

# Handwritten notes add personal touch

By Sandy Hershelman

I have a note from the amazing Henry and Marjorie Rogers tacked on my office wall, "We're so happy for you. Congratulations and best wishes for your success in your new venture. With your talent, we know you will do well!"

The Rogers picked up on a new adventure of mine from a snippet in the newspaper. Six years later, the note still makes me smile!

In our crazy, busy, information-packed world, many common courtesies have been shuffled aside. Thank-you notes are still expected. More powerful, though, is the out-of-the-blue handwritten note; the one that's written "just because."

For those of us who send and receive a bazillion e-mails each year, the handwritten message really does stand out. There is marketing power in that handwritten note.

As kids, we were all taught to write thank-you notes. Mom sat us down, as I moaned and groaned about writing Auntie a thank-you for the awful fire chief's helmet with a microphone and speaker in it. Ok, so that's my memory. I was 12 (going on 17) and a girly girl.

I'll betcha 10 bucks that 96 percent of you would start a thank-you note with "Thank you for the beautiful whatjamajigger..." Try this twist, "Marianne, your phenomenal taste never ceases to amaze me! That whatjamajigger was gorgeous! Thank you so much!"

See the difference? You are complimenting the gift giver, offering a warm hug across those three sentences. That note just may be tagged as a keeper.

"A word of encouragement, during a failure, is worth more than an hour of praise after success." That old Anonymous has some pretty good insights. A note when a project takes a nosedive is like getting a bear hug in the mail. A funny card, with a personal message inside, may be even more appropriate. You want to show that you do indeed care.

Always keep an attitude of gratitude and you'll touch people's hearts. Write a note to tell someone how much his work was appreciated and how he's made a difference in your life.

If you truly want to follow through, add, "I'd love to get together sometime soon and talk about how you made such a success out of...*whatever*."

Make sure you really want to meet with him because chances are good you'll get a response. To have true success at this handwritten networking effort, you have to be genuine and really mean what you say. Most folks have a built-in radar for detecting insincere praise or weak thank-yous.

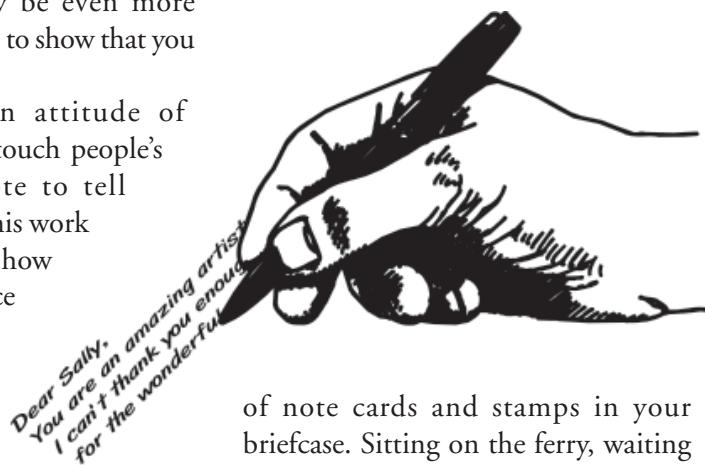
Kick the experience up a notch. Don't just use the standard embossed thank-you cards. Use an image or design that shows your character. (You are a character, aren't you?)

Are you a photographer? Use one of your images. Do you have a really cool logo? Use it on the card or notepaper. Venture into a stationery store. Explore the cool papers. Use quality stationery. People will notice.

Hallmark says that three percent

of the six billion cards sold in the United States each year are thank-you cards. Forty percent of stationery users are men. (So guys, you're not off the hook.)

You're reading this, groaning, "I have no time," aren't you? Keep a pack



of note cards and stamps in your briefcase. Sitting on the ferry, waiting for the doctor, picking up your child after school—all provide a few minutes to write a note.

Don't use thank-you notes as a direct sales tool. Their mission is just to show how much you care. They're service, not sales. But it all comes around. So few businesses send out handwritten cards these days that you will stand out. People will know you care. You'll make the receiver feel special. And you'll begin to get more referrals.

Cardstore.com surveyed 1,000 small businesses that began sending out personalized cards. The online card service found that 30 percent of them had a sharp increase in business as a result.

For some, handwriting notes makes them feel empowered. For me, whose fingers have been glued to a

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# Built Green Charter Members

Charter membership perks were offered to all JCHBA members, who joined Built Green™ of Jefferson County by March 1, 2007. The names in bold are the men and women who recognized the value of our Built Green program and the JCHBA—and joined both! Thank you all for jumping onboard!

Blue Heron Construction (Randy Welle)  
Carl's Building Supply (Lawrence Johnson)  
**Cherry Street Builders (Denis LaBrie)**  
Coker DesignWorks (Kevin Coker)  
Edensaw Woods, Ltd. (Kiwi Ferris & Charlie Moore)  
First Federal Savings & Loan (J. Piper)  
Teresa Goldsmith, GRI (John L. Scott Real Estate)...our first green REALTOR®  
Groves & Co. (Jim Groves)  
**H & N Construction (Norm Fraker)**  
Hadlock Building Supply (Morris James & Joe Lovato)  
**Rose Hare (RE/MAX First, Inc.)**  
Harold Moe Construction (Marianne Moe)...our first builder member  
Hope, Inc. (Jim & Marsha Eades)  
Kelley Shields/KSI, Inc. (Dennis Kelley & Dennis Shields)  
Kimball & Landis; Kimball Woodworks (Fred Kimball)  
Kevin Miller, AB, CRS, GRI (Windermere Port Ludlow)  
**Jan Marquardt (John L. Scott Real Estate)**  
Mountain Propane (Rick & Laurie Gore)  
Olympic Design Group, Inc. (Ann Raab)...our very first company to sign up  
**Solution Building (Rob Gruyé)**  
Tollefson Builders (Rick Tollefson)  
**Sus'n Kai Wilson (Coldwell Banker Forrest Aldrich; Design Quest Interiors)**  
**Vintage Hardware (Ken Kelly)**

#### Corporate and government sponsors:

Energy Star Northwest  
Jefferson County

Puget Sound Energy (Al McKiernan)

And of course, the Jefferson County Home Builders Association



## *In memoriam. . .*

Jeff Cote

May 22, 1956 – March 24, 2007



"Jeff built his houses like he lived his life—plumb, level and square." Our condolences, love and prayers go out to Melinda and the rest of Jeff's family.  
[www.mysterybaycottagesllc.com](http://www.mysterybaycottagesllc.com)

## Handwritten Notes

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keyboard for the past 20 years, handwriting a note really takes A LOT of effort. The fact that my handwriting stinks makes it even harder.

Sadly, note cards don't come with spellchecker. If you can't spell, you could really end up looking like an idiot, if you don't check and double-check your spelling and grammar.

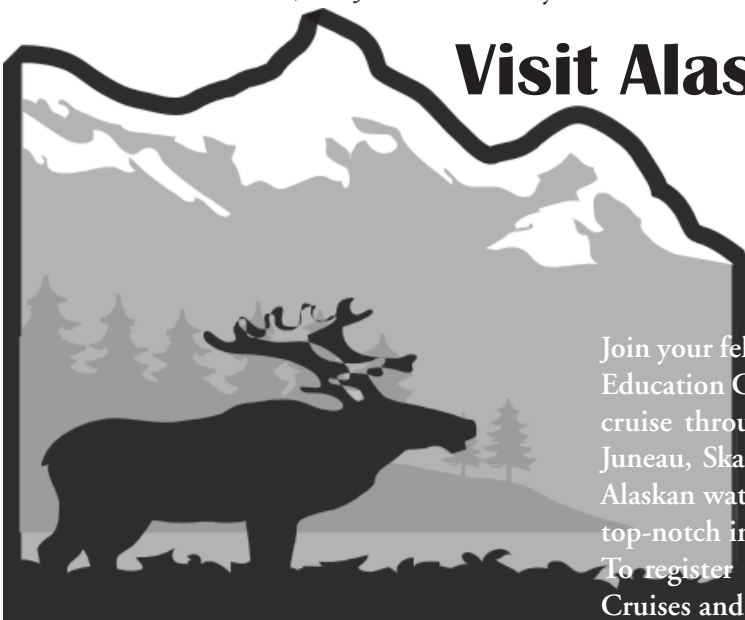
So yes kids, Mom was right. You should always send out those thank-you cards. It's never too late to send that note of appreciation. Forging solid relationships is one key to success in business...and in life.

## Visit Alaska. . . the last great frontier

### from \$849

(airfare, taxes & gratuity extra)

Join your fellow BIAW members September 9-16, for the 2007 BIAW Education Cruise. Sail aboard the remarkable *Sun Princess* for a 7-day cruise through the Inside Passage with ports-of-call in Ketchikan, Juneau, Skagway and Victoria, B.C. While cruising the crystal clear Alaskan waters, broaden your educational and business horizons with top-notch instructors and award-winning workshops and seminars. To register or for more information, call Heidi Workman at R&D Cruises and Tours at 800-988-9282.



# Welcome our new members

Please welcome our new members the next time you do business together!

**Denis LaBrie**

**Cherry Street Builders**

2128 Spruce Street  
Port Townsend, WA 98368  
360.379.5781 (phone and fax)  
denislabrie@aol.com

**Sponsor: Kevin Coker, CPBD, AIBD**  
*Coker Design Works*

**Mike and Michele Henery**

**Henery's Garden Center**

406 Benedict Street  
Port Townsend, WA 98368  
360.385.3354  
360.385.3145 (fax)

henerysgardencenters@olympen.com  
**Sponsor: Rick Gore**  
*Mountain Propane*

**Tim Gibbs**

**HiLine Homes, Inc.**

92 Kala Square Place  
Port Townsend, WA 98368  
360.379.1799  
360.379.4171 (fax)  
tim\_gibbs@hilinehomes.com  
www.HiLineHomes.com  
**Sponsor: Sandra Toy**  
*HomeStone Mortgage*



## Weinstein Bill dies in House

Friday the 13th was indeed a good day. Senator Brian Weinstein's (D-Mercer Island) so-called "homeowner bill of rights" (SB5550) failed to move out of House Rules Committee and did not receive a floor vote before the 5 p.m., April 13 deadline.

As previously reported in the Building Industry Association of Washington's *Lawmaker Review*, House Speaker Frank Chopp (D-Seattle) does not want to consider SB5550 this year and would rather study the issue of warranties/consumer protection over

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*Pretend that every single person you meet has a sign around his or her neck that says, "Make Me Feel Important." Not only will you succeed in sales, you will succeed in life.*

—Mary Kay Ash  
Founder, Mary Kay, Inc.  
"Most Outstanding Woman in Business in the 20th Century"

the interim.

BLAW continues to be cautiously optimistic that Weinstein's bill is dead for the session, but will watch Weinstein to make sure he doesn't try to amend SB5550 to another bill.

Contractors and design professionals already have high insurance premiums and enormous state regulations to follow. Weinstein said SB5550 would only effect those few contractors who do bad work. Significant research and review by various building industry and design professional associations found otherwise: SB5550 would have a devastating impact on our state's housing and economy, if passed.

## Congrats, Ann!

Ann Raab's Rainshadow Green Design booth won the Best Customer Service Award at the North Peninsula Building Association's Building, Remodeling and Energy EXPO.

Ann owns Port Townsend's Olympic Design Group, Inc..

## Committee Corner

**Membership:** New committee members are welcomed! Call Sandra Toy at 379.6425, or [stoy@homestone.com](mailto:stoy@homestone.com).

**Home Builders Care:** Know ways the JCHBA can spread goodwill in the community? Call Liz Coker at 385.2739, or e-mail [lizannecoker@msn.com](mailto:lizannecoker@msn.com).

**Home Show:** JeffCo Home Show is May 3-4, 2008. Want to participate in, or help organize, the event? Call Joy McFadden at 301.2008, [jmcfadden@ewfsc.com](mailto:jmcfadden@ewfsc.com). Next meeting is 1:30 p.m., May 15 at JCHBA. **Sponsor opportunities are in this newsletter.**

**Golf Tournament:** JCHBA's annual golf tournament is July 20. Want to help or sponsor? Call Jim Groves at 385.6262, or e-mail [groves@cablespeed.com](mailto:groves@cablespeed.com). **Sign-up sheet is in this newsletter.**

## JCHBA offers scholarships

Jefferson County Home Builders Association is offering scholarships to graduating seniors, or those with GEDs, who plan to pursue a course of study relevant to the building trades. The scholarship may be used for a post-secondary education, college or vocational, public or private. Student portfolios may be mailed to JCHBA, P.O. Box 1399, Port Hadlock, WA 98339. Deadline: May 10.

The Building Industry Association of Washington (BLAW) is accepting applications from Washington residents pursuing careers in the construction industry. The student may already be enrolled in an accredited school. The BLAW's scholarship packet may be downloaded at [www.biaw.com](http://www.biaw.com). Submission deadline is May 19.

Questions? Call 379.8784 or e-mail [jchba@olympus.net](mailto:jchba@olympus.net).

Jefferson County Home Builders Association presents. . .

# JeffCo HomeShow

. . . sponsored by the Jefferson County Fair Association

May 3-4, 2008

Save the Date for '08!

Friday night: Preview Party for Vendors  
Saturday: 10 a.m. to 7 p.m.  
Sunday: 10 a.m. to 5 p.m.



## HomeShow Sponsorships are Investment Opportunities

Jefferson County Home Builders Association is THE trade association for the building industry of Jefferson County. We work with the state and national organizations to promote and strengthen a favorable business environment for the benefit of our association's members and their communities.

The JCHBA needs your financial assistance in order to promote the 2008 JeffCo HomeShow, which we predict will be our biggest fundraiser of the year. Profits go toward member services, education, promoting affordable housing, and administrative expenses.

All sponsors will be mentioned in the official JeffCo HomeShow program, a newspaper insert delivered pre-show to thousands throughout the Olympic Peninsula, as well as handed out during the event. Advertising for the event will reach throughout the Puget Sound.

**Opportunities are first come, first serve. Postmark date on an envelope containing a check to the JCHBA for 25% of the total sponsorship will determine "first come."** Please circle which of these sponsorships you desire and include a copy of the page with your check. Sponsors of the 2008 JeffCo HomeShow have first right of refusal for the 2009 show.

**Open to members only until 6/30/07. After that, all are welcomed.**

### **HomeShow Major Sponsor \$2,000 (Limit 10)**

The HomeShow halls will feature myriad building and remodeling exhibitors. The sponsor's oversized banner will be prominently displayed in the hall. The sponsor's name will be mentioned frequently throughout the event, via the public address system. The sponsor will also be included on the website and the banner over Sims Way, as well as in all print materials, including brochures, programs, and the newspaper insert to be distributed throughout the peninsula. A complimentary booth and 25 event tickets will also be yours.

### **HomeShow Program (Newspaper Insert) \$1,500 (Two available)**

The official JeffCo HomeShow program will be a newspaper insert. Copies will be inserted into the *Port Townsend Jefferson County Leader* and the *Peninsula Daily News*. Thousands more will be distributed throughout the Olympic Peninsula and used throughout the event. Sponsor's name and logo grace the cover of the insert, allowing for broad exposure before and during the HomeShow. Sponsor's name will be mentioned frequently throughout the event, via the public address system. A complimentary booth and 25 event tickets will also be yours.

### **HomeShow Shopping Spree \$1,500 (or two at \$800 each)**

Sponsor two \$500 shopping sprees, one to be given away each day. Members of the public enter their names in the "Sponsor-Name-Here Shopping Spree." A complimentary booth and 25 event tickets are yours, if you are the sole sponsor for this opportunity.

### **HomeShow Information Booth \$500**

All roads lead to the HomeShow Info Booth. Ask questions. Check the lost and found. Get a map of the exhibitors or times for the next demonstration. Patrons wanting to enter the shopping spree drawing must drop off their tickets at the Info Booth. The booth will have excellent exposure throughout the event.

### **HomeShow Bag Sponsor \$1,500 (or two at \$800 each) *Open to JCHBA members only.***

Everyone, who walks through the door, gets a big plastic bag to carry all of the HomeShow goodies and information. Sponsor's name and logo featured on one side; JCHBA and HomeShow logo on the other. The bag offers ongoing visibility and name recognition throughout the event and beyond. These bags will be used at other events throughout the year, as well, offering even more exposure for the sponsor. You supply the bags to our specifications. A complimentary booth and 25 event tickets are yours, if you are the sole sponsor.

### **Truck & Van Sponsor \$1,000**

Open to auto/truck dealers. Display trucks and vans that would appeal to builders, as work vehicles. You'll have a captive audience during the HomeShow. We'll also provide you with 25 complimentary event tickets.

### **Demonstration Tent Sponsor \$1,500 (or two at \$800 each)**

All day Saturday and Sunday, do-it-yourself demonstrations will be held in the outside (hence, well-ventilated) tent. Sponsor's oversized banner will be prominently displayed in and on the tent. Public address system announcements of ongoing events, as well as the event program (newspaper insert), schedules and maps feature the Demonstration Tent. A complimentary booth and 25 event tickets are yours, if you are the sole sponsor.

### **Do-It-Yourself Workshops \$250 per class**

Teach a class: screen replacement, fix a drywall hole, refinish floors, creative financing, faux painting...what's your specialty? Classes will be promoted in the HomeShow program (newspaper insert), as well as on schedules and via the public address system. **First come, first serve.**

### **Ticket Sponsor \$2,000 (JCHBA will sponsor tickets in 2008)**

Sponsor's name and logo appear on thousands of tickets. Offer a special coupon on the back of the ticket to encourage traffic to your business. A complimentary booth and 25 event tickets are yours.

### **HomeShow Bag Promotional Item \$250 per item *Open to JCHBA members only.***

Everyone will see your name. Insert a card, brochure, or other spiffy promotional item into the thousands of JeffCo HomeShow plastic goodie bags.

### **Sims Way Banner Sponsor \$2,000**

"JeffCo HomeShow this weekend!" banner will fly across the highway near the Port Townsend Visitors' Center for five days. Sponsor's name will appear on the banner with other HomeShow Major Sponsors. The sponsor will be included on the website and in all print materials, including brochures, programs, and the newspaper insert to be distributed throughout the peninsula. A complimentary booth and 25 event tickets will also be yours.

### **Parking Lot Sponsor \$300**

Sponsor's sign graces parking lot, "You're parking free thanks to...*This Sponsor.*"

### **Designer Garden Sponsors Two at \$500, plus one year of maintenance**

Demonstrate your landscaping talents at the fairgrounds. JeffCo Fairgrounds' manager will determine a location in view of HomeShow guests. You supply materials, plus agree to maintain your garden spot for one year.

**"JeffCo HomeShow...Save the Date for '08"**

# Jefferson County Home Builders Association's Annual Golf Tournament. . .and Barbecue!!



Limited to 144 golfers  
First come, first served

Friday, July 20  
Port Ludlow Golf Course  
\$100 per player  
Cart and steak dinner included  
Check-in from 10 to 11:30 a.m.

*Noon shotgun start, four-man scramble  
Sign up as a foursome, or as individuals*

## ***We're looking for players and sponsors!***

NAME

ADDRESS

PHONE

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### **Tournament Sponsors: \$500**

Includes greens fees for one player.  
Your banner, signs, etc. will be placed  
at key locations on the course.

### **Golf Cart Sponsors (2): \$500**

Your company sign and logo affixed  
to ALL golf carts!

### **Beverage Cart Sponsors (4): \$500**

Your company sign and logo  
on the beverage cart!

### **VIP Sponsors: \$250**

Includes green fees for one player  
and custom signage.

### **Green Sponsors: \$100**

Includes custom signage.

### **Tee Sponsors: \$100**

Includes custom signage.

*Free sandwich at check-in  
courtesy of our local*



Please pay when you sign up. Mail to JCHBA, P.O. Box 1399, Port Hadlock, WA 98339.  
Questions? 360.379.8784, [jchba@olympus.net](mailto:jchba@olympus.net) or 360.385.6284 (fax).

# *Significant Changes to the 2006 International Residential Code (IRC)*

**Are you ready for the July 1st deadline?**

The Washington State Building Code Council (SBCC) completed the process for adoption of the 2006 International Building Codes as well as state amendments to the Codes.

To make sure you are ready, BIAW has once again partnered with local Building Officials to offer a class that will give you an overview of the required changes to residential construction and specifics you need to incorporate them into construction. You'll have a chance to hear directly from local code officials and ask questions.

This year's program was developed with your busy schedule in mind, so we won't be giving you any information you don't need.



**Registration:**

- \$75 - Members
- \$150 - Non-Members

**Make checks payable and return to:**

Building Industry Assn. of Washington  
 P. O. Box 1909  
 Olympia, WA 98507  
 Phone (360) 352-7800 Fax: (360) 352-1044  
 www.biaw.com

**Dates and Locations:**

- May 8, 2007- 8:00 am to Noon  
 North Peninsula Building Association  
 at Senior Service Community Center  
 328 E 7th Street  
 Pt. Angeles, WA 98362
- May 18, 2007- 8:00 am to Noon  
 Jefferson County Home Builders Asn.  
 at SeaPort Landing  
 1201 Hancock St.  
 Pt. Townsend, WA 98368



**Presented by:**

*The Building Industry Association of Washington (BIAW) –and–  
 Washington Association of Building Officials (WABO)*

Name:	Company:
Address:	City/State/Zip:
Phone:	Pay with your credit card? Please call Jenni or Amanda at 800-228-4229

## JCHBA Officers

President: Fred Kimball  
385.4915

Vice President: Sandra Toy  
379.6425

Secretary: Dan Dankert  
732.4976

Treasurer: Rick Gore  
385.6883

Board Members:

Jim Groves

Kevin Coker Joy McFadden  
Rick Tollefson

Immediate Past President:  
Marianne Moe

Executive Officer & Editor:  
Sandy Hershelman  
360.379.8784

jchba@olympus.net

www.jeffcohomebuilders.com

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 **Jefferson County**  
Home Builders Association  
360.379.8784  
P.O. Box 1399  
Port Hadlock, WA 98339



# Business mixer lights up the night

**Ken Kelly hosts the evening's mixer at Vintage Hardware's Art Deco Light Museum.**

**Wednesday, April 25  
6:30 p.m.**



**Thanks to Shane Groom, food and beverage are courtesy of Baldwin Hardware, Vintage's latest alliance with quality vendors.**

Please RSVP by April 20 (yes or no) to your April 17 e-mail from [hershelman@olympus.net](mailto:hershelman@olympus.net). Or call Sandy at 385.1087. Want to be on the JCHBA e-mail list? Let us know!



**Vintage Hardware  
2000 Sims Way  
Port Townsend**

**RSVP!**