



# Jefferson County Home Builders Association's Building Community Newsletter

March 2005  
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## Be brave in your business, and dare to fail

The ability to take bold risks, tempered by fiscal wisdom, is a great indicator of your probability of business, and personal, success.

I was blessed with a career-altering mindset years ago, while interviewing Casey McKinney for a couple of local newspapers. The *Evviva*, a 161-foot yacht built in Port Townsend, had just been named “Superyacht of the World.” Its owners and builders were heading to Monaco, where all were to be honored by the prince at the royal yacht club.

When Casey bid the job, he didn't have a building large enough to build the yacht in. And, if he did manage to get it built, he had no way to launch it. Needless to say, Casey won the bid. Confident in his crew's ability to complete the project, he knew the rest of the “incidentals” could be worked out once the job was his.

Casey is a true entrepreneur, and this brief interview with him totally changed the way I ran my own business. Confident in my own skills, I have stretched to success numerous times, taking risks that advanced my career in ways I hadn't even imagined.

Not all business owners are true “entrepreneurs.” By definition, an entrepreneur organizes a business venture and takes risks. Top performers tend to be persistent risk takers.

Now, I'm not suggesting you adopt a risk-taking attitude of “Damn the torpedoes! Full speed ahead!” It's intelligent, calculated risk taking that I'm proposing. Stretch out of your comfort zone.

Just remember to never underrate

**It's hard for a chicken to be successful in business. Don't be a chicken. Take risks!**



your competition, or overrate yourself.

Be able to justify how much risk you're willing to take—and be financially able to withstand defeat.

Watch your new venture carefully and know when to pull out. Have a Plan B ready, in case Plan A starts heading south. And, don't carve either plan in stone. Be willing to tweak them, as necessary, to ensure success.

Mathematically, the odds are in your favor. The more risks you take, the more chances you have of favorable outcomes. You also increase your chance of failing.

I'll be the first one to admit it's scary to fail. Anyone who says otherwise is either a liar, delusional, or has learned to compartmentalize his fear of failure.

The truth is: successful people fail more often than “failures.” They also tend to be more comfortable with failure. After all, it's a fact of life in the corporate world.

Failure isn't about the falling down.

True failure is staying down, once you've fallen. If you should take a risk and fail, don't allow yourself to wallow in it. Many who succeed do so only because they bounced back from their initial failures.

Chances are your mom didn't send you off to school each morning saying, “Take some risks today, sweetie!” It's been bred into you to “be careful” and “don't get hurt.” You may need to retrain your inner self to not panic at the thought of “getting hurt.”

We don't remember Abraham Lincoln, Thomas Edison, the Wright brothers, and Donald Trump for their myriad failures. We remember their amazing success stories.

That's how I want to remember you, as amazing success stories. So, go ahead. . .dare to fail.

“Mistakes are the portals of discovery.”  
*James Joyce (1882-1941)*

*From your executive officer, Sandy Hershelman. . .*

## Jefferson Co HBA strives to be bipartisan

The Jefferson County Home Builders Association is a bipartisan group of contractors and others who support the building trades. Since I assumed the position of executive officer three years ago, much of my mission has been to promote that message. The JCHBA is here to support, or help create, a favorable environment in which small businesses can thrive. That is not a partisan effort.

You'll find your JCHBA board to be a healthy mix of Republicans, Democrats and independents. Frankly, their political affiliation is so *not* an issue that I recently had to ask some of them their preference. Even after three years of working with them, I honestly didn't know—and it's never mattered.

Most of you are aware that the JCHBA's last dinner meeting was followed by a discussion about the reorganization of the City of Port Townsend's building department(s).

During the question and answer session, Councilman Geoff Masci fielded questions. He encouraged the JCHBA to support (or produce) pro-infrastructure/growth/common sense candidates in the next city council election. Three seats (Kolff, Sandoval and Fenn) will be on the ballot.

Support more conservative candidates to oust the "godless, heathen hippies," Geoff said flippantly. Frustrated by the lack of council support, the lovable New Yorker's smart mouth got him in the papers once again—and the JCHBA has gotten slammed a bit, as well.

One point missed by the nice young man from the *Peninsula Daily News* was the preface to my question about deferring development fees for Aldrich's. "Now, I love Aldrich's," I said. But I just wanted to know why the city was deferring fees for them, while continuing to hold you guys

responsible for your permit fees, roads and sidewalks. Never was the intent to harm the reconstruction of the historic uptown community hub.

The *PDN* was at our Feb. 24 meeting. The *Leader* was not.

I was never asked our political affiliation. There were no messages on my office or home phones, no e-mail inquiries. That said, the JCHBA submitted a letter to the editor of the *Leader* in response to reporter Barney Burke's erroneous information. It read:

Editor, *Leader*,

The Jefferson County Home Builders Association is a bipartisan group of contractors and others who support the building trades.

In Barney Burke's March 9 article "Mayor rebukes critical Masci," he ended the piece with a fallacy: "At salon.com, the homebuilders' association was described as 'the long arm of the Republican Party, from the national right down to the local.'"

For the last four years, the JCHBA has fought such misconceptions. We are uniting members of the local building trades for the good of the whole. At the executive level, most of our officers and directors, as well as our executive officer, would consider themselves either independents or Democrats. You also may recall that when JCHBA Vice President Rick Tollefson ran for county commissioner, it was as a Democrat.

The JCHBA encourages people to vote for the person and/or the issue, based on the facts—and not whether or not there is an "R" or "D" attached to the name.

We are **amused** that Barney Burke would consider a weblog a reputable source for information, rather than calling the JCHBA directly and inquiring about its political affiliation.

We are **appalled** that his editor did not question the source.

An in-depth search within salon.com did not yield any signs of the Masci/heathen controversy. The quote Burke used was, however, discovered on a personal blog hosted by salon.com, under its blogs.salon.com sub-domain.

The blog's author, a self-admitted radical liberal, is a former Port Townsend resident, who took great joy in venomously insulting Masci and the homebuilders in her online diary. We doubt the *Leader* would have allowed her characterizations in its letters to the editor—yet Burke seemed to think it proper to excerpt from her rantings



Face it:  
some days,  
you're just a  
walking  
target.

### Serafin leads WSNLA

Steve Serafin, owner of Port Hadlock's Quality Landscapes, was recently installed as the Washington State Nursery and Landscape Association (WSNLA) 2005 president.

The owner of Port Hadlock's Quality Landscapes had previously served as president-elect, statewide convention chair, and, locally, as vice-president, secretary, and state director.

Steve said he'd like to create a strong voice throughout the industry. The diverse membership of WSNLA needs each other. It doesn't matter if they're a nursery, landscaper, designer, educator, or supplier—they're all experts in their fields, and they need to learn from and support each other.

## Member drive is on with a \$500 prize

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



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

If you need help, give Sandy a call at 379.8784. Printed 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](http://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.

**We could learn a lot from crayons: some are sharp, some are pretty, some are dull, some have weird names, and all are different colors ...but they all have to learn to live in the same box.**

*-Robert Fulghum*

## PSE donates to HBA

Puget Sound Energy recently shared grant monies it received, with the JCHBA. Member Jeff Pepin ensured the JCHBA received \$5,000 to promote energy efficiency education. The timing couldn't be more perfect, as we soon plan to officially launch our green building program. We plan to use the funds to promote energy efficiency within the BuiltGreen program, once we receive permission from the HBA of Metro Denver to use the trademarked name.

Thank you, PSE!!

## HBA members on the Web

Have you checked out the JCHBA members' Web sites? The ones we know about are listed below. Do note that the <http://www> has been eliminated in each to save space.

We're preparing a printed JCHBA membership directory, based on the information that's listed on our Web site [www.jeffcohomebuilders.com](http://www.jeffcohomebuilders.com).

Please check out your listing and

let us know if there are any corrections. There will be hundreds of copies of the directory floating around this county — and we don't want you to lose out on a new client because your contact info is wrong.

Make sure you cruise through the online directory to be sure you're listed in all of the proper categories. E-mail [jchba@olympus.net](mailto:jchba@olympus.net) with any requests.

Bank of America [bankofamerica.com](http://bankofamerica.com)

Coldwell Banker Forrest Aldrich (Karen Best, GRI) [karenbest.com](http://karenbest.com)

Edensaw Woods, Ltd. [edensaw.com](http://edensaw.com)

First Federal Savings & Loan Association [ffpa.com](http://ffpa.com)

Homer Smith Insurance [homersmith.com](http://homersmith.com)

Homestone Mortgage [sandratoy.com](http://sandratoy.com)

Jefferson Title Company [jeffersontitlecompany.com](http://jeffersontitlecompany.com)

John L. Scott Real Estate (Teresa Goldsmith, GRI) [johnlscott.com/teresago](http://johnlscott.com/teresago)

Kelley Shields, Inc. (KSI) [kelleyshields.com](http://kelleyshields.com)

Little & Little Construction [little-little.com](http://little-little.com)

Ludlow Mortgage, Inc. [ludlowmortgage.com](http://ludlowmortgage.com)

MarinerBank [MarinerBank.com](http://MarinerBank.com)

McCrorie Carpet One [mccrorie.com](http://mccrorie.com)

McFadin & Davis, Inc. [mcfadindavis.com](http://mcfadindavis.com)

Mountain Propane [mountainpropane.com](http://mountainpropane.com)

Schweizer Construction Company [schweizerconstruction.com](http://schweizerconstruction.com)

Seahome Services, Inc. [seahome.com](http://seahome.com)

Sunshine Propane [sunshinepropane.com](http://sunshinepropane.com)

Timbercraft Homes, Inc. [timbercraft.com](http://timbercraft.com)

Tollefson Builders, Inc. [tollefsonbuilders.com](http://tollefsonbuilders.com)

Waltenbaugh Construction Company, Inc. [waltinc.com](http://waltinc.com)

Windermere/ Port Ludlow (Kevin Miller, CRS, GRI) [portludlow.com](http://portludlow.com)

...and, of course, JCHBA's own site, [jeffcohomebuilders.com](http://jeffcohomebuilders.com), which is maintained by your executive officer, whose site is [sandyhershelman.com](http://sandyhershelman.com).

## BIAW promotes site safety

The BIAW Safety Assistance program offers members a valuable tool to deal with safety and health regulations. The program, which is free of charge to all BIAW members, includes on-site safety inspections, safety-related seminars and updates on OSHA and WISHA standards. Members also receive free sample written safety programs.

We've invited BIAW Field Representative Donovan Quebedeaux

to speak at our March 24 meeting. He's a great speaker, interesting and down-to-earth. He is *your* safety resource, offering valuable tips and advice to prevent you from becoming a WISHA/OSHA statistic. Your membership in JCHBA/BIAW pays for him—take advantage of it!

If you have any questions regarding the BIAW Safety Assistance Program, please contact Donovan at 1-800-228-4229 or [donovanq@biaw.com](mailto:donovanq@biaw.com).



## JCHBA Officers

President: Marianne Moe, CAPS  
437.2740

Vice President: Rick Tollefson  
732.4080

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732.4976

Treasurer: Rick Gore  
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# Job-site protocol: Be safe and prepared

*Speaker for the evening is  
Donovan Quebedeaux,  
BIAW safety guru*

Don't get trapped by  
the OSHA/WISHA  
machine

**Highway 20 Roadhouse**  
**Thursday, March 24**  
**6:30 p.m.**  
**\$17**



***Please RSVP (yes or no) by March 19. 379-8784***  
***Dinner selection: Prime rib or honey dijon chicken***  
***Reservations made, but not cancelled by March 22, will be invoiced.***