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Perry Technical Institute
75 years, then and now.
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Mission Statement: “The 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.”

ON THE COVER
Perry Technical Institute - 75 Years “Then and Now”
Action Report Layout & Design by: Amy O Graphics & Thane Phelan

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SAVING YOU MONEY AND SAVING OUR PLANET!
MESSAGE FROM THE CHAIR

Joe Mann
Chair of the Board of Directors

Buy Local Buy Yakima

I know, I know we have all heard it before, but as we approach the gift giving season I would like to remind everyone the importance of buying local. Yakima Valley is a very unique place, (what other town was moved completely to a new town by rolling buildings on logs?)

By purchasing locally we help showcase the local merchants and allow them to create a great product mix and services custom to our needs.

- Locally owned businesses build strong neighbors and a strong community thus making strong local neighborhoods.
- Locally owned businesses keep the big decisions local thus better impacting our community.
- Dollars stay home to create better wages and benefits and also a strong local tax basis.
- Local entrepreneurship gives more to local nonprofits and charities and also helps grow other newer businesses.
- Did you know that small locally owned businesses are the largest employer’s nationwide!!
- Most importantly, competition from local business gives us a choice and guarantees a broader range of products and services.

So when you are looking over your gift list or just wanting that unique gift, visit a local business, not an online store or other communities. Buy in Yakima; support those businesses that employ local people. Buy local, buy Yakima, and buy from your neighbor.

Can you believe the holidays are almost here? This is such a beautiful and meaningful time of year with its fall colors, fireplaces going and the opportunity to reflect on all we have to be thankful for. I am truly thankful for my family, my position at the Chamber of Commerce with its hard working staff and the community we get to engage with every day!

We just hosted our 25th annual Ted Robertson/Chamber Awards gala which turned out to be the most successful one yet! My staff and I recently attended the Safe Yakima Valley luncheon; the Central Washington Hispanic Chamber of Commerce Awards dinner; the Make a Difference awards banquet; the Grand Opening/Ribbon Cutting for the new West Valley High School machine shop; plus numerous Grand Openings and/or Ribbon Cuttings for new and newly renovated businesses. We get to work alongside outstanding people such as Chief Dominic Rizzi, Tony O’Rourke, Micah Cawley, Sean Hawkins, Joe Mann, Ron King, Bob Hall, Mel Mitchell, Mike Brophy, Christine Cote, Craig Dwight, Carlos Olivarez, Curtis King, Carmen Mendez, and Maureen Adkison just to name a few.

I could not be prouder than to be from this great Yakima Valley!

As we move into this holiday season, please take time to reflect on what’s good in your home, your workplace, your community and in your valley - and celebrate it!

We would like to wish you and yours a wonderful Thanksgiving, a very Merry Christmas and a very blessed, healthy and prosperous New Year!

Your Greater Yakima Chamber of Commerce Staff, Verlynn, Thane, Amy, Tracy, and Carolyn

PRESIDENT’S REPORT

Verlynn Best
President & CEO

Welcome back Bruce Lyman!

We are pleased to welcome Bruce Lyman, Senior Vice President and Regional Manager to the Union Gap Office. Bruce has more than 25 years of experience in banking and lending—including CVB. Bruce is actively involved in the community through his efforts with the Yakima Sunset Rotary Club and United Way of Central Washington.

As Mike Broadhead transitions to retirement, Bruce will manage the Central Valley region. We encourage you to stop by for a visit or give Bruce a call.

The Greater Yakima Chamber of Commerce is proud to support Small Business Saturday®, a day dedicated to celebrating small, local businesses like yours. Make November 29th huge for your business by getting involved in the big day.

Check out resources at ShopSmall.com

AND call the Chamber at 509.248.2021 for ways you can be involved and receive a Shop Small promotional kit (supplies are limited).

For more information about participating, call now or email thane@yakima.org.
MEMBER PROFILE

Heartlinks Hospice and Palliative Care is your local, independent for IMPACT non-profit. It is the first rural hospice this side of the Mississippi and has been serving the Yakima & Benton County areas since April 1978. Their mission is to provide superior holistic care so that patients can “live” life fully and meaningfully. While both hospice and palliative care services involve In-Home holistic care that focus on increasing the quality of life, they allow the recipient the option of two very different pathways.

A disease can essentially be approached in either of two ways—refusal of treatments because no more options exist or simply because quality of life takes priority over quantity in which case, measures are taken to be as comfortable as possible. OR an individual may 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 wish to have artificial life support or medial heroics preformed. 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 potentially life limiting illness chooses to pursue treatment. This program is ideal for, but not limited to, those diagnosed with lung, liver, and heart disease, and all types of cancer. Treatments 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. Their 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.

Heartlinks is currently the only company that provides palliative care to children in Central Washington. Unfortunately, the programs are so poorly reimbursed by the state that without the community’s support this program will be forced to shut down. If that happens many very sick children and their families will be left without help. Having your child be diagnosed with a terminal illness is tragic enough, but receiving that news and being told there are no longer any resources to help during this dark time is unimaginably horrifying.

Heartlinks has relied on community donations and the income generated by its second hand store, HoBS, located in Prosser to fund the pediatric palliative care program. HoBS currently provides about 1/3 of the moneys required to run pediatric palliative care. Unfortunately, HoBS is now in need of repairs or it will be forced to close its doors, resulting in the end of all palliative care in Yakima and Benton Counties.

If you would like to play a vital role in saving this asset in your community, please contact Heartlinks to learn how. Their capital campaign to save this program officially started October 28th, 2014 with a party at HoBS.

MEMORIAL: Recognized for excellence in cancer care

Cancer is an overwhelming diagnosis. Patients are left wondering about their future, their families and their quality of life.

Yakima Valley Memorial Hospital and Memorial Family of Services understand this and have gone to great lengths to provide patients and their families with the information, treatment and support necessary for survival and end-of-life care.

This multidisciplinary approach has once again been recognized by the Commission on Cancer of the American College of Surgeons with accreditation. This acknowledgement honors Memorial for treating cancer as a complex group of diseases that requires consultation among surgeons, medical and radiation oncologists, diagnostic radiologists, pathologists and other cancer specialists, ultimately resulting in improved patient care.

When patients receive care at a Commission on Cancer-accredited facility, they also have access to information on clinical trials and new treatments, genetic counseling, patient-centered services such as psycho-social support and guidance and coordination through patient navigation support programs.

Memorial maintains a cancer registry and contributes data to the National Cancer Data Base, a joint program of the Commission on Cancer and American Cancer Society. This nationwide oncology outcomes database is the largest clinical disease registry in the world. Data on all types of cancer are tracked and analyzed through the database and used to explore trends in cancer care. Commission on Cancer-accredited cancer centers, in turn, have access to information derived from this type of data analysis, which is used to create national, regional and state benchmark reports.

The Commission on Cancer accreditation program provides the framework for Memorial to improve its quality of patient care through various cancer-related programs that focus on the full spectrum of cancer care. These include preventative programs to help patients maintain a healthy lifestyle; early diagnosis with screening technology at “Ohana Mammography Center; treatment, rehabilitation and life-long follow-up for recurrent disease through North Star Lodge Cancer Care Center; and home health care that includes various support services and end-of-life care, including Memorial’s Cottage in the Meadow hospice home.

For more information, visit yakimamemorial.org or northstarlodge.org.

Healthy Yakima.
Perry Technical Institute is celebrating 75 years of putting people to work by breaking ground on a new building. This project marks the first time in the school’s history that Perry has expanded outside of the main campus. The new building is being named Plath Hall in honor of longtime Perry supporters Dorothy and the late Fred Plath.

“We are excited to be celebrating the 75th anniversary of the school by expanding our campus,” said Perry Tech President Christine Coté. The United States was just beginning to recover from the devastating effects of the Depression in 1939 when Harriet I. Perry announced plans to establish a trade school in memory of her husband, Yakima business pioneer John M. Perry. Mrs. Perry and her husband had discussed the need for a trade school in Yakima before he died unexpectedly in 1938. “I believe this proposed trade school fits his ideas. I intend to concentrate all my efforts toward developing this school and make it a perpetual memorial of growing usefulness,” she said in announcing plans to open the school.

Mrs. Perry created the Harriet I. Perry Trust to fund the school’s construction and appointed three trustees – Roy Matson, Arthur Coffin and Harcourt Taylor – to oversee its operation. J.M. Perry Institute of Trades Industries Agriculture was dedicated on December 27, 1940, and opened its doors to students on January 2, 1941. The school offered 14 training programs; five of those programs are still offered today.

During World War II, the Army Air Corps used the school for nine months to train aircraft mechanics, welders and parachute riggers. When the military was finished training at Perry, Pan American Airways used the school to train men for war service. In the years following World War II, enrollment grew and the school added new programs. Originally created as a “school for boys,” females began enrolling in 1971. The school was renamed Perry Technical Institute in 1986. Several new buildings have been added over the years, all contained within the original campus. With the exception of the auditorium, every area on campus has been renovated. The hangar building was completely renovated and dedicated as the Eugene Shields Technical Training Center in 2009.

Over the years, programs have been added and eliminated according to the needs of industry. Current offerings include Automotive Technology; Business Technology & Accounting; Electrical Technology; Heating, Ventilation Air Conditioning & Refrigeration Technology; Information Technology & Communications Systems; Instrumentation & Industrial Automation Technology; Machine Technology; Medical Assistant; Medical Office Administration & Coding; and Welding Technology. Programs range in length from one to two years. Plath Hall will house the Instrumentation Program. The 38,000-square foot building was designed by Brockway, Opfer, Raah Architectural. General contractor for the project is Tri-Ply Construction. The $8 million project is being funded through donations and grants.

Three trustees – Terry Schmalz, Senator Curtis King and Jake Jundt – oversee operation of the school. Perry currently has 671 students enrolled and employs 100 staff and faculty members.

“While the school has grown and changed over the years, Mrs. Perry’s mission is still very much alive,” said President Christine Coté. “We take pride in our rich history and the service we provide to our community and to industry.”
Congratulations to the 2014 Ted Robertson Community Service Award Recipients; Al DeAtley, Bill Dolsen, and Ken Marble

Chamber Volunteer of the Year
Joe Mann

Nonprofit of the Year - Perry Technical Institute
(PTI President Christine Cote accepts from MC Randy Beehler)

Member of the Year - For Outstanding Community Service
Liberty Bottleworks

October 9th, 2014
This year we set a record for nominees, votes, and attendees at the Awards. YOU made it Yakima’s biggest night of Awards!

Here are your 2014 Chamber Award Winners!

Photos by Andy Sawyer at Vireo Photography and Thane Phelan
What’s New in Education!
Christopher R. Nesmith
Assistant Principal/CTE Director
West Valley High School
Freshman Campus

West Valley has an emphasis on College and Career readiness for all students. Instead of viewing college enrollment as the finish line of their high school experience, we want students to view education as a way to meet their career and professional goals. We want Career and Technical Education programs meeting the employment demands of the Yakima Valley, students should be learning skills aligned to state and national employment standards. Finally, we want students in West Valley to become lifelong learners. In September of 2014 we opened a brand new machine shop which fits nicely into this vision.

Last month there were 8,300 manufacturing jobs in the Yakima Valley (Yakima County Labor Market Analysis - September 2014). Many of these manufacturing jobs go unfilled due to the present labor force not having the required skills. With high school programs emphasizing on career goals, students have the ability to prepare for a career with a wide open job market.

This machine shop enables West Valley’s Career and Technical Education Department to accomplish our three driving goals:
1. Every class should lead to a credit and/or certification.
2. Every program should lead to a trades – either Tech Prep (College Credit) or Technical Certification.
3. Every program should lead to a career – either Tech Prep (College Credit) or Technical Certification.

Our programs carry college credit and/or a recognized industry certification. Most importantly, we help students make connections between the next step in their education and their future career goals. With our Programs of Study, students have the ability to create connections from high school, through college, to career.

Never Before Seen in Yakima!
Fieldstone Memory Care Center, the newest progressive assisted living community in Yakima, has created a safer, more responsive care environment through the GE QuietCare® monitoring system.

This SMART technology enhances the quality of life and promote independence for the seniors in our care.

Buffalo Wild Wings Comes to the Yakima Valley

Buffalo Wild Wings will be bringing their award winning selection of wings and beers to the Yakima Valley, in early December, when they open their doors at the Valley Mall in Union Gap. Buffalo Wild Wings will feature 36 beers on tap, including local Yakima breweries, and over 20 signature sauces and dry rubs for their award winning wings. Along with their wings and beer, B-Dubs will also showcase the best sports viewing experience in the Yakima Valley. Their restaurant will feature wall to wall HD big screen TVs, a sophisticated AV system throughout the bar and dining room, every sports package that will feature all out of market teams, as well as Boxing and MMA matches.

Matt Speicher, Field Marketing Coordinator for Buffalo Wild Wings, said, “We are extremely excited to join the Yakima Valley community and team up with local organizations, schools and all levels of sports programs. We’re also thrilled to bring in the incredible beers the Yakima area has to offer for our guests to enjoy. We are always looking to bring the ultimate sports viewing experience to our Guests and being engaged with the community events and local breweries is a major part of that.

Buffalo Wild Wings plans on

Yakima Valley Tourism 25th Anniversary Holiday Reception

Yakima Valley Tourism invites you to celebrate it’s 25th Anniversary Holiday Reception December 4th 5:00 p.m. at the Yakima Convention Center in Downtown Yakima. Cost to attend is $15 per person or $10 with a new, unwrapped toy donation for Toys for Tots. With a Silver Celebration as the theme, there will be appetizers, local wines and craft beverages, entertainment and a silent auction. Sponsors to date include ActNow Automotive, Greater Yakima Chamber of Commerce, Holiday Inn & Holiday Inn Express, Moss Adams, and Yakima Federal Savings & Loan.

To RSVP call 509-575-3010 or e-mail laura@yakimavalleytourism.com

Wild Wings will feature 36 beers on tap, including local Yakima breweries, and over 20 signature sauces and dry rubs for their award winning wings. Along with their wings and beer, B-Dubs will also showcase the best sports viewing experience in the Yakima Valley. Their restaurant will feature wall to wall HD big screen TVs, a sophisticated AV system throughout the bar and dining room, every sports package that will feature all out of market teams, as well as Boxing and MMA matches.

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Buffalo Wild Wings plans on
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.

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