



Jefferson County Home Builders Association's Building Community Newsletter

February 2004
Volume 3, Issue 2

Eades building Hope across county lines

You can work at your business, or on your business. To truly flourish, one needs to know the difference.

Since 1977, Hope Roofing's Jim Eades worked *at* his business. He scampered around rooftops with his men. His office was in his home.

About six years ago, Derek Reijnen suggested Jim read Michael Gerber's "The E-Myth: Why Most Small Businesses Don't Work and What to Do About It." Gerber powerfully describes how to rise above the tyranny of routine to build a thriving, exciting, innovative business. (*Check out www.e-myth.com.*)

Jim explained how a lot of people become small business owners because they are seeking to create a job for themselves. They are working *at* their business.

Jim readily embraced Gerber's concepts, stepped back and reevaluated his business, created a business plan, and emerged as Hope Inc. He began to work *on* his business. He paid attention to details, offered ongoing training to his crew, and learned how to delegate. (That's a biggie!) To delegate successfully, one must trust whoever is given the task.

"At the time I read the book, we were working out of the garage and five of my seven employees had just quit to join the union," Jim recalled. "I credit God for bringing me the right information at the right time; it had to be when I was willing to listen."

Ironically, this tumultuous period was about the same time Jim and his wife, Marcia, were named Port Townsend's Citizens of the



Hope Inc. flourishes in the care of Jim and Marcia Eades, shown here with their right-hand-man, Steve Ford, and son Joab Eades.

Year. From 1995-2000, they also ran the Proctor House, which is an alternative juvenile detention facility in a homelike setting.

Back to the book: "It was like getting a breath of fresh air to see your mistakes. It gives you a renewed vision," Jim promised. "Now, we're in a place where we can see the fruit of our efforts."

Hope is expanding feverishly into the Kitsap County market. About 60 percent of its business is across the bridge. Two buildings, 20 employees today, 30-35 employees in a couple of years. It's growing.

"Do a good job and do it well." That part of the Eades' philosophy predates the roofing business. Many will recall Jim and Marcia's part in the founding of the Food Co-op. They arrived in Port Townsend, in 1971, escaping the big city in favor of a cabin with no electricity.

Sons Aaron, Joab and Zach work at Hope. Jim looks at his staff as "constituents," people who have a say in what's going on.

"To excel, you need to rely on the talents of others," Jim said. Family has been Hope's foundation, but the business is evolving to go on with, or without, an Eades heir at the helm.

The Eades joined the JCHBA to support their industry.

"Seeing the ever-increasing governmental restrictions in the industry, I found it necessary to lend to a voice of balance," Jim said. "And the Home Builders is the local place to do that."

Getting up to a third of his industrial insurance premiums back, through the Return on Industrial Insurance program, was a "pleasant surprise," as was our great health insurance program.

Earn a three-night cruise for two

Be the first member to sponsor six new JCHBA members by June 30, 2004 and set sail aboard the ms Amsterdam!

Sail away!

- ◆ Departing Seattle Sept. 30 for three nights
- ◆ Destinations: Vancouver and Victoria, B.C.
- ◆ You and a guest enjoy 5-star service on the flagship of the Holland America Line. Meals, entertainment and activities included.



The small print: Credit given for new members only. Full payment must accompany application. Applicant must be approved by JCHBA board of directors. Applications are in the JCHBA office, at www.jeffcohomebuilders.com, hanging on the JCHBA office door, or call 379-8784. Whoever actually "closes the sale" gets the credit towards the cruise. First one to get six members sails away Sept. 30!

Want help winning cruise?

We're excited for you! We have graciously been invited by the Master Builders Association of King and Snohomish Counties to join their special MBA membership drive cruise.

As a result, the JCHBA board opted to offer a free cruise for two to the first member who signs up six new members. Deadline is June 30.

Any and all information you may need, printed or verbal, is available from Sandy Hershelman. (Call 379-8784.) A private tutoring session on "Why join the JCHBA?" may be scheduled, as well. (A refund of up to one-third of a company's L&I premiums is a good enticement to join.)

There's also lots of information on the JCHBA Web site, www.jeffcohomebuilders.com. There you'll find downloadable materials, an archive of newsletters, and links to other resources. A membership application can be downloaded from there, as well.

- ◆ **L&I premium refunds**
- ◆ **Health insurance**
- ◆ **Networking**
- ◆ **And more!**

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Your company here!

Sponsor this newsletter. We'll feature your company on the front. Call 379-8784.



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Installation party was a hit

Our January 10 party and installation of officers was a blast. Just ask any one of the 50, or so, people who attended!

BIAW President Gary Cronce installed our 2004 officers, listed on page four of this newsletter.

The live band and free food wouldn't have been possible without our generous sponsors. A special thanks to First Federal Savings and Loan, MarinerBank,

Hope Inc., R.J. Keds Inc, Frontier Bank, Kingston Lumber, Shine Quarry, Forrest Aldrich Coldwell Banker, Karen Best, John L. Scott Real Estate (Teresa Goldsmith), and KSI/Kelley Shields.

Your support of the JCHBA is so appreciated by all of us who work hard in this industry!

Please make a point to thank these sponsors the next time you take you business to them.

Clallam classes: Liens, contracts

North Peninsula Building Association is offering two classes this month: *Lien Law and Public Works* (Feb.26) and *Construction Contracts* (Feb. 27).

Larry Linville, an attorney from Seattle, will present the all-day seminars at the Portside Inn in Port Angeles. Cost is \$135 per class. (\$110 for NPBA members.)

The classes are part of the Building Industry Association of Washington's education program and are sponsored by First Federal Savings and Loan.

A reservation form may be downloaded from our home page at www.jeffcohomebuilders.com, or call Amanda at 1-800-228-4229.

Schmooze with your legislators

Each February, during the Building Industry Association of Washington's winter board meeting, the BIAW hosts a reception for your legislators.

Please join Marianne Moe and Sandy Hershelman in Olympia. This year's reception is at 7p.m., Tuesday, Feb. 24, at the Red Lion.

This is an excellent time to meet socially with the men and women who daily make decisions that directly impact your business. Tell them what they need to hear.



EDUCATION IS A GOOD BUSINESS DECISION

"If you're not failing, it means you've got the bar too low.

"If at first you do succeed, try something harder."

— Dr. John C. Maxwell

Check out Maxwell's book, "The 21 Irrefutable Laws of Leadership."

Minimum wage up

Effective January 1, 2004, the minimum wage is \$7.16 per hour. It increased 15 cents an hour from \$7.01 an hour in 2003. Fourteen- and 15-year-old minors may be paid \$6.09 per hour.

In the news

Erik Frederickson was honored recently as the Port Townsend Citizen of the Year for 2003.

Frederickson Electric

Jim Grabicki was among those nominated for Port Townsend's Businessperson of the Year award for 2003.

MarinerBank

Teresa Goldsmith, GRI received the coveted 2003 Leadership Award from the Jefferson County Association of Realtors.

John L. Scott Real Estate

Homer Smith III was elected as the president of the Port Ludlow Chamber of Commerce for 2004.

Homer Smith Insurance

VanderVen: A great loss

Last month's tragic death of Kelly VanderVen, 20, was a loss felt throughout this county.

Those of us who knew Kelly will miss him deeply. He was a young man with a lot to offer this world, a good man with a kind heart.

Our deepest sympathies to his family, parents Neil VanderVen and Carla VanderVen, brother Nathan, and his lifelong friend, Chuck Molisky.

Left behind, too, were his daughter, Makayla, 20 months, and her mother, Jessica Sexton.

A trust fund has been set up for Makayla VanderVen at Bank of America in Port Townsend. Ask at any branch. Makayla's account is in Carla's name.

(Neil and Chuck are Good Man, Inc., aka Good Man Sanitation.)

Experts share gap financing options

What do you do when the bank can't (or doesn't want to) finance your business venture??

There are options. . .

Lawrence Graves hosts this month's meeting at

Frontier Bank

Port Townsend/Upstairs

Thursday, Feb. 19

6:30 p.m.

\$18



**Please RSVP by Feb. 15
379-8784**

Southern-style pulled meat or flaked fish for dinner. Your choice: barbecued pork, chicken or salmon from Macadoo's Barbecue (on the Sims Way "S" curve)

Reservations made, but not cancelled by Feb. 17, will be invoiced.

JCHBA Officers

**President: Marianne Moe
360-731-0643**

**Vice President: Rick Tollefson
732-4080**

**Secretary: Dan Dankert
732-4976**

**Treasurer: Rick Gore
385-6883**

Board Members:

**Kevin Miller
Bill Irwin
Fred Kimball
Bob Little**

**Executive Officer:
Sandy Hershelman
360-379-8784**

**jchba@olympus.net
www.jeffcohomebuilders.com**

Editor: Sandy Hershelman



P.O. Box 1399
Port Hadlock, WA 98339

360.379.8784

**Jefferson County
Home Builders Association**

