April 9th, 2015 - 1:00pm - 6:00pm - Convention Center

Job Fair & Trade Show

2015 Expo

Official Business Expo Agreement inside!

April 9th Details at www.yakima.org
The holidays start on Thanksgiving Day for most people, but if you ask my family, friends and co-workers, they all know I start listening to Christmas music the first of November. I love the holiday season which brings back so many dear memories for me. First of all, I think of my family and friends — remembering my mother and father, my grandparents, extended family, neighbors and classmates. This is enough to make the season great in itself. Then there are all of the community events that happen this time of the year which make the joyful feelings continue. The City of Yakima employees working on the street displays in mid-November brings back memories of my childhood and riding down Yakima Avenue with my family marveling at the lights and festive decorations.

No one can think of Thanksgiving without thinking of family and helping others including our own community family. The smiles, the food, the games and the music all kicking off this great season, which includes the big weekend downtown with the lighting of the community Christmas tree. We, also, have “First Friday” activities (which have become a monthly event of its own), Mr. Duke’s horse drawn carriage rides (which lasted all month long), free Santa photos, the Front Street Open House, the fantastic Yakima Symphony Orchestra at the Capitol Theatre and the Annual Christmas Light Parade.

How can anyone NOT find something fun and festive to do with friends and family? My family was fortunate enough to get tickets to the wonderful production of A.C. Davis High School’s “White Christmas” and the Yakima Youth Symphony which was a real holiday treat. We have various church and school plays, plus concerts. The “Parade of Trees” which is sponsored by Living Care Retirement Community, is open to the public and is a complimentary family event that shouldn’t be missed. They have rooms filled with beautifully decorated trees one could enjoy looking at for hours! Combine this with hundreds of bazaars, festivals and other events and there are always family activities to do. We, also, have the new Indoor Holiday Farmers Market, the wonderful Visitors and Convention Bureau’s holiday event and the fun-filled Chamber of Commerce’s “Old Fashion Holiday Office Party”. Add to this, the Union Gospel Mission, food banks and churches who provide for the less fortunate. Then there is the great job the Marines do with the Toys Tots drive helping make the season even brighter for little ones throughout the valley.

The new DAY (Downtown Association of Yakima) group introduced a holiday map with an event schedule which included a decorating contest and a passport event with free holiday gift baskets. With so many wonderful events and activities happening, it is hard to keep up with all of them! My family saw many excited folks riding the Santa trolleys (a great historic gem in our community). Our store (Ron’s Coin & Collectibles) was even visited by two groups of Christmas carolers! It was fun to see these folks taking time out of their day to brighten the season for others. So, whenever anyone says there is nothing to do, I tell them, “give me 10 minutes and I will give you a list of fantastic community events to have fun with and to experience the joys of the valley”. In closing, I want to say THANKS to all of you for making the Yakima Valley a wonderful place to share this special season!

Joe Mann
Chair of the Board of Directors

MESSAGE FROM THE CHAIR

The Holiday Season In Yakima

Your Greater Yakima Chamber of Commerce is an Effective Business Strategy!

*S 80% increase in the likelihood that consumers will patronize the business in the future.

“Vertical Market Impacts: Automobile Manufacturers
When consumers know that an automobile manufacturer is a member of the Chamber of Commerce, they are: • 21% more likely to have a favorable opinion of that company.

“Vertical Market Impacts: Insurance Companies
When consumers know that an insurance company is a member of the chamber of commerce, they are: • 29% more likely to report knowing a lot about the company • 36% more likely to think favorably of the company • 36% more likely to consider buying insurance form it

“Vertical Market Impacts: Restaurant Franchises
When consumers know that a national restaurant franchise is a member of the chamber of commerce, they are: • 68% more likely to eat at the franchise in the next few months

“Vertical Market Impacts: Franchises
When consumers know that a local franchise is a member of the chamber of commerce, they are: • 58% more likely to eat at the franchise

“Vertical Market Impacts: V.I.P. Loyalty Programs
When consumers know that a VIP loyalty program is a member of the chamber of commerce, they are: • 21% more likely to have a favorable opinion of the company.

*The study was conducted by The Shapiro Group, an Atlanta-based strategic consulting firm. It was commissioned by the American Chamber of Commerce Executives (ACCE), in cooperation with the Western Association of Chamber Executives.
MEMBER PROFILE

HOLIDAY PARTY

Thank you for your donations to the “2014 Old Fashion Holiday Office Party” at your Greater Yakima Chamber of Commerce, brought to you by Yakima Regional Medical and Cardiac Center.

Thanks to: Tretacci Cellars, Tieton Ciderworks, Kata Winery, Bale Breaker Brewing Co., Naches Heights Winery, Yakima Craft Brewing Co. for pouring and/or being served at the Party! Thanks to Paul Newman of Paul Newman Auctions for hosting!

RAFFLE PRIZES from:
- Bale Breaker Brewing Co.
- Bob’s Burgers and Brew
- Book Lovers Bookshop
- First Choice Life’s A Treat
- Howard Johnson Yakima
- Evergreen Financial Services
- Ron’s Coin and Collectibles
- Priscilla’s Chic Boutique
- Coffee Kaf from Ucna
- Holiday Inn Downtown
- Get Air Yakima
- X C C S: A National Collection System
- Yo Yakima - Self Serve Frozen Yogurt
- Parry Jewelers
- Fiddlesticks Gift Shop
- Tri Fly Construction
- Allain Limonaires, Inc.
- Active Life Chiropractic
- Russell’s Pizza and Gelato
- Tree Top
- Strand Apples, Inc.
- Gilbert Cellars
- Skateland Fun Center
- Olive Garden
- Ledgestone Hotel
- Westside Pizza
- Buffalo Wild Wings
- Fiddlesticks Gift Shop
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- Fiddlesticks Gift Shop

Fiddlesticks Gift Shop

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.

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.

NOW OPEN | TOURS DAILY

State-of-the-art care setting, focusing exclusively on residents with Alzheimer’s, Parkinson’s, and Dementia.

Learn more at fieldstonememorycare.com or call 965.5282.

Tieton Cider Works

The fruit that is used in Tieton Cider Works cider comes from Craig and Sharon Campbell’s Harmony Orchards in Tieton and Yakima. This land has been in the family since the 1920’s when Craig’s grandfather planted his first trees in Tieton, Washington. They have taken stewardship of the land seriously and have been farming organically for the last 25 years.

Growing different varieties of trees is truly what makes Craig happy and he is always looking for new varieties to plant and nurture. In 2008 he was introduced to cider apple varieties, those gnarly, inedible wild apple varieties needed to make great cider. He planted twenty-five varieties in a test block of two acres to study the growing patterns. From that original twenty-five, Craig has narrowed it down to the eight most suitable for commercial production, never closing the door on annual experimentation when he learns of a new variety.

We now have the largest acreage of cider apples and Perry pears in the state of Washington with 55 acres.

After 6 years growing cider apples and creating a new hard cider company in Tieton, Tieton Cider Works has moved to a new, much larger facility in Yakima. This larger location will allow the TCW team to grow the business, innovate new cider flavors and expand distribution into new states throughout the US. The company continues to be completely vertically integrated; they grow the fruit, press the juice, ferment, blend and bottle all on site, ensuring a fresh and high quality product.

The new location also offers the public a new and exciting destination to enjoy cider. The Tieton Cider Works “Cider Bar” offers six ciders on tap in a rustic and inviting location. The Cider Bar’s current winter hours are Wed. & Thurs. 4 – 8pm, Fri. 3-8pm, Sat. noon to 7pm and Sun. noon to 5pm.

Tieton Cider Works is located at 619 West J Street, Yakima, just off northbound I-82, off Hathaway Street, next to Elks Park. For information on private parties, tours and tastings, please visit the website at www.tietonciderworks.com.
**Liberty Tax Service**

Have you seen the Lady Liberty Wavers on the street corners during January through April 15th? It’s Liberty Tax Service’s goal to make you smile during your drive. Liberty also makes the tax experience a little less stressful. “While we take taxes very seriously, people are often very anxious when tax time comes around, so we’re relaxed in the offices and we have a little fun. Customers are smiling when they leave,” said owner Shannon Bird.

Liberty Tax Service has been owned and operated by Shannon and Dick Bird since 2009. With two locations employing up to 60 people in Yakima, Liberty tax is open year-round and offers guaranteed, professional income tax preparation for individuals and small businesses. Every Liberty tax professional has completed over 100 hours of intensive tax law training, passed a lengthy certification test, and are registered with the IRS as tax preparers.

The Liberty Tax offices offer income tax return preparation for current and prior years, amended returns, electronic filing, assistance with IRS letters, audits, and other issues, and free consultations. As part of the Liberty Tax commitment to the community, Liberty also offers free seminars at other businesses for lunchtime learning, after work, and on weekends covering over 50 subjects ranging from adjusting W-4s to information about the healthcare mandate requirements.

The Liberty Tax offices in Yakima have been Certified Acceptance Agents to help the Hispanic community since the Birds took over. Acceptance Agents are licensed by the IRS to facilitate applications for identifying numbers called Individual Tax Identification Numbers (ITINs) so undocumented workers may file income tax returns.

**Pasta Pronto Bistro**

Pasta Pronto Bistro is modeled after an already successful Pasta Pronto original store in Beaverton, Oregon which opened in September 1996 and has steadily grown in popularity and revenue. We are a small bistro, (50 inside and 16 outside seats), with the original concept as a counter-service style establishment, (moving to full tableside service in mid-November 2014), featuring freshly made pasta dishes and sauces available for dine in, take out or delivery, and catering. Our specials and menu options also include more ethnically diverse flavors featuring specialty salads, upscale sandwiches, salmon, beef tenderloin tips, and chicken dishes. Customers can also purchase local beer, wine and desserts to complement their main course.

During January through February 15th, customers who have their returns prepared through Liberty receive $50 and another $50 for referring a friend. “We don’t do a lot of media advertising,” Dick Bird said, “We rely on word of mouth. We are honest, ethical, and accurate and we truly appreciate the opportunity to help our customers. We continue to grow, thanks to the people of Yakima willing to give us a try.”

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RIBBON CUTTINGS

Maurices in Union Gap! Come and check out the new location! 2551 E Washington Avenue Union Gap WA

Hobby Lobby Celebrates Grand Opening of its Yakima Store, 2203 South 1st Street Yakima, WA

Triumph Treatment Center is a new Women’s Intensive Inpatient Drug and Alcohol Treatment Facility, 3300 Roosevelt Ave. Yakima.

The Ambassadors welcome Mr Key and his state of the art key services to the Chamber! Call for service (509) 480-2519

GALLERY

All members are encouraged to join us for Ribbon Cuttings! Register for email notifications at www.yakima.org

RIBBON CUTTINGS

Celebrating the opening of U.S. Cellular’s newest Location! 2550 W Nob Hill Blvd STE 104 Yakima, WA

Announcing new brand Berkshire Hathaway HomeServices (formerly Prudential Almon) 4112 Summitview Avenue Yakima

Lynchpin is a social learning community where students and families connect, learn, and grow together. www.lynchpinsfoundation.org

Active Live Chiropractic 609 S. 48th Ave. Yakima, celebrating two years and expanded services!
MEMORIAL FOUNDATION

Downtown Yakima Received “Main Street Designation”

January 7, 2015 (Yakima, WA) – The Downtown Association of Yakima (DAY) is pleased to announce that Downtown Yakima has been designated a Washington State Main Street Community by the Washington Trust for Historic Preservation. “We’re thrilled. This designation opens the doors to so many great things for downtown Yakima,” said DAY president Victor De Long. “Main Street offers a tax credit incentive program which will really help us get things moving. Now local businesses can apply for a Business & Occupation (B&O) or public utility tax credit and if approved, the state will offer a credit up to 75% of their contribution to DAY. This will allow DAY to hire a full time director whose sole job is to focus on our downtown – marketing and promotion; business recruitment and retention; special events; all the things that make a downtown a vital, healthy part of a community.”

Main Street is a comprehensive, incremental approach to revitalization built around a community’s unique heritage and attributes. Since 1984, the program has been helping communities revitalize downtown commercial districts. Other successful Main Street programs have been launched in Walla Walla and Ellensburg. DAY is a grassroots organization comprised of local property owners and business professionals committed to creating a lively downtown. For more information, please contact Victor De Long, DAY Board President at (509) 248-9991 or via email at victor@delonglawoffice.com.

BUSINESS BRIEFS

To submit a “Business Brief”, Announcements, staff changes, awards etc. Email brief copy and picture to thane@yakima.org. (copy may be edited for space) Include “Business Brief” in subject line.

MEMORIAL FOUNDATION

The Memorial Foundation: Community partner in building a healthy Yakima

Improved access to care.

Expanded programs and services.

Community education about health and wellness.

The Memorial Foundation has raised and distributed millions of dollars for local health programs, collaborating with our community in a locally led, locally supported effort to invest in a healthy Yakima. Whether it’s on-the-ground education provided in diabetes prevention classes or the high-tech prevention and screening offered by digital mammography, The Memorial Foundation has helped to improve the health of the Yakima community:

- $50 million raised in support of health programs and services;
- $17 million raised for capital improvements at Yakima Valley Memorial Hospital and the Memorial Family of Services, including North Star Lodge, Cottage in the Meadow and Children’s Village;
- Millions of dollars secured for community health programs and services.

“We are grateful for our community’s support and strive to leverage donations through innovation and community partnerships to achieve better health outcomes,” says Anne Caffery, President of The Memorial Foundation. The philanthropic arm of Memorial Family of Services, The Memorial Foundation is an independent, nonprofit organization led by a board of local, volunteer community leaders. All money bequeathed and donated to The Memorial Foundation remains in the local community to support health care needs in the Yakima Valley.

In fiscal year 2013, The Memorial Foundation devoted 89 percent of the $3.5 million raised to programs and services, rather than administrative costs.

Looking ahead to 2015, The Memorial Foundation allocated roughly $2.2 million for numerous programs and services, including:

- Creation of a pediatrics simulation lab and training center, with a simulated baby to help train medical and nursing staff to diagnose illnesses;
- Creation of a survivorship program at North Star Lodge;
- An Alzheimer’s and dementia conference to better educate both physicians and caregivers, made possible by community support;
- Critical and sustained support for numerous programs centered on four major initiatives – Children’s Health, Cancer Care, End-of-Life Care and Healthy Yakima.

“As the Foundation proudly celebrates its 25th anniversary in 2015, we look forward to many more years of philanthropic work in the Yakima Valley to improve the health of our community,” Caffery says. Healthy Yakima.

North Star Lodge

Cottage in the Meadow

Children’s Village

PACIFIC POWER

Report Power Outages Online

If your power goes out, you can now report the outage and stay informed of restoration status on Pacific Power’s website. Customers can log in at pacificpower.net/outage to make an outage report, get updates on a previously reported outage and elect to receive automated callbacks. Streetlight outages can also be reported online. Look for more enhancements in the coming months.

Pacific Power continues to make targeted investments in its electrical system to benefit customers and communities. Innovative solutions – from renewable energy options to easy ways to manage energy use – also provide customers greater choices. To learn more, visit www.pacificpower.net.

Central Washington State Fair Advertising Receives International Recognition

The Central Washington State Fair has received two Awards of Distinction for Communications from the International Association of Fairs and Expositions (IAFE) for their advertising campaign this past September. The Fair received a first place award for their radio commercial “What Does The Fair Say” and a third place award for a TV commercial under the same theme. The commercials were created by Yakima advertising firm Smith, Phillips & DiPietro, and produced by Breakout Productions of Yakima. These winners are selected from the membership of International Association of Fairs and Expositions, which has over 1,200 members from around the globe.

The awards were presented during the Awards Reception on Dec. 10, 2014, during the 124th annual IAFE Convention held in Las Vegas, Nev. The purpose of the competition is to improve the advertising and publicity programs of fairs and to provide recognition for those fairs doing an outstanding job.

Customers to Weigh In on Public Market/Incubator/Kitchen Concept

The City of Yakima has launched an online survey to gather input about whether local consumers would support the idea of creating a space that would be shared by a public market and a food business incubator/commercial kitchen. Both the public market concept and the idea of a commercial kitchen/food business incubator were mentioned as possible economic enhancement elements as part of the Downtown Yakima Master Plan, which was adopted by the Yakima City Council about a year and a half ago. The surveys can be filled out in either English or Spanish on the city’s website at the following link - http://www.yakimawa.gov/services/economic-development/.

The surveys will remain active until 5:00 pm on Friday, February 6th. Last August, the city surveyed potential public market vendors and potential incubator/commercial kitchen users. Now the city wants to hear from potential customers.
RENEWING MEMBERS

Chamber Members who renewed their Memberships in October & November 2014 – Please support these businesses that support your Chamber!

Members for 70-79 Years:
- M.G. Wagner Company - 77
- Halverson Northwest Law Group - 78

Members for 60-69 Years:
- Bank of America – Union Gap - 69
- Burrows Tractor, Inc. - 69
- Central Chain and Transmission Company - 67

Members for 50-59 Years:
- Shaw and Sons Funeral Directors - 53
- McKinney Glass - 56
- Cascade Natural Gas Corp - 59
- Argus Insurance - 54

Members for 40-49 Years:
- Isakas' Home Furnishings - 47

Members for 30-39 Years:
- All Seasons Heating and Air Conditioning, LLC - 39
- Langeven-Musseter Funeral Home - 38
- OFC of Washington - 30
- Tri-Ply Construction, LLC - 35
- United Way of Central Washington - 36
- Yakima Valley Community College - 37
- Yakima Valley Museum & Historical Assoc. - 31

Members for 25-29 Years:
- T & M Heating of Washington, Inc. - 29
- Leavitt Insurance - 29

Vintiques of Yakima Car Club - 27
Cowiche Growers, Inc. - 28

Members for 20-24 Years:
- Ken Leingang Excavating, Inc. - 23
- Thomas Upton Surveying - 21
- Triumph Treatment Services - 20
- West Valley School District #208 - 22

Members for 15-19 Years:
- Yakima Watermill, Inc. - 18
- Pacific Alliance Title - 18
- Homestreet Bank - 17
- Yakima Nation Legends Casino - 16
- Sound Mart - 16
- Minuteman Press - 16
- M SI Construction, Inc. - 16
- Orchard-Rite, Ltd. - 17
- Columbia Asphalt & Gravel - 16
- Glenmoor Green Apartments - 15
- Bruner Painting, Inc. - 15
- Englewod Garden Villas - 16
- AAA of Washington - 16
- Akland Pump & Irrigation Co., Inc. - 16

Members for 10-14 Years:
- Abbotts Printing, Inc. - 11
- D 2 Communications - 10
- Center for Counseling and Psychotherapy, LLC - 12
- Priuett, Jeffrey D., DMD - 14
- Mendith Furniture - 13
- Storage Court - 10
- Kana Winery - 10
- Valley Dermatology Associates - 12
- Valley Hills Funeral Home - 12
- Yakima Valley Farm Workers Clinic - 12

Members for 5-9 Years:
- First Fruits Marketing of Washington - 5
- Garden Dance - 6
- Beha Salon - 6

O'Hana Mammography - 7
Ledgestone Hotel - 7
So le Therapy Day Spa - 7
Urnmedina Yakima Valley Spa - 7
Retreat - 7
Crescent Healthcare - 7
Mayan Sun, Inc. - 8
Washington Fruit Place & Gift Shop - 8
Pacific Northwest University of Health Sciences - 9
Childrens Village - 9

Members for 1-4 Years:
- Abeyta Nelson P.C. - 1
- Blossom Place - 4
- Cascade Sign and Fabrication - 1
- AT & T - Union Gap - 3
- Inland Pipe and Supply - 3
- Office Max - 1
- Office Solutions Northwest - 3
- Century 21 Central Realty - 1
- Humane Society of Central Washington - 2
- Indikings - 1
- Mesa Apartments - 1
- Sun Country Inn - 1
- Copiers Northwest - 4
- Titan Capital Management - 4
- John Hunter Foundation - 4
- Treveri Cellars - 4
- M Sevigny Construction - 4
- A T & T Yakima - 3
- The Home Depot - 3
- Yakima Youth Soccer Assn - 3
- Send Out Cards - 3
- Cornerstone Home Lending - 3
- Youngevity Yakima - 3
- Bale Breaker Brewing Company - 2
- Washington Broadband - 2
- Washington Federal - 2
- Human Resources & Management Solutions - 2
- Pasta Pronto - 1
- Sinclair Floral - 1

NEW MEMBERS

We are pleased to announce the following new businesses have joined your Chamber during the months of October & November.

Buffalo Wild Wings
2529 Main ST
Union Gap, WA 98903
www.buffalowildwings.com

Elite Towing & Recovery LLC.
1312 S 18th ST
Yakima, WA 98901
(509) 457-4869
www.elitetowingandrecovery.com

Gray & Osborne Inc.
107 S 3rd Street
Yakima, WA 98901
(509) 453-4833
www.g-o.com

Pointe Pest Control
8510 W Arlington
Yakima, WA 98908
(509) 952-2770

Northwest Work Options INC
307 S 3rd Ave
Yakima, WA 98902
(509) 469-9240
www.nwworkoptions.com

Western Pizza
140 S 22nd Ave STE 130
Yakima, WA 98908
(509) 225-9820
www.westsidepizza.com

Buffalo Wild Wings Ribbon Cutting
December 2014

Yakima Valley of the Sun Barbershop Chorus
performing at the Chamber
2014 “Old Fashion Holiday Office Party”
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