

# Perfect your schmoozing to build business

By Sandy Hershelman

Schmoozing has gotten a bad rap. Some nasty salesmen, politicians and con men (and politician con men) have turned an impressive social skill into a four-letter word: LIAR. They'll say anything to get what they want.

I'm here to stand up for all of us schmoozers, who don't belong to the Liars' Clan.

I schmooze to make you feel special. There's nothing phony about my interest in you. I truly care about what you're doing, how your kids are, and that your cat had kittens. And, when I ask, "May I help you?" I mean it. You really do matter to me. I want to see you succeed. I want you to smile.

Does this help me in my own aspirations? Absolutely. But that's not my purpose in life. I schmooze people I'll never see again. I'll compliment a stranger's shoes, call the hotel maid by name, and tip the waiter at 20%—and not just because the math is easier.

At its core, schmoozing is all about personalizing relationships that might otherwise remain distant. Even though I may never see that person again, I put a smile on his face. Locally, a lot of wait staff know me by name, and they even know what I normally order. Pay attention to others and they'll pay attention to you.

Networking, marketing, public relations, sales. . .each has schmoozing at its base. It's one-on-one relationship building. Schmoozers are givers, not takers. Do you think I bring sunscreen to the JCHBA golf tournament to "get something" from the players? No, I care—and I don't want them to fry in the sun.

My financial advisor sent me the book she was reading. She said it made her think of me. Was she schmoozing? Of course she was—and in the best way possible. She truly cares. I have no doubt about it.

All of that personalized foo-foo that you give away (and call advertising) is a form of schmoozing. And do you really think giving out dog biscuits at the bank is going to make Fluffy's owner open a new account? Probably not, but it sure makes the teller and the non-customer feel good. That's the power of schmoozing. It's a warm fuzzy feeling inside for both the giver and the receiver.

Watching my friend Barb schmooze the vendors on the beaches of Mexico was a wonder to behold. Her genuine interest in their handiwork and families broke the language barrier. She truly cared and they knew it. I have a hunch they probably would have given her the stuff she bought, paying them well.

Granted, schmoozers are typically extroverts who love to talk. These masters of small talk are usually charming and enthusiastic.

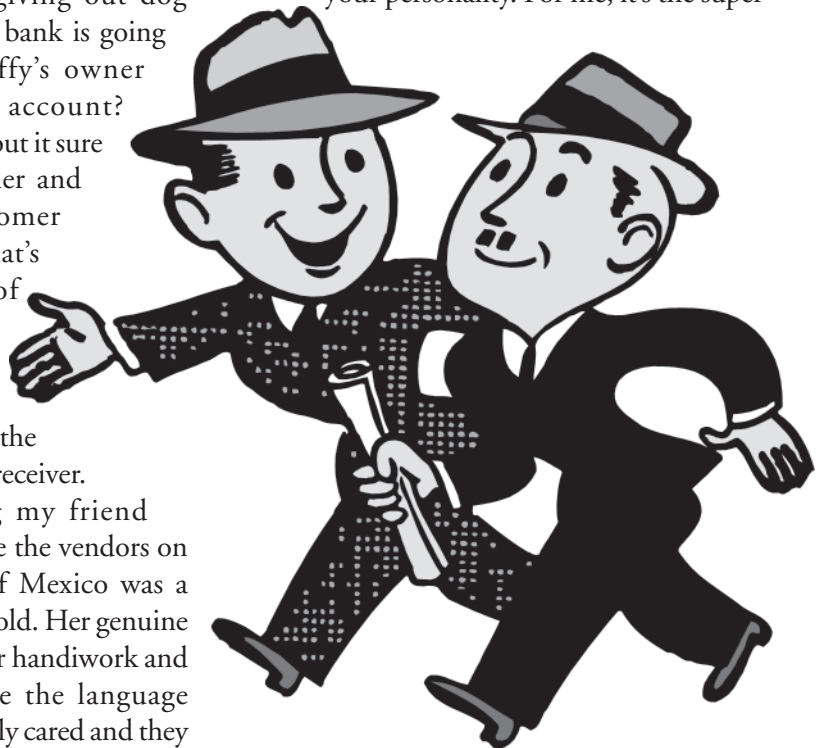
Not all people are born schmoozers, but if your employees realize that excellent customer service is their top priority, they're halfway up the schmoozers' ladder.

Schmoozing someone you can't

stand really deserves to be called something else. (B.S. comes to mind.) Even so, those finely tuned skills have gotten me through sessions with Ms. Nasty with only minor headaches.

Never underestimate the power of a 2,000-megawatt smile. It can cause even the biggest grouch to smile back.

Find a schmoozing style that suits your personality. For me, it's the super-



friendly question asker. It's a style that's always served me well, especially in my years as a journalist.

Schmoozing allows me to shift my optimism into overdrive. I truly believe that schmoozers enjoy their lives more.

Yes, I am a schmoozer—and proud of it! I'm not schmoozing to close deals; I'm building relationships. I really do love people. I care about their well-being. For me, schmoozing is not a means to an end. It's a way of life. It's just who I am.

# JCHBA writes \$5,000 grant for Little League

East Jefferson Little League (EJLL) was chosen to receive a \$5,000 grant through the Seattle Mariners' Equipment Donation Program. Under the agreement negotiated by the Building Industry Association of Washington, 14 grants for \$5,000 per league/team will be awarded statewide in 2006. BIAW will contribute \$4,000 of the cost of each grant, with participating local associations contributing the remaining \$1,000.

"This is big. It helps the league out a lot," said Bob Eldridge, EJLL president. "We can now spend money on things other than equipment. Thank you so much!"

In exchange for funding the grants, BIAW and the Jefferson County Home

Builders Association, along with members from EJLL, are invited to attend the Monday, Aug. 28 Mariners' home game at Safeco Field for an on-field presentation ceremony prior to the game.



Any JCHBA member who'd like to purchase tickets to the game should e-mail Sandy at [jchba@olympus.net](mailto:jchba@olympus.net) or call 379.8784. Let's make an event of it!

In addition, the Mariners will run a video vignette

highlighting the donations on Safeco Field's video screen and promote them via public address announcements, throughout the season.

"I definitely have to extend my thanks to you, the Jefferson County Home Builders Association, for the effort it took to make this happen," said Bobby Cossell, equipment manager for the EJLL.

Even before Executive Officer Sandy Hershelman wrote the grant, it was the hope of the JCHBA's board of directors that this BIAW/Mariners' partnership is so successful that they'll offer it again. . .and again. After all, we'd love to be able to help the Port Townsend and South County leagues in the future, as well.

## Committee Corner

**Golf Tournament:** The golf committee is signing up sponsors and players for the July 21 fundraiser. A sign-up sheet is on [www.jeffcohomebuilders.com](http://www.jeffcohomebuilders.com). Call Jim Groves at 385.6282.

**Home Show:** A JCHBA home show is being planned for spring 2007. Interested in participating? Call Joy McFadden at 344.4908 or e-mail her at [jmcfadden@ffpa.com](mailto:jmcfadden@ffpa.com).

**Membership:** Sandra Toy is planning a class on membership recruitment. Learn all about the JCHBA, so you can better promote it. Fun, food and drink are promised! Call 379.6425 or e-mail [stoy@homestone.com](mailto:stoy@homestone.com).

**Home Builders Care:** Want to help coordinate JCHBA-sponsored community events? Call Liz Coker at 385.2739 or e-mail [lizannecoker@msn.com](mailto:lizannecoker@msn.com).

(Other committee chairs: Please e-mail Sandy and let her know what's happening with your group.)

## Business mixer draws crowd



Andrea Simcoe, our host Sandra Toy (*HomeStone Mortgage*) and Dion Weidner (*Land Title and Escrow Company*) were joined by about 50 others at the April 26 joint JCHBA/LeTip Port Townsend business mixer.

One of our goals at the JCHBA is to provide you with opportunities to network with the builders and associate members within the association, as well as with business people in our community. The April 26 joint business mixer with LeTip Port Townsend was just such an event.

Thanks again to our hosts Sandra Toy (*HomeStone Mortgage*) and LeTip Port Townsend for providing the evening's delicious food and drinks.

Don't miss our May 24 dinner at the Hadlock House. Guest speaker is Leonard Yarberry, director of the city's Development Services Department.

# JCHBA golfs on July 21

The Jefferson County Home Builders Association's 11th Annual Golf Tournament takes over the greens at the scenic Port Ludlow golf course on Friday, July 21.

The shotgun start for the four-man scramble is set for noon. You need not have a foursome to enter.

The \$100 entry fee includes a cart

and steak dinner. Your free SUBWAY lunch will be available at check-in. There're going to be lots of great prizes, too!

We're seeking players and sponsors for the JCHBA's big fundraiser. A registration form is available online at [www.jeffcohomebuilders.com](http://www.jeffcohomebuilders.com), or call 379.8784.



## New Members

Join the Jefferson County Home Builders Association and welcome our new members to the clan. Supporting fellow JCHBA members is one of our greatest strengths!



Kevin Tuuri, REALTOR®, GRI  
Windermere Port Townsend  
2010 Cleveland Street  
Port Townsend, WA 98368  
360.344.4342  
Kevin@KevinTuuri.com  
www.KevinTuuri.com

**Sponsor: Marianne Moe  
Harold Moe Construction**

Linda Germeau  
Kitsap Bank  
P.O. Box 65052  
Port Ludlow, WA 98365  
360.437.7863  
360.437.0719 (fax)  
lgermeau@kitsapbank.com  
www.KitsapBank.com

**Sponsor: Homer Smith III  
Homer Smith Insurance**



in March.

In case you missed it: "Lily's Kitty" is run by a tiny dog in a purple boa, who cons you into buying \$1 tickets. When Lily draws one, half of the ticket sales goes to someone who bought one that night. (Kristin Thibeault, from Hadlock Building Supply, went home with a fistful of cash at the mixer.) The rest is added to Lily's Kitty for the second drawing.

In Lily's purse are the names of all member companies. If the name drawn has someone in attendance, that person goes home with the Kitty. (If there's more than one of you there, you get to battle it out.)

Is Lily saving her Kitty for you? Come to the May 24 dinner and see.

### Letter to the Editor

## Regulations trump affordable

*For months, the Beckwith Consulting Group has been working with local stakeholders to create a Housing Needs Assessment for Jefferson County. Seeking sufficient input from our builders to make it a valid report, the JCHBA has encouraged the builders (a number of times) to reply to the consultants' e-mails or call them back, as well as offer their input at public workshops.*

Sandy,

Thank you for encouraging all Builder members to participate in the survey for the housing needs assessment.

I received a copy of the questionnaire from the consultant earlier this week. Upon reading the questions, it was very easy for me to answer. The truth is. . .

It isn't who our REALTOR® is, or who our lender is, or even where we build. . . City or County.

It isn't Government trying to figure out a way to give subsidies to those who can't qualify for financing. Even when housing was considered affordable, there were still those who couldn't buy a home.

Government regulations have been the single most inflationary factor in home construction—and every year, under the guise of safety and/or energy conservation, the Government continues to add to the cost.

The only possible solution is for

Government to go "back in time" (perhaps even to the beginning of the regulatory process) and restructure the entire process so that safety and affordability can coexist. (Yes, I know it's highly unlikely they'd be willing to do this.)

It doesn't start and stop at the jobsite. The costs associated with government regulations are coming from every angle. . . from the loggers in the woods, the truck drivers, the lenders—everyone and everything.

Is there a solution? Yes! Will the solution ever come about? I think not! Why do we bother then? It is our nature to try. . .

Bill Eldridge

## Lily's Kitty



**\$183 and growing. . .**

**Rick Tollefson missed out! Lily's \$183 Kitty should have been his!**

The owner of Tollefson Builders had planned to be at our April 26 mixer, where his name was drawn. But he wasn't, so Lily kept her Kitty.

Knowing that it would have been cruel to call him on his cell and rub it in. . . we did just that. Ironically, he was unloading equipment with Marty Kithcart (*Landmark Excavating*), who wasn't there when his name was drawn

## JCHBA Officers

President: Marianne Moe, CAPS  
437.2740

Vice President: Rick Tollefson  
732.4080

Secretary: Dan Dankert  
732.4976

Treasurer: Rick Gore  
385.6883

Board Members:

Jim Groves

Sandra Toy Joy McFadden  
Fred Kimball

Executive Officer:

Sandy Hershelman  
360.379.8784

jchba@olympus.net

www.jeffcohomebuilders.com

Editor: Sandy Hershelman

*Printing, in part, courtesy of  
Chimacum Creek Printing*

 **Jefferson County**  
Home Builders Association

360.379.8784

P.O. Box 1399  
Port Hadlock, WA 98339



# WANTED: Your opinion on permitting

**Come meet the new director.  
Tell him what you think.  
He wants to know!**

**Bring friends! Make  
new leads! Success is  
all about who you know.**



*Our guest:*

**Leonard Yarberry  
Director of Port Townsend's  
Development Services Department  
(aka "The Building Department")**

**Wednesday, May 24  
6:30 cocktails  
7 p.m. dinner**

At the  
**Hadlock House**  
141 Chimacum Road  
Port Hadlock

***Please RSVP (yes or no) to your May 16 e-mail from hershelman@olympus.net . . .  
Or call 379.8784 by May 22. Want to be on the JCHBA e-mail list? Let us know!***