Dan Schenkein



Congratulations to The Print Guys  
for winning a Business  
Excellence Award!



"Leadership Yakima"  
David McKinney & Kriti Foster



"Business Technology"  
Joe Longo



"Benefits of Saying What you Mean"  
Chuck Goll



"Workplace Substance Abuse"  
Jim Barth



"Social Networking"  
Allan Bornstine



"Workplace Health & Fitness"  
Doug Server

Thanks to all our  
local expert Guru's  
at the first ever Membership Luncheon  
"Source Code". Great afternoon of  
learning, networking and dining!



Craig Terry  
Agent

New York Life Insurance  
1425 Lakeside Court  
Yakima, WA 98902  
Phone: (509) 494-7815

## Life can throw curveballs

Unexpected events happen. A New York Life insurance  
policy can help protect you and your loved ones. Let me  
show you how.



New York Life is the Official Life Insurance Sponsor of Little League

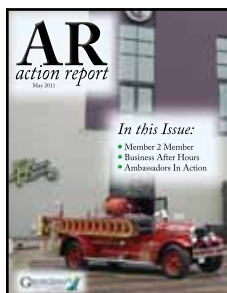
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## On the cover:

4th Street Theatre

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Photo by: Thane Phelan

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Scott Filkins, *Vice President of Membership Development*

Kimberly Gunvaldson, *Director of Business Education Partnership*

Lorri Bisconer, *Business Education Partnership*

Lou Ann Matches, *Bookkeeper*

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Carolyn Gray, *Account Executive*

Sonia Rodriguez, *Receptionist*

MaryAbigail Dills, *Staff Assistant*

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John Cooper, *Yakima Valley Visitors and*

*Convention Bureau*

Christine Cote, *Perry Technical Institute*

Greg Stewart, *State Fair Park- Sundome- CWFA*

Carl Rimmel, *Yakima Air Terminal*

Doug Picatti, *Picatti Brothers*

David McFadden, *New Vision*

## The Next 3 Steps Are Key: “Succeeding with Yakima’s Mill site Redevelopment Project”



Brad Hill, leading the re-develop-  
ment of the 2011-acre former Boise  
Cascade plywood and sawmill  
complex in Yakima.

### Monday, May 23, 2011

11:30 am - 1:00 p.m.

Red Lion Hotel - Yakima Center  
607 East Yakima Avenue



*Seating is Limited - Reservations are Recommended!*

*\$15 Chamber Member - \$30 Non-Members*

**(509) 248-2021**

**[www.yakima.org](http://www.yakima.org)**

Produced by KYVE and The Greater Yakima  
Chamber of Commerce airs monthly on KYVE 47  
— watch it again at [www.yakima.org](http://www.yakima.org)



Featured on the April “Showcase Yakima”, Yakima’s  
Habitat for Humanity and the Habitat Store



The Habitat Store is located at 21 W. Mead Ave  
in Yakima, your donations help build homes in the  
Yakima Valley. Visit the store and make donations  
Tuesday through Saturday from 9 to 5



Volunteers are always needed in the store, on the job  
site, in the office, and on the family search com-  
mittee. Contact Habitat for Humanity @ 509-453-  
8077 email [donations@yakimahabitat.org](mailto:donations@yakimahabitat.org)

**Verlynn K. Best**  
*Chair of the  
Board Of Directors*



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## Supporting Our Future

I do not know where to start this month, but I do know where it will end if we do not become active decision makers.

Do not miss the update of our keynote speaker, Mr. Brad Hill, who will be speaking at our General Membership Luncheon May 23, 2011 regarding the Boise Cascade property. How can we support the future of development in Yakima? I believe when this area's development becomes a reality it will lift this entire community. Where else is there a piece of property in the Pacific Northwest this size, with freeway frontage, where 40,000 cars drive by EVERYDAY..... Wouldn't it be nice if they were DRIVING IN! Come and find out what you can do to support our future and be engaged in a prospering Yakima Valley.

My next reminder is.....be sure to attend the Yakima Valley Visitor & Convention Bureau's Encore Awards celebration May 19, 2011 at noon. This is just another way to celebrate Tourism in the Yakima Valley and the businesses that truly make a difference

in this industry. I wonder what John Cooper will do this year with the "Tourism Survivor" theme? Guess you'll have to attend to find out!

Next on my agenda is the ongoing expression of love for the Yakima Valley and the Greater Yakima Chamber of Commerce.

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***"I enjoy and thank all  
of our members for their  
support and dedication"***  
-----

as my term is drawing to a close, I'm going to share some personal feelings about what we do and why you need to be a part of YOUR Chamber. We support business... all business and when you join this Chamber it means you have bought into your "Community" and support economic development. We protect, inform, refer and recruit business to the Yakima Valley. To prosper one, is to prosper all....we are all in a great partnership of attracting, building, and expanding businesses for everyone that lives in and loves this Valley.

So if you are not a member it's time to join and get involved! You will be amply rewarded with the many opportunities you receive to be involved. Remember this is a participation sport. I can vouch for the success we have had at the Fairfield Inn & Suites. I've been involved in the Chamber for the past six years and have seen what an outstanding community we live in and seen many citizens give as much as they get!

I am proud to know those who have been such an active part of my Chamber life and know these will be lifelong relationships.

So let your Chamber work for you as one of the greatest sources of pride you will find in the Yakima Valley! Please attend and support the events mentioned above and join your Chamber NOW! ■

Blessed Wishes...  
Verlynn K. Best, Chair

**Scott Filkins**  
*Vice President of  
Membership Development*



## Shop Chamber Members First

The Greater Yakima Chamber of Commerce is planning to start a “Member 2 Member Discount Program”, which when completed will provide our members with another service to add value to their Chamber membership.

This program will offer the unique combination of promoting member to member buying, boosting sales for our members, and increasing member visibility. Chamber member businesses and their employees are encouraged to patronize fellow members.

There are over 800 Chamber member locations representing thousands of employees, which results in significant purchasing power that can positively impact your business.

We encourage our members to take advantage of this opportunity to save money, as well as generate new exposure and new clients for your business. If you are interested in adding your business to the list of participants, please call Mary

Abigail at the Chamber at 509-248-2021, or e-mail her at [mary-abigail@yakima.org](mailto:mary-abigail@yakima.org) and she will forward an application form for you to fill and out and return!

Participation in the “Member 2 Member Discount Program” is voluntary. However, the following guidelines have been established for the program:

- **Discounts must be a minimum of 10%**
- **Discounts must apply to actual goods and services**
- **Discounts must be ongoing, and not a one-time only offer**
- **Free consultation offers are not eligible for the program**

As soon as we have a list of companies that want to participate and what their “Member 2 Member Discount” will be, we will post that to our website and begin to promote it in future issues of the Action Report as well as our Facebook page, and at all meetings and chamber events.

When 75 or more companies participate, the Chamber of Commerce will initiate some type of “Program Card” to be rolled out and distributed to all of our members and their employees, so they can be more readily identified as program eligible.

Thank you for your continuing support! ■

Scott Filkins  
VP of Membership Development



**Dan Schenkein**  
*President/ CEO*



## Labor of "Local Love"

By now, many of you will have hopefully had a chance to see our new 2011 Community Profile and Membership Directory. We're thrilled with the finished product and we sincerely hope that our members will use it on a daily basis to seek out information about our community and our members.

For many years our chamber has produced a similar Directory, but this year is very special.

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*"The entire publication was produced, designed, written, and printed locally!"*  
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Special thanks to Melissa Labberton for her great effort to compile, organize and write the various articles and descriptions. Our friends and partners at New Vision assisted us with some vital and up to date statistical information. Lance Johnson again graced our effort by allowing us to use his fantastic images of our community and valley.

Steve Nobel and his outstanding crew at Abbott's Printing were superstars to provide the final layout and printing. Thanks also to our member advertisers, who with their support made this publication possible. And, my humble and heartfelt thanks to the chamber leadership and staff for their 5 months of dedicated commitment to make this such a successful chamber product. This was truly a team effort. Thank you all!

If you or your business would like extra copies of the Profile and Directory, please contact our office and we'll make certain that you receive additional copies for your office or business. Our goal is to distribute nearly 4000 copies of this publication and put them into the hands and on the desks of key decision makers.

This is your Greater Yakima Chamber of Commerce, and we've been "Proudly Serving the Yakima Valley Since 1893!" ■

### New to the Chamber

**MaryAbigail Dills** is the Staff Assistant for the Greater Yakima Chamber of Commerce.

Born in Zillah, MaryAbigail returned to the Yakima Valley after graduating from Washington State University. While at WSU, MaryAbigail worked at the Center for Civic Engagement. For the last two years she has worked at the Yakima Valley Community College in Testing Services.

Recently married, MaryAbigail is enjoying the country life with her husband Jason. During her spare time she works on her vintage clothing business.



**Due to Limited Seating  
Reservations and Prepayment required !**



**GREATER YAKIMA**  
*Chamber of Commerce*  
www.yakima.org



*Carmen's  
Comedy  
Club*

**You're Invited!**  
**Business After Hours**  
**"Limited Edition Performance"**  
**Carmen's Comedy Club**  
**316 S 1st St. Selah, WA**  
**May 20th ~ 5pm-7pm**  
**With Comedian Kermet Apio!**



Kermet Apio

**5pm-6pm Social Mixer ~ 6pm-7pm Comedy**  
**Happy Hour Drink Specials**  
**\$10 Chamber Members Special**  
**\$20 Non-members**

**Reservations and prepayment required !**  
**www.yakima.org or call 248-2021 ext.100**





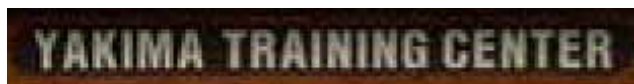
## **Leadership Yakima Nominations are being excepted now!**

Leadership Yakima is a program designed to develop future leaders for our community. Participants in Leadership Yakima will learn about our community, it's history, development, past, present and future changes. The information received will enable participants to be effective leaders in the community and on the job.

If you are a person who desires more involvement in the community or knows of a person with leadership potential, participation in Leadership Yakima is the answer!

Leadership Yakima is now accepting nominations for the upcoming class to begin in September. Nomination forms may be obtained from the Greater Yakima Chamber of Commerce, 10 North 9th Street or by visiting the "programs" page at [www.yakima.org](http://www.yakima.org)

## **Discounts for Military Service! Join Us!**



In a joint effort to support those that serve, the Greater Yakima Chamber of Commerce and the Selah Chamber of Commerce are asking local business to join us by offering local and visiting military service members discounts from your business.

All discounts will be listed on the chamber website and made available to the service men and women that live and work in the Yakima Valley and the thousands that are stationed and visit the Yakima Training Center each year.

Submit the military discount that you would like to offer by emailing it to [thane@yakima.org](mailto:thane@yakima.org)

Thank you for supporting those that serve you!



## **Welcome New Businesses to the Yakima Chamber of Commerce!**

**Carmen's Comedy Club**  
316 S. 1st Street, Selah, WA  
509-698-3900  
[www.carmenscomedyclub.com](http://www.carmenscomedyclub.com)  
**Carmen Garrison – Owner**

**E/Step Software, Inc.**  
509-853-5000  
[www.estepsoftware.com](http://www.estepsoftware.com)  
**John Estep – Owner / Developer**

**Pitney Bowes - Yakima**  
509-306-9225  
[www.pb.com](http://www.pb.com)  
**Richard Golphenee – Area Sales Executive**

**US Cellular**  
1632 E. Washington Avenue  
(Valley Mall Plaza)  
509-248-2521  
[www.uscellular.com](http://www.uscellular.com)  
**Eric Puryear – General Manager**

## **In April 2011, Your Chamber:**

- Processed 69 Certificates of Origin for local ag producers and manufactures
- Sent out 43 Relocation packets
- Processed 87 business inquiries and referrals
- Website had more than 1450 unique visitors & more than 1400 page views at [www.yakima.org](http://www.yakima.org)

### Award Winning photography from of Image West Photography



*Lance A. Johnson*

Lance A Johnson of Image West Photography has won two Fuji Masterpiece Awards for two commercial photographs entered in the Western States Regional Print Competition held April 8th and 9th at the Red Lion Hotel in Yakima.

The awards were to honor the best commercial and best illustrative images. Johnson also merited 3 images that earn the right to be sent on to the annual International Print Competition hosted by the Professional Photographers of America.

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### Kroner Chiropractic is pleased to announce that Jacqueline Lott, LMT is taking appointments again.

Last November, Jacqueline's daughter Sophia was diagnosed with stage 3 brain cancer. Sophia immediately underwent treatment

at Children's Hospital in Seattle including multiple surgeries and 7 weeks of radiation. Early in March Sophia and Jacqueline received the best news possible: Sophia is cancer free!

Call today to schedule an appointment with Jacqueline: 509-972-4000.



*Welcome home Sophia and Jacqueline.*

---

### KAPP/KVEW TV Names New Account Executive



*Mike Morrisette*

Apple Valley Broadcasting (KAPP TV) has named Mike Morrisette as its new Account Executive.

A native of Yakima, Morrisette served the community as President/CEO of the Greater Yakima Chamber of Commerce for five years prior to accepting his position with KAPP TV.

His career has included service as an officer in the Army National Guard, Chamber Executive for the Spokane, Woodinville and Auburn Chambers as well as the Regional Director for the Muscular Dystrophy Association, where he produced the local Jerry Lewis Telethons. Shawndell Wilson, General Sales Manager for KAPP/KVEW TV along with Clarence Zellner and Laurie Hammermeister, welcome Morrisette to the KAPP/KVEW team.

Morrisette's proven ability to create innovative and compelling promotions and his experience helping business with their marketing needs will serve our clients well.

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### Abbott's Printing purchases Packaging Plus Inc.

Abbott's Printing, Inc. of Yakima is pleased to announce they have purchased the Union Gap Facility of Packaging Plus Inc. effective 4/13/2011.

Several employees were hired from the Union gap facility. Most of the equipment will be sold and the remaining equipment will be moved to Abbott's current facility.

This opportunity for Abbott's Printing to expand into packaging printing is a welcome addition to help support the double-digit growth they have seen in the last couple of years.

Abbott's Printing, Inc. was established in 1952 and purchased by Kathy and Steve Noble in 1995. They purchased a new building and updated their large press in 2008 to a 5-color state of the art printing press. In 2009 Abbott's added a mailing department to assist in direct mail.

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### **Free Executive Briefing on Demand Forecasting & Inventory Planning for Manufacturers & Distributors**

Manufacturing & distribution executives are invited to a free one hour briefing on demand forecasting and inventory planning by internationally recognized authority John A. Estep at 8 a.m. on Tuesday, May 17, in the Yakima Chamber of Commerce office, 10 N. 9th St. in Yakima.

Attendees will learn how it is possible to cut inventory while simultaneously improving customer service and reducing expediting. Space is limited and reservations are required. Call E/Step Software Inc. at 509-853-5000.

-----

### **Best Western Lincoln Inn earns Brand's "Best Western Plus" Descriptor**



The former Best Western Lincoln Inn 1614 N 1st Street, Yakima, WA is now the BEST WESTERN PLUS Lincoln Inn, after earning the "BEST WESTERN PLUS" descriptor from the World's Biggest Hotel FamilySM.

The new descriptors, launched in 2010, give Best Western hotels the opportunity to earn the "BEST WESTERN PLUS" or "BEST WESTERN PREMIER®" designation by meeting specific design and amenity guidelines.



David Kong, Best Western International president and CEO says, "Hotels that earn the 'Plus' descriptor typically have a 3-Diamond rating from AAA, and offer a little something extra to make a guest's stay even more comfortable."

### **West Hills Memorial Park**

If it's been some time since you've been to West Hills Memorial Park; you'll notice something new has been added, close to the main entrance of the park, there is a memorial constructed of more than 5000 pounds of granite which will greet you as you visit the "Garden of Fallen Heroes", this is a section of the cemetery that will be the final resting place of Veterans, Firefighters, Law Enforcement, & EMT Personnel.

Designed exclusively for these brave men and women, the garden is the only one of its kind in Washington State. Knowing that words cannot express the gratitude we all owe to those who protect our way of life, our family-owned company put the Fallen Heroes Program into place.

To the noble men and women who selflessly put themselves in harm's way to preserve our freedoms. Save our lives, protect our homes, and keep our families safe, should they fall in the line of service - we proudly will provide you with a complimentary space in our Garden of Fallen Heroes, a complimentary service, and provide an outer burial container.

Should you have any questions please contact Lorrie Johnson at 966-6622, West Hills Memorial Park is located at 11800 Douglas Road.



# ENTREPRENEUR SPOTLIGHT...



A MONTHLY SERIES TO SHOWCASE NEW COMPANIES IN THE YAKIMA VALLEY

Join us to meet Tim Andis, who started Liberty Bottleworks in 2010. Hear Tim discuss:

- The Liberty story;
- First year successes and lessons learned;
- Challenges of starting a new company; and
- Pitfalls to avoid.

**DATE:** Thursday, May 19

**TIME:** 5-7 p.m. (Registration & Networking 5-6. Program at 6)

**LOCATION:** Central WA Business Resource Center, 10 North 9th Street, Yakima 98901

**COST:** \$5.00 Chamber and New Vision members, \$10.00 non members. Light hors d'oeuvres and beverages provided.

Register [online](#) or call 248-2021  
(space limited—reserve your seat now!)

Sponsored By:



Hosted By:





**Top-** Yakima Craft Brewing Co.  
2920 River Road (#6)  
Yakima, WA  
*New Tasting Room Now Open!*

**Below-** Precision Optical officially  
opens their new location 319 W. Ya-  
kima Ave with The Greater Yakima  
Chamber of Commerce Ambassa-  
dors on hand!





# March Renewing Members

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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.

## **Members for 1-4 Years:**

Affiliated Associations of America.....	3 Years
C I Shred.....	4 Years
HAPO Community Credit Union.....	2 Years
Pocket iNet Communications.....	2 Years
Yakima Education Association.....	3 Years

## **Members for 5-9 Years:**

2 Busy 2 Cook.....	7 Years
Budget Office Furniture.....	6 Years
Bud Clary Toyota & Scion of Yakima.....	9 Years
Campbell & Gwinn Self Storage.....	8 Years
Casino Caribbean.....	9 Years
Classic Auto Wash.....	8 Years
Evergreen Business Capital.....	5 Years
Home Care Services.....	9 Years
Northwest Public Radio.....	7 Years
Pacific Steel & Recycling.....	9 Years
Party Palace, Inc.....	5 Years
Physician Anesthesia Association, Inc., PS....	9 Years
Rattlesnake Hills Wine Trail.....	5 Years
ROTO ROOTER / Bushnell Plumbing.....	8 Years
Steve Hahn's Volkswagen-Audi-Suzuki.....	9 Years
Yakima Battery & Auto Electric.....	8 Years

## **Members for 10-14 Years:**

901 Pasta.....	13 Years
Amerigas.....	13 Years
Buyers Agent - Buyers First Realty.....	12 Years
EmSpring Corporation.....	12 Years
Intermountain Cleaning Service, Inc.....	12 Years
Macro Plastics.....	14 Years
Menke Jackson Beyer Ehlis & Harper.....	11 Years
State Farm Insurance / Eric Silvers.....	11 Years
Trailer Inns RV Park, Inc.....	11 Years
Valley Ford Nissan Kia.....	10 Years
Windermere Real Estate/Yakima.....	14 Years
Yakima Grocery Outlet.....	10 Years
Yakima Schools Foundation.....	12 Years

## **Members for 15-19 Years:**

Associated General Contractors of WA.....	17 Years
Barth Clinic.....	18 Years
RBC Wealth Management.....	17 Years

The Janitor's Closet.....	15 Years
The Memorial Foundation.....	19 Years
Yakima Valley Landlords Association.....	17 Years

## **Members for 20-29 Years:**

Banner Bank.....	29 Years
Central Washington Home Builders.....	26 Years
City of Union Gap.....	30 Years
Edward Jones / Gary Lackey.....	27 Years
EnTrust Community Services.....	26 Years
Les Schwab Tire Center (S. 1st Street).....	25 Years
Loofburrow Wetch Architects, P.S.....	29 Years
Lyon, Weigand and Gustafson, PS.....	29 Years
Medi Centers.....	29 Years
Perfect Pavers, Inc.....	21 Years
Stein's Ace Hardware.....	24 Years
Thorner, Kennedy & Gano, P.S.....	24 Years
Yakima Specialties.....	28 Years

## **Members for 30-39 Years:**

Bernd Moving Systems.....	32 Years
Big R Stores.....	30 Years
Chalet Dental Clinic.....	34 Years
CH2M Hill.....	36 Years
Conover Insurance.....	30 Years
Dr. Tomas Holbrook.....	30 Years
Elliott Insurance Services.....	33 Years
Metals & Machining Fabricators, Inc.....	32 Years
Standard Paint & Abbey Carpet LLC.....	32 Years
Y C C S - A National Collection System....	33 Years
Yakima Cooperative Association.....	32 Years

## **Members for 50-69 Years:**


Terrace Heights Memorial Park.....	56 Years
Yakima County Medical Society .....	61 Years

## **Members for more than 70 years:**

Key Bank.....	71 Years
Sundquist Fruit & Cold Storage.....	84 Years







While staying in Yakima, make the Holiday Inn Express your home away from home!

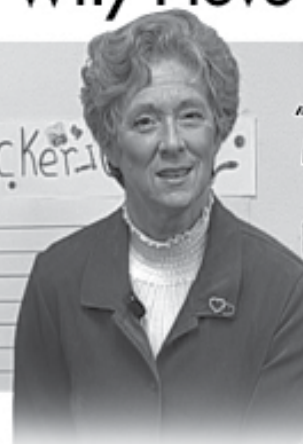
- 87 newly renovated guest rooms with fridge, microwave and 32" flat panel HD TV
- Complimentary Express Start breakfast buffet
- 24-hr pool, hot tub and fitness center
- FREE high-speed Internet access
- 100% non-smoking

With all that we have to offer, you may never want to leave!

For reservations in Yakima, please call  
**(509) 249-1000**  
 Fax (509) 249-5995  
 1001 East A Street  
 Conveniently Located Near  
 Convention Center, Restaurants and Lounges  
 Off I-82 Yakima Avenue Exit • Corner of 10th & A Streets

**1 (800) HOLIDAY**

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*"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 Bloxom, KYVE 47 Supporter.**

**LOCAL PROGRAM SCHEDULE:**  
*Insiders Roundtable*  
 Mondays - 7 PM • 3rd Monday of each month  
*Showcase Yakima*  
 Mondays - 7 PM • 4th Monday of each month  
*Your Yakima Rotary*  
 Sundays - 10 AM • Each & Every week  
*"Compelling and truly local public affairs programming to keep you informed"*

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 Inform. Involve. Inspire.

www.kyve.org

## Discover Excellence in Community Banking



*Pictured left to right: Mike Broadhead and Lisa Rickman with Pat Shields and Josh Koreski*

"BBS provides our customers with personalized service, prompt response and quality products; finally we found a bank with the same values! We look forward to growing and working with Lisa Rickman and Central Valley Bank"

**Customer:**  
*Pat Shields and  
 Josh Koreski*  
 BBS Distributing  
 509 452-3211  
 1010 Rock Avenue  
 Yakima, WA 98902

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

**CVB Central Valley Bank**

*"Large enough to serve, Small enough to care."™*

Member  
 FDIC

[www.cvbankwa.com](http://www.cvbankwa.com)





# DON'T WAIT till it's TOO LATE



## Disaster Prevention & Recovery Solutions

- 7 out of 10 small firms that experience a major data loss go out of business within a year. (DTI/Price Waterhouse Coopers)
- 50% of all tape backups fail to restore. (Gartner Group)
- 30% of all businesses that have a major fire go out of business within a year and 70% fail within five years. (Home Office Computing Magazine)

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

**Parsec**   
Computer Corporation Est. 1982

**24<sup>Hr.</sup>**

Protection for your data  
Access for your team

Contact Parsec Computer Corp. for a  
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