

# It's just business? I don't think so...

By Sandy Hershelman

"It's not personal...It's strictly business." In the past 35 years, Michael Corleone's line from *The Godfather* has infiltrated deep into the business world and everyday life. While most folks aren't planning on having a competitor "whacked," as our second favorite Mafioso was, the phrase is thrown out there way too often as a justification that all nastiness is fair in business.

Like many of you, my business is MY business. As a sole proprietor, I am the face of my company. If someone has an issue with my company, they don't call a sales rep, they call me...at home...on a Sunday...before 8 a.m.

Don't tell me "it's not personal, it's strictly business." Anything that takes up 40 to 70 hours of my week is very, very personal.

When things head south and you're at the receiving end of the big stick, allow yourself sufficient time to refocus. Breathe deeply, smile, take the high road.

*You follow a client's directions explicitly because he is insistent you do so, even though you warn him that this isn't a great idea. Once the project is complete, the client has a cow because you followed his directions explicitly and the product isn't what he expected.*

Breathe deeply (again), exhale this time.

Of course such attacks are personal, because they're anti-you and anti-your-checkbook. It's tough to not take it as a personal insult, but for your own sanity you just can't. You must allow such snarly barbs to roll right off. ("Just like a duck," my friend tells her boys.

Water rolls right off its back.) If not, the attacks *will* become personal—and they'll eat at you.

Escape for a while, walk the beach, read a good book, or call a duck-loving friend and vent.

While you can't control how people treat you, you do control your own actions. Don't take advantage of others to further your own interests. If it feels wrong, it probably is. Justifying some questionable behavior with "it's just business" is truly a cop out.

I recall a loved one who was fired a year after relocating the entire family across the country. The owner of the company had used the hard-working professional to set up a specific manufacturing process. Once it was up and running, the company owner moved on to another victim; no doubt with another coveted skill-set. *Nothing personal, it's just business.*

Another loved one had a heart attack. Shortly after, the company he'd been with for decades fired him a few weeks before he was eligible to retire. No secure pension, no insurance. *Nothing personal, it's just business.*

I can't help but wonder about people who operate this way. What kind of spouse would the guy be, who

blindsides a whole family after they moved 2,500 miles for a job? Caring, loving, trustworthy? I doubt it. Water seeds of reprehensible behaviors and those thorny bushes infiltrate the rest of your life.

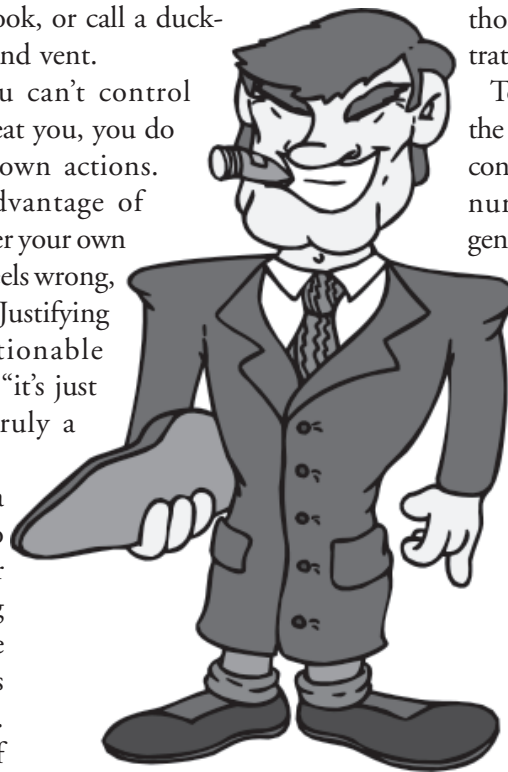
To the huge corporation, the dear man with the heart condition was just a blip, a number, not an artistic genius with a gentle spirit.

Someone who is spending a lot of time figuring out ways to con a competitor is being led down a dark path. I remember watching a movie, where the two-faced mobster took his virginal daughter to Mass with his sainted mother, while his cronies were killing his rival and his bimbo was doing her nails at

their hideaway. A shrink would have a field day with that guy, but then the wise guy would have to kill the doctor.

Who among us is really a self-made man or woman? We all rely on those around us, be they family, friends, clients, coworkers or competitors.

Put a caring heart into your business and your community. Stick to the high road, maintain high ethical standards, remember the Golden Rule, keep your eye on your karma...whatever you want to call it is just fine. When you put people first, you win.



**Sorry, Don Corleone. It had better be personal. After all, this is MY business.**

# Welcome our new members

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

**Rob Gruyé**

**Solution Building**

521 Willow Street

Port Townsend, WA 98368

360.301.4191

robsolution@olympus.net

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

*Coker Design Works*

**Abbie Little**

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www.kitchen-bathstudio.com

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

*Coker Design Works*

# Lily's Kitty



**\$383 and growing. . .**

**Kitsap Bank:** Lily's \$383 Kitty would have belonged to one of yours had anyone from Kitsap Bank been at our April 25 mixer.

Lily was tempted to go Mother's Day shopping for your favorite executive officer, but she was stopped heading out the kitty door! Someone had better soon win her stash!

To date, Bob Bruns (*Full Palette, Inc.*), Christopher Cates and Melinda Bower (*Christopher Cates*), Frank Feltes (*Frank Feltes' Custom Paint & Drywall*), Rick Tollefson (*Tollefson Builders*), Marty Kithcart (*Landmark Excavating*) and Malcolm Dorn (*Wallyworks Enterprises*) have all missed out by being absent from our dinner meetings when their company name was drawn.

Next chance: May 23 dinner at the Seaport Landing!

## Golf July 20!

The Jefferson County Home Builders Association's 12th Annual Golf Tournament takes over the greens at the scenic Port Ludlow golf course on Friday, July 20.

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 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 Jim Groves at 385.6282.



# Win HomeShow logo contest

JeffCo HomeShow plans are underway! The Jefferson County Home Builders Association (JCHBA) is holding a logo design contest, with \$250 going to the designer of the most fetching logo. Deadline: July 1.

The May 2008 JeffCo HomeShow, presented by the JCHBA and sponsored by the Jefferson County Fair Association, will attract thousands of attendees from around the Puget Sound. The HomeShow's focus is building, remodeling and landscaping.

The logo will be used on all signage and advertising of the show for years to come. The design should be equally appealing on an envelope, as on a large banner. It should reproduce as well in black and white,

as in color. Please create both in vector format with sufficient pixels for major enlarging. Submit a 300 ppi JPG of the image to [hershelman@olympus.net](mailto:hershelman@olympus.net), noting the native program, fonts and PMS colors used.

Note: JeffCo HomeShow is two words with the C and S capitalized.

The JCHBA board will decide on the winner without knowing who has submitted which entry. If no entry is of sufficient quality, the board is not required to choose from the submissions. The winner agrees to release the vector image and all copyrights to the JCHBA.

Have any questions? Call Sandy Hershelman, 385.1087 or e-mail [hershelman@olympus.net](mailto:hershelman@olympus.net).

# Gregoire signs bill targeting unregistered contractors

On May 11, Governor Christine Gregoire signed HB1843, legislation increasing the penalties against unregistered contractors. This bill, which the Building Industry Association of Washington helped draft last fall, protects the consumer by making it a gross misdemeanor to do the work of a contractor without being properly bonded, insured and registered. It also closes the "owner-builder" loophole and prohibits non-contractors from building homes for immediate resale.

Following the bill signing, the Department of Labor & Industries' Director of Contractor Registration said the department would be communicating with contractors about the changes in the law which go into effect on July 22.

L&I has a wonderful tool on its website for looking up contractors. Not only can you verify that your contractor is indeed registered, bonded and insured, it also gives details on any liens against the bond. Try it at:

<https://fortress.wa.gov/lni/bbip>

# JCHBA mixer: Sharing fun time at Vintage

Ken Kelly graciously opened up his Vintage Hardware store and Art Deco Light Museum for last month's JCHBA meeting. The mixer was hosted by Baldwin Hardware's Shane Groom, who supplied lots of food and drink.

Those of you who haven't yet visited Vintage Hardware need to do so. Ken has a wonderful collection of old and new at prices for every budget. His latest addition is the line of high-end Baldwin locksets, which Shane showed us on April 25.

The JCHBA is always looking for an interesting venue and/or program topic for our meetings, September through May. If you have any ideas, or would like to host an event, please let Sandy Hershelman know. Call 385.1087; e-mail [hershelman@olympus.net](mailto:hershelman@olympus.net).

JCHBA President Fred Kimball (*Kimball Woodworks*) was prepared in case the overabundance of candles on birthday boy Lawrence Graves' (*Frontier Bank*) cake threatened to burn down Vintage Hardware. Mary Harding (*Peninsula Daily News*) and JCHBA Director Joy McFadden (*EastWest Mortgage Services*) held up the cake. Kiwi Ferris (*Edensaw Woods*), in back, was still grinning from winning \$55 in March's 50/50 drawing. (Renée Widmer, *First American Title Company of Jefferson County*, won \$33 that night.)



Baldwin Hardware's Shane Groom described his locksets to interested JCHBA members and guests. The mixer was held amongst Vintage Hardware owner Ken Kelly's (left) delightful collection of hardware, lighting and collectibles from eras past.

## "Save the Date for '08"

JeffCo HomeShow 2008 sponsorships are open to *members only* until June 30, 2007. After that, we'll take applications from other vendors, manufacturers and companies. Details of the myriad sponsorship opportunities are online at [www.jeffcohomebuilders.com](http://www.jeffcohomebuilders.com).

## 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).

## JCHBA Officers

President: Fred Kimball  
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Secretary: Dan Dankert  
732.4976

Treasurer: Rick Gore  
385.6883

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Rick Tollefson

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# What's zoning got to do with it?

*Our guests...*

**Al Scalf**

JeffCo Director of Community Development

**& Fred Slota**

JeffCo Building Official

**Wednesday, May 23**

**6:30 p.m.**

**\$10**

**Seaport Landing**

1201 Hancock  
Port Townsend

**RSVP! Beef or  
chicken**



Please RSVP by May 18 (yes or no) to your May 14 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!

*Where's Seaport Landing?*  
Turn at the funeral home.  
Go all the way to the end.