



**FOR IMMEDIATE RELEASE**  
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## **New Vision Unveils Websites to Help Employers Attract Talent**

New Vision, the Yakima County Development Association, is pleased to announce it has created two new websites that should help local employers recruit technical and professional employees to the Valley. The sites are both up and running:

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

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

According to New Vision President Dave McFadden, “During our **Blueprint Yakima Valley** planning initiative last year, many businesses said they had difficulty filling key positions. Our **Blueprint** project consultants also confirmed that attracting skilled employees is a national issue, especially in light of expected baby boomer retirement.”

Over the past year New Vision worked with a committee of human resource professionals, employer representatives, and realtors to develop strategies that would help address issues and questions that come up when firms are recruiting prospective employees. The group came up with several strategies and felt that creating new websites should be a top priority.

The **liveyakimavalley.com** site provides comprehensive information on the region and its communities. “Our group realized that there is no single data rich site where potential newcomers can learn about the Valley”, said McFadden. “Our site is countywide, which is unique. It also provides information on just about every topic imaginable for someone considering a move to Yakima County.”

Created as a companion to [www.liveyakimavalley.com](http://www.liveyakimavalley.com), the **workyakimavalley.com** site is a job and career portal. Visitors can access local and national job boards to search for employment opportunities within the region. Local employers can use the site to list their job openings. As a special feature, the development association built a

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Twitter-based employment feed that profiles new job postings. McFadden said, “Our advisory group felt a companion job search page was important. Oftentimes employers need to help spouses find a job in order to land a preferred candidate. In other cases talented people may want to relocate or come back to the region but they need to find a job first.”

New Vision plans to promote the site to local employers and make improvements to both sites in 2010. The development association will market the site to local employers and reach out in particular to human resource professionals. Refinements to the site are also anticipated. According to McFadden, “We are very pleased with the sites but know that more edits and content are still needed. Websites need to change and improve constantly so we are encouraging people to contact us at 509-575-1140 or [newvision@ycda.com](mailto:newvision@ycda.com) if they have ideas, content or photos they want to share with us.”

Now that the new websites are up and running, New Vision will focus on other “talent attraction” strategies in 2010:

- Develop a trained cadres of community ambassadors who can welcome and orient new professionals to the area;
- Host periodic events to introduce new employees to community leaders from around the valley;
- Support production of YouTube Videos featuring “day in the life” stories from local professionals;
- Work with other local partners to develop a special Yakima Valley lifestyle magazine insert that would target the Puget Sound region; and
- Organize a Yakima Valley promotions group to explore how social media (facebook, twitter, etc.) can leverage publicity surrounding our lifestyle and specific community events.

“Attracting talented people to the Valley is more than just websites”, says McFadden. “Our strategies for 2010 focus on public relations and building an effective support network for newcomers to the region.

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**About New Vision, the Yakima County Development Association:** New Vision is a countywide economic development association that works to attract and grow business within the Yakima Valley. Founded in 1985, the association has helped dozens of companies expand or locate within the region. Companies receiving New Vision help have created over 3000 new jobs and these firms have a \$400+ million dollar annual economic impact on the regional economy.