

GREATER YAKIMA CHAMBER OF COMMERCE

# ACTION REPORT

Monthly News Magazine • May – June 2015



GREATER YAKIMA  
Chamber of Commerce



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2015 Ted Robertson Community Service Award Recipients

Yakima - 2015 All-America City Finalist!

How to Benefit from your Chamber Investment

Leadership Yakima Class of 2015 - Graduation & Alumni Celebration

Renewing Members - New Members!





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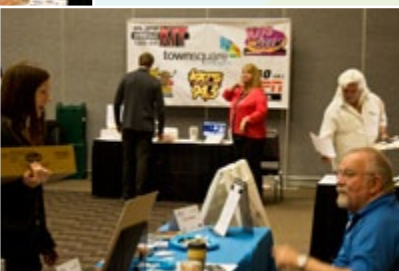
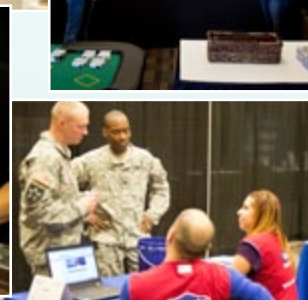
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**Mission Statement:** "The Greater Yakima Chamber of Commerce is an organization that promotes pride in our diverse communities through positive, active leadership aimed at creating a cohesive, successful business climate in our County."

Thanks to all of the participants at this years Business Expo, Veteran and Dependant Job Fair and Restaurant Showcase!



## ON THE COVER

Ted Robertson Community Service Award Announcement and All-America City by Thane Phelan

Action Report Layout & Design by: Amy O Graphics & Thane Phelan

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## MESSAGE FROM THE CHAIR



**Joe Mann**

*Chair of the Board of Directors*

### *Find Your Passion*

This month, just a few lines about volunteering and getting involved. We all have feelings or passions to see things better. We want to help, whether it's parks, pets, kids, or even the elderly and disabled. There are hundreds of nonprofits that always need help. I feel as little as one to three hours a month can make a big change in these efforts and at the same time can also change your life. Your outlook on the community will change and you will have become part of the solution. By bettering the community we better ourselves. So, sit down and search your soul, find your passion and go attack it! Give a little and get a lot in return. One person can make a difference...

Leadership Yakima is accepting nominations and applications for the "Class of 2016". Leadership Yakima is a program designed to develop future leaders for our community, designed to teach our current and emerging leaders the skills necessary to serve our diverse community and provides an opportunity to discover many different organizations and agencies that need volunteers and board members. You may apply for yourself or your employer can sponsor your attendance.

Leadership Yakima was established by Mel Wagner and Bob Hall through the Yakima Chamber Foundation in 1986. Nearly 700 participants have graduated from the Leadership Yakima.

Application and nomination forms are available on the "Leadership Yakima" page at [www.yakima.org](http://www.yakima.org)



# Welcome to Yakima

## FRUIT BOWL OF THE NATION

### Leadership Yakima Class of 2015 Graduation and Alumni Reunion

June 10, 2015  
Yakima Valley Museum  
5:30pm - appetizers, wine  
and Alumni networking  
6:30pm - dinner  
7:30 Guest Speaker and Graduation  
Register to attend at [www.yakima.org](http://www.yakima.org)  
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## PRESIDENT'S REPORT



**Verlynn Best**  
*President & CEO*

### *Know the Benefits of Your (INVESTMENT) Membership!*

If you have any doubts about any of your benefits call today, we work for YOU!

Here are ten ways to get more from your Chamber Of Commerce membership! Your business just joined or renewed your chamber membership for the upcoming year. You have JUST obtained a key to assist you with your businesses growth and prosperity. The question is: how do YOU use the key to unlock the opportunities YOU have purchased?

Here is a check list of ten THINGS YOU CAN do as a CHAMBER member:

- *Review the website listing for your business:* Make sure all the information is accurate - including emails and phone numbers and who they go to. As an owner of a business, do you want everyone contacting you directly or contacting your business? This is important, as your information is typically placed in directories and on the web for all to see. Log-in at [www.yakima.org](http://www.yakima.org) or email [thane@yakima.org](mailto:thane@yakima.org) if you would like a link sent to you to create a personal username and password.
- *Get Your Employees Connected:* Many times businesses only have a primary contact or two who receive emails and

information from the Chamber. Optimize your businesses potential to utilize all the services you have opened yourself to and have all your employees sign-up to receive chamber e-newsletters. This will allow your business the opportunity to take advantage of networking events, luncheons, trainings and leadership development opportunities you may not have thought of for your employees. If your business is a member, all of your employees are as well.

- *Display Membership Plaque Openly:* Studies have been done showing that people view Chamber membership as a sign of credibility for a business. The best way to show you are a member is to put those items in full view.



- *Make the Chamber an Extension of Your Business:* Are you looking for information about new businesses entering the community? Legislation that may affect your business. The Chamber should be the first call you make when you have a question you need help with. The Chamber may be able to answer your questions on the spot or refer you to someone who may have the advice you're looking for. Remember YOU are the chamber, your involvement in committees, task forces, and the board is what makes a successful Chamber and successful business community.
- *Take Advantage of Volunteer Opportunities:* There are numerous committees and opportunities to help lead the business community. Visit the "committees" page at [www.yakima.org](http://www.yakima.org) for a list of com-

mittees that will get you involved at the Greater Yakima Chamber of Commerce.

- *Meet One on One with the Director of your Account:* When having this meeting, know what your customers demographic is. A good Membership Representative will be able to provide you with the best events available for exhibiting and sponsorship opportunities which will promote your business. Your sponsorships are also an investment in the community and business programs that build a healthy community and make your Chamber stronger.

- *Attend Monthly Meetings:* Repetition at events creates an atmosphere of trust among members. People like to do business with people they know and see. Also, remember it is not the size of the event, but the opportunity to build relationships. Some small events have enormous value. The Greater Yakima Chamber of Commerce has monthly luncheons, Business After Hours, and weekly Coffee Club meetings, as well as committee meetings, and special events.

- *Get to Know the Chamber Staff:* These individuals meet with more business professionals than most people on any given day. Knowledge of who you are and what your business provides can make you an easy referral for them.

- *Get Social:* If your Chamber is on Facebook, LinkedIn or Twitter, find out what best fits you and participate in some of the discussions. Better yet, provide information that makes you the expert in your field. These are great places to promote your business without making a sales pitch.

- *Provide Input and Answer Surveys:* Many Chambers send out surveys throughout the year to find out information on how to best serve their members and the community. Take a moment to complete any survey - your answers can make a difference!

*These ten basic steps will provide you a strong return in your investment with your membership in the Chamber.*



**Past Board Chairs of The Greater Yakima Chamber of Commerce Announce  
2015 Ted Robertson Community Service Award Recipients**



The Ted Robertson Community Service Award was established in 1989 by the Greater Yakima Chamber of Commerce Past Board Chairs to honor individuals each year who have made major contributions to the betterment of the greater Yakima area. Ted Robertson, former publisher of the Yakima-Herald Republic, held a strong belief that good fortune earned in a community should be shared with that community. Ted also believed that we, as a community, ought to find more ways to honor people who distinguish themselves through their community service.

The honorees are selected by the Past Board Chairs of the Chamber for their inspiring leadership, achievements, and commitment to the improvement of our community as business people and citizens

of the Yakima Valley. The prestigious Ted Robertson Community Service Award has become the Yakima Valley's highest recognition for civic accomplishment and involvement. This year we will be honoring two recipients, Dr. Linda Kaminski, President of Yakima Valley Community College and Ronald R. King of Radio Yakima.

**Dr. Linda Kaminski** has been the President at the Yakima Valley Community College since 1995. In the last 20 years YVCC has enrolled over one hundred and five thousand students, awarded more than twelve thousand degrees and over four thousand certificates. YVCC has made nearly one hundred million dollars in capital improvements in the same time period.

Dr. Kaminski has been involved with numerous statewide educational committees and boards. Locally, she has volunteered and served with Yakima Rotary; For a Better Tomorrow Board; Greater Yakima Chamber of Commerce Educational and Government Affairs Committees; South Central Washington Workforce Development Council Executive Board; KYVE Public Television Board; Yakima Symphony Orchestra Board; Yakima County Development Association Board and Foundation; Yakima Valley Community Foundation "One Voice"; Yakima County Health Council; and many more.



**Ronald "Ron" King**, has been involved in Yakima Valley radio broadcasting for most of the past 58 years. He has served the business community as a professional broadcast sales consultant since 1967.

His involvement in community has extended far beyond his broadcast career. Ron is a past Director of the Jaycees and has also served on Boards for: Montessori School; Central Washington MS Society; Yakima County Development Association; Yakima Rotary; Yakima Visitor and Convention Bureau; Yakima Advertising Federation; Yakima Radio Broadcasters; Fort Simcoe Council of the Boy Scouts of America; 13 years on the Yakima Specialties Board; and the Greater Yakima Chamber of Commerce.



Ron has been an organizational, advisory, and/or fundraising volunteer for March of Dimes; United Way; Little League Baseball; Salvation Army; and Yakima Specialties Foundation (Past President). He was the sitting chair of the Greater Yakima Chamber of Commerce in 1985-86 the year "Leadership Yakima" was founded and became a graduate of the very first class. He has also served on almost every Chamber committee as a volunteer or chair over the past 30 years. He returned to the Chamber Board of Directors in 2009 and continues to organize the "Past Board Chairs" of the Chamber who honor him this year with their secret ballot to name him a Ted Robertson Community Service Award recipient.

*The Ted Robertson Community Service Award will be presented at the Annual Greater Yakima Chamber of Commerce Awards Black and White Night Gala - Thursday October 22nd, 2015 Yakima Convention Center Ballroom*



*Ribbon Cutting Event for Evergreen Home Loans at 3999 Englewood Ave #102 Yakima, WA. Find Evergreen online at [www.evergreenhomeloans.com/yakima/](http://www.evergreenhomeloans.com/yakima/)*



*The line went around the building for the opening of MOD Pizza at Rainier square! Stop in at 2550 W. Nob Hill Blvd.*



*The WCL East Division Champs Yakima Valley Pippins have moved downtown in the Larsen Building. Pick up your team gear and tickets for opening day June 5th!*



*Dickey's Barbecue Pit is open at Rainier Square! Dickey's Barbecue Pit is a national fast casual barbecue restaurant chain with authentic slow smoked barbecue. Offering catered boxed lunches, delivery buffet, and full service catering. Check them out at 2706 W. Nob Hill Blvd.*



## DOWNTOWN YAKIMA

### *Another Busy Event Season in Downtown Yakima Set for 2015*

In the last few years, Downtown Yakima has become a vibrant center for events and activities that appeal to a wide range of audiences. The lineup of events for 2015 will be the busiest yet and will highlight the cultural diversity that the Central Washington region is known for.

New to the growing list of downtown events is the Yakima Roots & Vines Festival, which will feature two separate stages packed with high-quality, non-stop music in the Historic North Front Street District on Saturday, May 16th. Among the top performers at Roots & Vines will be Bellingham-based Polecat; the string-infused quintet Fruition and duo Hillstomp, both of which hail from Portland, and Sleepy Man, a trio from New Jersey. The Yakima Roots & Vines Festival will run from 2:00pm to 10:00pm on May 16th. Tickets to the event will cost \$10.00 in advance and \$16.00 at the gate.



*The Yakima-Morelia Jazz All Stars were among the performers for the 2014 Lunchtime Live concert series.*

The third season of the free Lunchtime Live concert series kicks off its run of five shows at Performance Park (2nd Street and S Sgt Pendleton Way) on Friday, May 29th. The popular series will feature local and regional bands playing sets from 11:45am to 1:15pm every Friday from May 29th through June 26th.

Following a very successful debut in 2014, the Yakima Brews & Local Blues Bash returns to the Historic North Front Street District on Saturday, June 13th from 2:00 pm to 10:00 pm. In addition to performers like Nathan & the Zydeco Cha Chas, Curtis Salgado, and Too Slim & the Tail Draggers, the Brews & Blues Bash will include a wide variety of craft beers from the ever-expanding number of specialty breweries in the Central Washington region including Bale Breaker Brewing Company, Yakima Craft Brewing Company, Hop Nation Brewing Company, Berchman's Brewing Company, and Iron Horse Brewery. Tickets to the Brews & Blues Bash will cost \$10.00 in advance and \$16.00 at the gate.



The free, family-friendly Viva La Música concert series which also debuted last year, quickly became one of the most heavily attended events in our area. The 2015 series will run July 12th through September 13th at Miller Park (3rd Street and D Street). Viva La Música concerts will be held on Sundays from 5:00 pm to 7:00 pm, except for the special September 13th finale, which will start at 4:00pm, end at 7:00pm, and will feature special music to celebrate Mexico's Independence Day.



*The Viva La Música concert series drew huge crowds in its inaugural season in 2014*

The free Downtown Summer Nights concert series returns for a third season in 2015 and will again include well known groups like singer/songwriter Jason Spooner, country artist Aaron Crawford, and local and Northwest favorite Blake Noble. Downtown Summer Nights shows will run from 5:00pm to 9:00pm and take place each Thursday evening from June 18th through August 20th on 4th Street behind the Capitol Theatre. Food vendors, a beer and wine garden, and kids' activities will also be part of the Downtown Summer Nights series.

For more information on these and other activities going on this year in Downtown Yakima, check out the Downtown Association of Yakima website at [www.downtownyakima.com](http://www.downtownyakima.com).

## ALL-AMERICA CITY

### *Yakima, Washington Named Finalist for 2015 All-America City Award!*

This prestigious award honors communities developing innovative solutions to pressing problems.

Yakima has been recognized as a finalist for the 2015 All-America City Award. Given by the National Civic League to 10 communities each year, the award celebrates and recognizes neighborhoods, villages, towns, cities, counties, tribes and metro regions that have engaged residents in innovative, inclusive and effective efforts to tackle critical challenges.

The focus of this year's All-America City Award is on community efforts to engage and support vulnerable young men and boys, aligning with efforts such as The White House's "My Brother's Keeper" Initiative.

"At a time when the challenges facing our communities can seem overwhelming, places like Yakima are a critical reminder of the good work being done all across the country," said Gloria Rubio-Cortes, President of the National Civic League. "It's an example of what's possible when local government, business, nonprofits and residents come together to solve problems. That's why I am proud to announce that Yakima has been selected as a finalist for the 2015 All-America City Award."

A team representing Yakima will join residents; nonprofit, business, and government leaders; and young people from the 15 other finalist communities in Denver from June 12-14. The event gives finalist communities the chance to connect and share insights with other innovative communities and a chance to learn from national leaders in the field of civic engagement and innovation. Each community will then present the story of their work to a jury of nationally recognized civic leaders. The event is every bit as much about learning and networking as it is about competing for the coveted All-America City title. The Yakima All-America City Coalition will be presenting three civic programs featured in the All-America City application: Safe Yakima Valley's "100 Jobs for 100 Kids", Toyota of Yakima's "P.A.C.E Program", and the City of Yakima's "Gang Free Initiative".



*"100 Jobs for 100 Kids" in action at the Southeast Community Center*

In explaining the purpose of the award, Rubio-Cortes offered: "NCL isn't looking for the most prestigious, prosperous or 'perfect' communities – that's not what it takes to win the All-America City Award. The award celebrates communities of any size, geography, affluence, or influence, where residents and leaders roll-up their sleeves, and find creative solutions to challenging problems"

2015 All-America City Finalist communities are Marana, Arizona; Carson, California; Salinas, California; Stockton, California; North Lauderdale, Florida; Orlando, Florida; Tallahassee, Florida; Quincy, Illinois; Somerville, Massachusetts; Tupelo, Mississippi; Geneva, New York; Asheboro, North Carolina; Marshall, Texas; Petersburg, Virginia; Spokane, Washington; and Yakima, Washington.

This year's supporters are W.K. Kellogg Foundation and others.

#### *About The All-America City Award*

Since 1949, the National Civic League (NCL) has recognized and celebrated the best in American civic innovation with the prestigious All-America City Award (AAC). The Award, bestowed yearly on 10 communities (more than 650 in all), recognizes trail-blazing efforts to bring residents, local government, business and nonprofit groups together to tackle the most pressing local issues.



## MEMBER PROFILE

### Colonial Lawn and Garden Celebrates 30 Years

In 1978, as a junior at Ike, I began mowing lawns for local developer and friends, Groenig Developments. After graduation I briefly attended an out of state college. My previous employer hired a couple of small lawn mowing companies to replace the work that I performed for them after I left for school. Upon my return I presented a proposal to resume their lawn mowing services, but on the condition that I received a significant (back then) \$3.00 per hour increase in pay. I reasoned that I was saving them a lot of money. The rejected offer served as a “fleece” for me to start my own lawn care business. From an early age I was an entrepreneur! I named it Forsee’s Lawn & Garden. My generous father let me use his truck and utility trailer, and accompanied me as I bought my first equipment, a Snapper mower, Green Machine string trimmer and Blue Bird power rake. I attended YVCC on and off again with the intention of becoming a physician, fainting at the sight of blood, I changed my intended major to business. My little business grew and I soon started hiring employees. A military recruiter who had attempted to recruit me, frustrated that he hadn’t, stormed “are you going to mow lawns your whole life?” Well, the answer would turn out to be “yes”. Later I transferred to CWU .... all the while continuing with my business.

It was now 1985 and I was no longer motivated at college. (I never did receive an AA degree, but accumulated nearly enough credits.) Now with six employees, my business started to look like a viable career. Now engaged to Karla Melzer (we married in 1986), Colonial Lawn & Garden was born. She cosigned a note for the purchase of a Kubota tractor, which we still own. I was now officially in the landscape business! For three years we operated out of my dad’s small single bay garage (ironically I bought the home and reside there today), trucks and trailers lined the ally from Tieton Drive to St Helens. I am sure the neighbors hated it! Providentially the day the code inspector issued a cease order was the same day I closed on my 2-acre purchase far west on Tieton Dr. The year was 1989. We operated out of the shop and yard, but our office was in the basement of our home on the corner of 48th and Tieton. Jackson’s was kind to us, as they let us use their parking lot for parking. We later converted a building on our west property to an office. Now, we had the whole operation operating out west.

The drive time was excessive, and we out grew the west Tieton property, so in 2007, we purchased the Gardner Nursery 11 acre property, built a 5,000 sq ft shop and remodeled offices. This was a very big financial decision for me at the time. It nearly drove me nuts... but like all the previous risks and decisions, it paid off. The new location and property has turned out to be a great blessing.

Here we are 2015...30 years operating as Colonial Lawn & Garden. Many great people contributed and share my successful journey. Looking back, the glory goes to God. It was and is by his providence and grace that I have persevered along the way. Thank you to our clients and staff who have all patiently helped us grow. The journey is not over. We aspire to continue to grow Colonial Lawn & Garden. We want to serve our clients and provide great careers for those who share the vision that all started with one lawn mower.



## BUSINESS AFTER HOURS

**Business After Hours**  
**June 16th 5pm to 7pm**

**River Ridge Golf Course and Restaurant**  
**295 Golf Course Loop**  
**Selah, WA**

**Pasta pronto!**

**Business After Hours**  
**July 21st 5pm to 7pm**  
**Pasta Pronto Bistro**  
**420 S. 72nd Ave. Ste. 160**  
**Yakima, WA**

## BUSINESS BRIEFS

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

### New Placement Specialists are being added to the DVR team at Entrust Community Services



In order to meet the growing need for people with disabilities to find community-based employment, Entrust Community Services has added 2 new Placement Specialists to serve clients referred by the Washington State Division of Vocational Rehabilitation (DVR). Miranda (Randi) Chally and David Chisholm will begin working with DVR clients on April 1st. Randi and David bring 7 years of combined experience offering employment services to adults with disabilities. They both have experience providing job training, placement and retention services to clients referred from the Developmental Disabilities Administration (DDA). They are both well known in the community and are skilled employment service specialists. They join Jose Hernandez and Julie Almanza as DVR Placement Specialists, increasing the total number of available DVR Placement Specialists to 4.

Entrust Community Services would like to congratulate Bacil Shirley on his retirement! After retiring from the U.S. Air Force as a M.Sgt., Base went back to college to earn a degree in Social Work and Psychology and then joined Entrust Community Services in 2013. His sense of discipline, wide breadth of life experience and understanding of today’s employment market will be sorely missed. We wish him all the best in his next season of life.

### Karen Lervold Joins Heritage Moultray Real Estate Services

Residential REALTOR®, Karen Lervold joins Heritage Moultray Real Estate Services. Company co-owner and head of the Heritage Moultray residential division, Moriet Miketa said, “We could not be more pleased to have Karen



clients adore her!” Lervold has been selling real estate since 1998, first in Seattle and most recently with Berkshire Hathaway Home Services. There she earned “Top New Associate” in 2012, and “Outstanding Service Award” in 2013. Her sales average is between 30 to 35 homes a year. “Coming to Heritage Moultray is a very good fit for me. I like that it is locally owned and very connected to this community. There is an exciting, positive vibe in the office and that is invigorating.” Lervold is a graduate of Leadership Yakima and currently serves of the board for Cowiche Conservancy. She has been a volunteer for Pegasus Project and Junior Achievement.

### 2015 Celebration of Caring Held to Honor Local Employee Groups.

United Way of Central Washington held its first annual Celebration of Caring event on March 25, 2015. Campaign Chairs Bruce and Ann Willis led the community effort which raised a grand total of \$1,610,127 for social service programs in Central Washington. Several companies and their employees were highlighted during the evening’s festivities.

Tree Top Inc. employees were recognized with top honors when they received the Campaign Chairs Award for their multi-event campaign raising more than \$50,000 in employee contributions. Gilbert Orchard employees were recognized as “Best in Industry” for agriculture. Their expanded program exceeded \$30,000 in contributions. PEXCO employees were recognized as “Best New Campaign” after they rallied behind campaign co-chairs Steven Lewis and Martin Streich.

Industry Group award winners included: Diversified - The Dolsen Companies, Coca Cola, Cow Palace, and Harrah Feedlot; Government - City of Sunnyside; Education - Heritage University and Yakima School District; Insurance - Wells Fargo; Healthcare - Yakima Heart Center; Non-Profit - Yakima Family YMCA; Real Estate - Valley Title Guarantee; Financial Services - Moss Adams LLP; Professionals - Abeyta Nelson PLLC; Retail - Kohl’s, and Macy’s.

Also receiving recognition were Cow Palace employees and Yakima Heart Center employees for their innovation to expand employee involvement. Smith, Phillips & DiPietro Advertising & Public Relations were recognized for their comprehensive support to communicate United Way’s mission to strengthen individuals, families, and communities. Campaign Performance awards were presented to: Yakima Federal Savings & Loan; Building Materials Supply Co.; Yakima Valley Memorial Hospital; The Dolsen Companies; Yakima Regional Medical & Cardiac Center; Tree Top Inc.; Moss Adams LLP, Yakima Heart Center; and Elliott Insurance.



Julie Koeppen and Tom Hurson of Tree Top



## BUSINESS BRIEFS

### *We've Taken Our Game To A New Level! The Yakima Tennis Club Announces New General Manager*

The Yakima Tennis Club has hired Kathleen Goyette as their new pro tempore General Manager. Goyette comes to the YTC with an impressive resume and track record of success as the Director of Marketing for White Pass Ski Area where she's been a key part of the management team for 25 years.

"I can't tell you how much it means to the Tennis Club to have Kathleen at the helm. As a long-time member of the Club, Kathleen has first-hand knowledge and experience from that perspective, as a successful marketing professional in the Yakima Valley she understands the media and consumer landscape as well and can move our organization forward in a positive way while maintaining our mission and passion for tennis," said Yakima Tennis Club Board President Corinne Choy. "If you've ever met Kathleen, you know what a fantastic person she is. She has great relationships with members and staff. She is a truly genuine person who will do an excellent job representing the Yakima Tennis Club as our General Manager. Kathleen has 100% board support in her new role." The Tennis Club has already seen first-hand what can happen when Goyette's passion for tennis and marketing "know how" tackle a program. Last July she jumped in and restructured the Junior Program. Not even a year later, the program has quadrupled, and just as important, a new sense of enthusiasm and love for the game now exists with kids in our community. When asked to describe her approach to tennis in general and the kind of philosophy she'll bring to the GM position, Goyette had a simple response, "Tennis anyone? No, how about tennis everyone! What I have come to learn about this great sport is that given an opportunity, just about everyone can enjoy and maintain a healthy lifestyle through tennis. Tennis offers families a sport they can play together and it's a win whether you pursue it for fun and fitness or for the competitive opportunity it provides. I am excited to share my love for the game with the Yakima Tennis Club and with our entire community." Before joining White Pass

in 1989, Goyette owned St. Louis Tennis and Fitness in St. Louis, Missouri and managed Sunset Tennis Center also located in St. Louis. Goyette has been a certified United States Tennis Association Elite Professional and locally she co-founded Fit Kids USA and Family Field Day. She currently serves on the Yakima Valley Tourism board and is an alumna of the University of Minnesota. Goyette is married to Reid and has two daughters Caroline and Chloe who share their mother's love for tennis. Goyette's first official day was April 16. She will stay on as the acting General Manager until the end of August when ski season marketing picks up again. It is our hope to have her stay on in an advisory capacity at that time. The Yakima Tennis Club is the premier tennis club in Yakima. The club was established in 1959 and is a member owned club totally dedicated to tennis in the Yakima Valley. With a grand total of 21 courts (8 indoor and 13 outdoor) the Yakima Tennis Club prides itself on family, fun and fitness all in the name of tennis.

### *Alaska Airlines Adding Fourth Daily Flight Between Yakima and Seattle*



An effort by the City of Yakima to boost the number of people flying into and out of the Yakima Airport in order to convince Alaska Airlines to add a fourth daily flight between Yakima and Seattle has paid off. A marketing campaign called FLYYKM, which the City launched last spring, helped the Yakima Airport exceed an annual "load factor" target for 2014 set by Alaska Airlines in order for it to consider enhancing air service between Yakima and Seattle. The load factor is a measure of the percentage of seats that are filled on flights to and from an airport. Alaska Airlines, the parent company of the only commercial air service provider at the Yakima Airport, Horizon Air, told City representatives last year that if the annual load factor on Horizon flights in 2014 reached 75%, an additional daily flight might be added. The 2014 load factor

was 76% up from 71% the previous year. As a result, Alaska Airlines has announced that in late August of this year, the Horizon Air schedule will include a new 4:10pm flight from Yakima to Seattle and a new 3:00pm flight from Seattle to Yakima. "Having a fourth daily flight between Yakima and Seattle provides travelers with more flexibility," said Economic Development Manager, Sean Hawkins. "The additional flight will make flying in and out of the Yakima Airport a more attractive option. It will eliminate the long layovers in Seattle that passengers have experienced in recent years," said Hawkins. "The City is grateful that Alaska Airlines has made the decision to add a fourth daily flight between Yakima and Seattle and is pleased the FLYYKM campaign played a part in it."

Although Horizon won't add this fourth daily flight to and from the Yakima Airport until August 23rd, people will be able to start booking seats beginning that date within the next few days.

The last time Horizon offered four daily flights between Yakima and Seattle was about five years ago. In 2009, the Yakima Airport's annual load factor was about 59%, prompting Alaska to drop a flight from the Horizon Yakima-to-Seattle schedule in 2010, leaving just three flights a day to and from Yakima.

After the City unsuccessfully applied for a federal Small Community Air Service Development Program ("SCASDP") grant in 2013, it decided to invest \$75,000 in local money to the FLYYKM marketing campaign. The campaign was launched in March 2014 and utilized multiple media platforms to point out the relative cost of flying in and out of the Yakima Airport versus driving to either SeaTac or the Tri-Cities Airport in Pasco.

The City applied again for a SCASDP grant in late 2014 and learned earlier this year that it had been awarded \$290,000 in federal funds. The City will match that amount, meaning almost \$600,000 will be invested in the FLYYKM campaign.

As of August 23rd, Horizon will fly out of Yakima at 5:40am, 11:30am, 4:10pm, and 6:20pm. Flights to Yakima from Seattle will be at 10:15am, 3:00pm, 5:10pm, and 11:20pm.

## MEMORIAL



### **\*MEMORIAL: Building healthy families from the beginning**

Caring for your family is our top priority, whether you're just thinking about starting a family or if you already have three kids at home. Memorial has long been trusted by Yakima families to bring new babies into the world, welcoming more than 28,000 babies in the past decade alone, and has developed one of the most comprehensive and sophisticated maternity care programs in Washington.

Family planning and genetic counseling are available to parents-to-be to help prepare for a new baby. And as one of four perinatal centers in the state, we offer the comfort of knowing a team of specialists is nearby should there be any complications with mother or baby. The Neonatal Intensive Care Unit provides specialty care for at-risk infants, and nurses estimate more than a third of the babies treated in the NICU were born to parents who expected a healthy delivery and did not anticipate that they might need extra care and skilled nursing.

Memorial's support system for families also helps to ease the transition. We offer a wide variety of classes that offer proven strategies for preparing for a new baby and caring for a new arrival after he or she is born:

- Prenatal yoga helps to decrease tension and improve flexibility and strength



- Childbirth education classes, after the 25th week of pregnancy, help to prepare moms-to-be for labor and childbirth
- Infant CPR class teaches you how to recognize when a baby needs rescue breathing and how to perform CPR on an infant
- Boot camp for new dads enables first-time fathers-to-be to learn about fatherhood from other men
- Baby basics class teaches you all about baby care, diapering, swaddling, taking your baby's temperature and more
- Learn more about the special bond developed during breastfeeding in a class designed to help you to overcome any breastfeeding challenges
- A young and pregnant class is geared for teen moms and their partners to learn more about childbirth and issues teens face when pregnant

Memorial also brings together moms to share experiences and offer tips and advice for making the job of caring for a newborn a tiny bit easier, whether it's through the mom and baby group or a breastfeeding support group.

Welcoming a new baby, while exciting, can be stressful. Memorial is here to ensure you and your family thrive.

Healthy Yakima.

**\*MEMORIAL**

*Family of Services*



## RENEWING MEMBERS

### *Chamber Members who renewed their Memberships in February & March 2015 - Please support these businesses that*

#### Members for 1- 4 Years:

Snoqualmie Casino – 1 Year  
Centerplate – 1 Year  
Eyemart Express – 1 Year  
River Ridge Golf Course and Restaurant - 1 Year  
Cowiche Canyon Kitchen & Icehouse – 1Year  
WFS Enviornmental – 1Year  
Rod's House – 1 Year  
Inland Acupuncture PC – 1 Year  
The Quilters Café – 1 Year  
US Cellular -1 Year  
Wilridge Winery and Vineyard – 1 Year  
Fieldstone Memory Care – 1 Year  
Willamette Dental Group – 1 Year  
SKA Office – 1 Year  
Total Care Home Health – 1 Year  
WFS Envionmental – 1 Year  
Glacier Basin Distillery LLC 1- Year  
SAFE Yakima Valley – 1 Year  
Daryl Erdman – 1 Year  
Active Life Chiropractic – 2 Years  
Edward Jones – Alicia Loyd, Financial Advisor  
Cabelas – 2 Years  
HAPO Community Credit Union – 3 Years  
Soelberg & Associates – 3 Years  
Skyline Home Loans – 3 Years  
Yo Yakima – 3 Years  
Central Washington Vascular Center – 3 Years  
Running Springs Ranch – 3 Years  
Rainbow International of Yakima – 3Years  
E/Step Software, Inc. -4 Years  
Walmart – 4 Years

#### Members for 5- 9 Years:

DIVCO – 5 Years  
Pocketinet Communications Inc. – 5 Years  
Patrick Construction – 5 Years  
The Print Guys – 5 Years  
Holiday Inn – 5 Years  
Barth Clinic – 7 Years  
Standard Paint and Flooring – 7 Years  
Terrace Heights Family Pet Center – 7 Years  
Granite Construction Inc. – 7 Years  
Jack-Sons Sports Bar – 8 Years  
Cascade Foot & Ankle – 8 Years  
C.I. Shred – 8 Years  
Evergreen Business Capital – 9 Years  
Yakima Secure Self Storage – 9 Years  
Doug Lemon Rentals – 9 Years

### *support your Chamber!*

WRP Gateway LLC. - 9 Years  
Small Business Development Center – 9 Years  
Party Palace Inc. – 9 Years

#### Members for 10 -14 Years:

Catering Creations By Toni – 11 Years  
Alliant Communications – 11 Years  
Kroner Chiropractic – 11 Years  
All About Fun – 12 Years  
Airporter Shuttle – 12 Years  
Campbell & Gwinn – 12 Years  
C & H True Value Hardware – 12 Years  
Impact Directories of Washington - 12 Years  
Roto Rooter, Bushnell Plumbing Inc. – 12 Years  
Yakima Battery & Auto Electric – 12 Years  
Affiliated Financial Corporation – 13 Years  
Better Business Bureau – 13 Years  
Bud Clary Toyota of Yakima- 13 Years  
Casino Caribbean – 13 Years  
Manhasset Specialty Company – 13 Years  
Merit Resources Services – 13 Years  
Trucks Plus – 13 Years  
Steve Hahn's Mercedes, Volkswagen, Kia – 13 Years  
Pizza Hut – 14 Years  
Chesterley Meadows Assisted Living – 14 Years  
Yakima Grocery Outlet – 14 Years  
Northwest Harvest – 14 Years  
Outback Steakhouse – 14 Years

#### Members for 15-19 Years:

Creekside Business Park of Yakima – 15 Years  
State Farm Insurance – Linda Roth - 15 Years  
Systems West, LLC – 15 Years  
JV Accounting – 15 Years  
Cole Industrial. Inc. -15 Years  
R.E. Powell Distribution – 15 Years  
Menke, Jackson, Beyer, Ehliis, Harper & Plant, LLP – 15 Years  
Accounting Office, Inc. – 15 Years  
Trailers Inn RV Park of Yakima, LLC – 15 Years  
Vision Craft, Inc. - 15 Years

A & A Motor Coach, Inc. – 17 Years  
Amerigas – 17 Years  
Don Jordan Emergency Systems, Inc. – 17 Years  
Central Washington University – Yakima Center – 17 Years  
Holiday Inn Express - 17 Years  
Macro Plastics WA. – 18 Years

#### Members for 20-29 Years:

Pacific C A Systems, Inc. – 20 Years  
Yakima Valley Landlords Association – 21Years  
Associated General Contractors – 21 Years  
RBC Wealth Management – 21 Years  
Olive Garden Italian Restaurant – 22 Years  
The Memorial Foundation – 23 Years  
H & R Block – 23 Years  
Yakima Tennis Club – 24 Years  
Perfect Pavers, Inc. – 25 Years  
Nob Hill Water – 28 Years  
Fidelity Title Company – 29 Years  
The Capitol Theatre – 29 Years  
Green Baron, Inc. – 29 Years

#### Members for 30-39 Years:

Elwood Staffing – 30 Years  
Entrust Community Services – 30 Years  
Central Washington Home Builders Association – 30 Years  
Edward Jones- Gary Lackey, Financial Advisor -31Years  
Yakima Specialties, Inc. - 32 Years  
Glacier Sales, Inc. – 33 Years  
Hurley & Lara, Attorneys At Law – 33 Years  
Lyon, Weigand & Gustafson P.S. – 33 Years  
Coastal Farm & Ranch – 34 Years  
Conover Insurance, Inc. – 34 Years  
Holbrook, Thomas E. D.D.S, P.S – 34 Years  
KDF Architecture – 35 Years  
Finney, Falk, Naught & Remy - 35 Years  
American Red Cross -35 Years  
Metals & Machining Fabricators, Inc. – 36 Years  
Planned Parenthood of Greater Washington & Northern Idaho – 36 Years  
Standard Paint & Flooring- Downtown

Yakima – 36 Years  
Yakima Cooperative Association – 36 Years  
YCCS – A National Collection System – 36 Years  
Kameo Flower Shop – 37 Years  
Chalet Dental – 38 Years  
Stanley S. Pratt – Individual Member – 39 Years

#### Members for 40-49 Years:

Moss Adams, LLP – 44 Years  
Westwood Golf Course – 48 Years

#### Members for 60-69 Years:

Terrace Heights Memorial Park – 60 Years  
Yakima Valley Memorial Hospital – 65 Years  
Washington State Fruit Commission – 67 Years

#### Members for 70-79 Years:

Key Bank – Downtown Yakima - 75

#### Members for 80-89 Years:

Northwest Farm Credit Service - 81  
Roche Fruit Company, Ltd. – 88 Years

#### Members for 90+ Years:

International Paper - 103 Years

## NEW MEMBERS

*We are pleased to announce the following new businesses have joined your Chamber during the months of February & March 2015*

Evergreen Home Loans  
3999 Englewood Ave #102  
Yakima, WA 98902  
(509) 594-4672  
[www.evergreenhomeloans.com](http://www.evergreenhomeloans.com)

The Crystal Touch  
15 N Naches Ave  
Yakima, WA 98901  
(509) 426-9204  
[www.thecrystaltouch.com](http://www.thecrystaltouch.com)

Dickey's Barbecue Pit  
2706 W Nob Hill BLVD STE C  
Yakima, WA 98902  
(509) 833-0637  
[www.dickeys.com](http://www.dickeys.com)

MOD Pizza  
2550 W. Nob Hill Blvd.  
STE. 100  
Yakima, WA 98902  
(509) 759-7364  
[www.modpizza.com](http://www.modpizza.com)

Grand Canyon University  
[www.gcu.edu](http://www.gcu.edu)

Friendly Automotive West  
5812 Summitview Ave  
Yakima, WA 98908  
(509) 966-1090

Bossophone Lounge Duo  
[www.bossophone.com](http://www.bossophone.com)  
(360) 553-8486

Rent Ready Rental Agency & Property Management  
3508 Fairbanks Ave  
Yakima, WA 98902  
(509) 952-6161  
[www.rentreadywa.com](http://www.rentreadywa.com)

Gesa Credit Union  
901 Triple Crown Way

Yakima, WA 98908  
(509) 248-6942  
[www.gesa.com](http://www.gesa.com)

Image Point Mobile Medical Services  
15 N Naches Ave STE 10  
Yakima, WA 98901  
(509) 930-1380  
[www.imagepointmms.wordpress.com](http://www.imagepointmms.wordpress.com)





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