



Jefferson County Home Builders Association's Building Community

January 2005
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Newsletter

Use SWOT Analysis to guide growth wisely

Knowing your weaknesses is your greatest strength. Only after you're willing to admit to a weakness and face it head on, can you turn the liability into an asset.

A powerful tool for personal or business insight is the SWOT analysis. SWOT is an acronym for strengths, weaknesses, opportunities and threats. Strengths and weaknesses are internal factors—and are usually under your control. Opportunities and threats are external factors.

A SWOT analysis can illuminate a path for personal growth, life direction or business development.

Within a company, the SWOT model makes an effective tool for business planning, evaluating your competitors, marketing, and/or product development. It's also a great way to facilitate a brainstorming session and/or dissect a new business proposition.

We've all evaluated a big issue by making a list of the pros and cons on a piece of paper. SWOT analysis takes that concept one step further.

Before you begin, identify what it is that you hope to achieve by exploring a SWOT. That goal helps drive the questions asked in each category.

Make your four-part list:

Strengths: Where do you excel over others? What do you do well? What skills or resources do you have to offer? What would others say are your strengths? Is your work experience, educational background, or personality a strength?

Weaknesses: What do you do poorly, or not at all? What situations

should you avoid? What complaints do you get from others? Do you have a lack of work experience, education, skills, or personality?

Opportunities: Are there new opportunities coming in the near future? Do you have a strong network of business associates? Is business booming? Do you sense a job offer is coming your way?

Threats: What obstacles do you face? Could any of your weaknesses threaten your livelihood? Are layoffs looming? Are the new hires better educated? Are you, or a loved one, facing illness or debts?

After completing the exercise, make a plan that minimizes the effects of your weaknesses, maximizes your strengths, and takes advantage of available opportunities. Create an action list—and review it regularly. In a few months, repeat the SWOT analysis to identify your achievements and see what areas still need work.

SWOT builds teams

Your company is only as strong as its weakest link.

The wise businessman knows his own weaknesses and surrounds himself with associates, who are strong in his weak areas.

Encouraging your employees to recognize their own limits, and communicate them to their peers, will make a stronger team. With proper guidance, your employees are in a prime position to teach themselves to work more effectively, and focus on areas that need attention.

A SWOT analysis used in this

SWOT Analysis		
I N T E R N A L	Your Strengths	Your Weaknesses
	Opportunities	Threats
E X T E R N A L		

Think of a SWOT Analysis as an upscale sibling of those lists of pros and cons we've all made on paper to dissect a new idea or business move.

manner can be very effective in a workplace. Remember, though: you are asking your team to open up and be brutally honest about their weaknesses. Not all people will respond favorably to this. Respect that. The results of a SWOT analysis need not be made public in order for them to bring about positive personal/company growth.

You may consider bringing in a facilitator to handle this particular staff meeting. Owners and employees working through their SWOTs side-by-side can make a powerful pro-teamwork statement.

Allow sufficient time for each employee to complete the SWOT. Give them a heads-up at least a week before you're ready to do the analysis. That

Marianne Moe earns a CAPS

Moe holds Jefferson County's first CAPS designation

JCHBA President Marianne Moe is the first builder in Jefferson County to earn a Certified Aging-In-Place Specialist (CAPS) designation from the National Association of Home Builders (NAHB).

CAPS is endorsed by AARP. With more than 35 million members, AARP is the leading nonprofit, nonpartisan membership organization, in the United States, for people age 50-plus.

Marianne sought her CAPS designation to better help her clients incorporate design elements into their homes that would allow them to "age-in-place."

Of the last 10 homes Harold Moe Construction, Inc. has built, each has been for seniors.

Aging-in-place means remaining in one's home safely, independently and comfortably—regardless of age, income or ability level. It allows seniors the pleasure of living in a familiar environment throughout those maturing years, while retaining the ability to enjoy the familiar daily rituals and the special events that enrich all our lives. A house designed for aging-in-place will be able to be called "home" for a lifetime.

The Remodelors™ Council of the NAHB, in collaboration with the NAHB Research Center, NAHB



Marianne Moe, CAPS
JCHBA President

Seniors Housing Council and AARP developed the CAPS program to address the growing number of consumers who will soon require these modifications to their homes.

The CAPS program goes beyond design to address the codes and standards, common remodeling expenditures and projects, product ideas, and resources needed to provide comprehensive and practical aging-in-place solutions. CAPS have been taught the strategies and techniques for designing and building aesthetically enriching, barrier-free living environments. CAPS graduates pledge to uphold a code of ethics and are required to maintain their designation by attending continuing education programs and participating in community service.

Membership drive rocks!

The JCHBA has an anonymous benefactor. We have been offered a \$500 incentive for attracting 20 new members between Nov. 15, 2004 and May 1, 2005.

The \$500 can easily be yours. Be the first one to have six new members

\$500 prize

to your credit, by the time we reach the 20 new member mark—and the \$500 is yours.

If you need help, give Sandy a call at 379.8784. Recruitment materials are available at the office, or they can be e-mailed or snail mailed to you.

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 \$500. First one to tally six new members, after we hit 20 new members, walks off with \$500! Deadline May 1, 2005.

Welcome our new members!

Homestone Mortgage

Sandra Toy

Rick Kelley

42 Prospect Avenue, Suite #2

Port Townsend, WA 98368

360.379.6425 ♦ 866.381.2743 (fax)

E-mail: stoy@homestone.com

www.sandratoy.com

Sponsored by Marianne Moe

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Ludlow Mortgage, Inc.

Sterling Clay Couch III

Emily Ingram

7446 Oak Bay Road

P.O. Box 65486

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360.437.0210 ♦ 360.437.1345 (fax)

E-mail: info@ludlowmortgage.com

www.ludlowmortgage.com

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SWOT Analysis

♦ Continued from page 1
way they can think through the process beforehand. As employees share their evaluations and plans, they learn how they can support and help each other accomplish those goals. Challenge your team to look past the obvious and further explore the initial conclusions. Be aware that you may be hard-pressed to get honest answers if an owner or supervisor is the weak link.

Follow up the SWOT analysis with specific goals for improvement and a strategy on how to attain them. By overcoming your weaknesses, you're developing strengths.

Installation at JCHBA party

Our party, on January 22, promises to be a relaxed affair. Thanks to JCHBA's generous sponsors, at no charge to you, we will have a live band, finger foods, and soft drinks. We opted for a bring-your-own-bottle affair to stay within our limited budget.

A short swing dance lesson will be available, if there's interest.

Do bring your spouse or a guest, as well as those potential members and their dates. Dress however you please.

We've reserved the Beach Club, in Port Ludlow, for the evening and invited BIAW President Lyle Fox to be our guest. He's agreed to install our 2005 officers that evening, as well.

First Federal Savings and Loan called and generously offered to sponsor the band (\$500).

Marianne Moe is seeking sponsors to cover the rest of the costs. If you'd like to help, please give her a call at 437.7994.

President: Marianne Moe, CAPS
Vice President: Rick Tollefson
Secretary: Dan Dankert
Treasurer: Rick Gore

2005 JCHBA Officers
Board members: Jim Groves,
Bill Irwin, Kevin Miller
and Fred Kimball

Kingston Lumber works on ABC's "Extreme Makeover"

When ABC's reality television series "Extreme Makeover: Home Edition" came to town, its producers counted on Kingston Lumber, a Jefferson County Home Builder Association member, to provide the staging area for its first project in Washington State.

Roseanne Dore's home burned down last March. The Kingston widow and her three daughters were living in a work shed, with no electricity or plumbing. Sent to Walt Disney World for a week, the Dore family came home to a completed six-bedroom bed-and-

breakfast on the site of their burnt-out farmhouse.

Kingston Lumber employees were amongst the 700 volunteers working around the clock for six days straight to build the Dore's a 3,200-square-foot home in less than a week.

Kingston Lumber donated the use of its contractor yard, as a staging area for construction materials. Its building was used as a conference center and rest facility for the show's crew.

Contractor Centex Homes estimated the Dore's new home is worth at least \$500,000.

R.O.I.I. braces for an attack

Late last year, the House Commerce & Labor Committee conducted a work session on "Retrospective Rating Program Rulemaking." Committee Chair Steve Conway (D-Tacoma) grilled Labor & Industries Director Paul Trause about the BIAW's Return On Industrial Insurance program. Trause reported

L&I was developing new retro rules (which was news to all retro groups). Conway said serious changes should be made to the retro program during the 2005 Legislative Session. Undoubtedly, these changes will not be beneficial to BIAW or its members. BIAW and other retro groups are preparing for a major battle on this issue in January.

BIAW honors Jim Groves



Jim Groves

The Building Association of Washington recently honored Jim Groves for his support of the Jefferson County Home Builders Association. Small associations, such as the JCHBA, are built through the efforts of its volunteer members.

For nine years, the owner of Groves & Co., Inc. has been the chief organizer of the JCHBA's main fundraiser, its annual golf tournament.

Jim continues to be a tremendous resource for the Jefferson County Home Builders and its executive officer. He's always there when you need him and can be counted on for solid advice. He even allowed himself to be conned into being nominated for the board of directors—yet again.

In 1983, Jim was one of the charter members of the JCHBA. He was also the BIAW's Associate of the Year in 1987. In 2003, he received an appreciation award from the BIAW.

The JCHBA promotes the building trades and affordable housing within this county.

Anyone who supports the building industry is welcomed to join its efforts. Your business need not be directly tied to the trades to become a member.

Call 379.8784, or e-mail jchba@olympus.net, for more info. A directory of our members is online at www.jeffcohomebuilders.com.

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President: Marianne Moe, CAPS
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Home Builders Association
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Port Hadlock, WA 98339



Party the night away with the JCHBA

Port Ludlow Beach Club

Saturday, Jan. 22

7 p.m.

***Dance to
Captain Fever!***

***Eat delicious
finger foods!***

***Invite prospective
members!***



***Please RSVP by
Jan. 17!!!***

379-8784

***Bring your own
alcohol, if desired.***

The party's at no cost to you thanks to generous sponsors