



Jefferson County Home Builders Association's Building Community

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Newsletter

Serafins creating Quality Landscapes

In the early 1980s, dairy farmer Roger Short lured Steve and Dorothy Serafin to Chimacum.

Steve, who has a degree in general agriculture, is described by his wife as, “a Southern California boy who determined he was not going to go to school and end up in an office.”

In 1986, tired of the dairy business, Steve decided to make use of his other college degree, in landscaping — and Port Hadlock's Quality Landscapes was born.

Steve, whose dad was a professional gardener, had a lawn care business in high school

“I love it. It's one of those things that, if I wasn't doing it for myself, I'd be doing it for someone else,” Steve said.

Dorothy had gone to college with thoughts of becoming an engineer. Not wanting to be cooped up in an office changed her mind.

She had once laughed when a high school aptitude test said she was born to be a landscaper. These days, it doesn't seem so funny.

“It's about the most rewarding job I can think of. There's variety, creativity,” Dorothy said. “It's like painting on a large scale, instead of on a small canvas.”

The Serafins' mantra is “right plant, right location”.

“Part of landscaping is where you marry the natural environment with the man-made,” Dorothy said. “When we landscape, we don't put in too many plants. We pride ourselves in being minimalists. Simple elegance. We try to educate people to be patient for two or three years.” The planting needs to mature.

There's an art to maintenance.



Since 1986, Steve and Dorothy Serafin's Quality Landscapes crews have been ensuring residential and business yards stay beautiful.

Through consistency, one can create a “park” setting. It's 90% art and 10% knowledge.

“Whenever you prune a shrub, you change its natural habitat,” Dorothy warned. Insects can't feed if you remove the flowers; critters can't hide if you leave no brush. “A more natural landscape is better for the environment than a highly-maintained landscape.”

The Serafins work alongside their three employees. Residential and commercial maintenance is 75% of their business. They enjoy landscape renovation and new projects, as well. Gutter cleaning, pressure washing (no buildings or roofs), installation and repair of sprinkler systems, field mowing, and pesticide application round out their offerings.

Continuing education is key to success, Steve said. “It's important

to learn more. If your association offers certifications, it's important to get them. Even if you know what you're doing, they tells the public that you do know what you're doing.”

Certifications are available through the JCHBA.

The Serafins actively support the industry that feeds them. Steve is vice president of the Washington State Nursery and Landscape Association; and will be its 2005 president. Dorothy is the WSNLA state director for the Olympic Chapter. They are members of the Independent Business Association and the Washington Farm Bureau.

“If you're in business, you have to be proactive in politics, because if you don't protect your business interests, nobody else will,” Steve said. “You have to be knowledgeable, so when there is a call-to-arms, you can act.”

“New” board elected at Oct. 16 dinner

2004 Officers

President: Marianne Moe

Vice President: Rick Tollefson

Secretary: Dan Dankert

Treasurer: Rick Gore

**Directors: Bob Little, Bill Irwin,
Kevin Miller, and Fred Kimball**

The Oct. 16 election at our annual meeting reaffirmed your support of the 2003 officers. All were voted back into office.

The one new face on the board is a familiar one to most of us. Fred Kimball is the owner of Kimball Woodworks and a partner in Kimball Landis, LLC. With Rick Landis, he is currently creating The Neighborhood of Umatilla Hill, a

From Sandy Hershelman, your Executive Officer. . .

Support your building trades

It's time for the Jefferson County Home Builders Association to make a decision. Do you want to be a club, meeting once a month for a nice dinner and (hopefully) interesting speaker? Or do you want to be the voice of the building trades in Jefferson County, a group known for its tenacity to stand up for the rights of small business owners, while on the quest for affordable housing?

“Uh,oh,” you say? “Sandy wants us to do something, doesn't she?”

You bet I do. Since I came aboard in June of 2003, I have been cleaning house. Your Web site is up and happy, this hot little newsletter is in your hands, the books and paperwork are in order, we had a great golf tournament, and another carpentry class in full swing.

All the while, I've been waiting for your direction.

I am a journalist, a desktop publisher and a Web designer — a communicator. Give me a keyboard, a microphone, or a TV camera and I can spread the word as effectively as anyone out there.

pocket community of Ross Chapin-designed homes in Port Townsend.

With degrees in mining engineering and geological engineering from the University of Idaho (1975), Kimball worked mostly underground until he came to live in Jefferson County. Here, he had to learn a new trade.

The self-taught contractor realizes the importance of training young people. Since 2000, Kimball has co-instructed the JCHBA Residential Carpentry Program through Peninsula College.

Also approved on Oct. 16 was a \$25 dues raise, effective Jan. 1, 2004. The increase compensates for the NAHB's decision to raise its membership dues.

The NAHB's \$30 increase is to

But, guys, I'm not a builder. I need to be told what issues you are facing, what rules and regulations are absolutely ridiculous, and what part of the permitting process is illogical. Unless, of course, all is perfect here in Jefferson County. And, we know it's not.

In 2001, there was a major rumble within the JCHBA. Talk of joining the HBA of Kitsap County was quelled with promises of support and action. You didn't want the strength within the Kitsap association to fight for the building trades here in Jefferson County. You wanted to do it yourself. I found the paperwork and know who promised what. And I will find you!

Seriously though, if you want the JCHBA to be a viable entity in this community, you must take action. There's more commitment required than just throwing me a bone. Work with me. Remember, mine is a part-time job, in addition to running my own business.

If all you want of me is an event planner, so be it. But, you'd be wasting your money.



Fred Kimball, your new director

be spread over three years. The first hike was on April 2003; another is due January 2004.

BIAW has new medical plan

A brand new mini-medical plan was unveiled at the recent BIAW board meeting.

Safeco is offering members of the BIAW a stable health insurance plan at a fixed monthly rate.

Similar plans are usually offered only to firms with 50 or more employees. The BIAW plan is open to companies of all sizes.

This is not a replacement for a major medical plan. It is designed to cover basic insurance needs that employees and dependents use on a routine basis.

There is no deductible. Claims are paid regardless of additional coverage you may already have. All eligible family members may be included at no additional charge. And, there are no preferred providers. You may see whatever doctor you want.

Rates begin at \$97.89 per month per family.

By the time you are reading this, we should have the forms, details and brochures at the JCHBA office. Call 379-8784.

Installation gala is Jan. 10

Last year's Christmas party and installation of officers was a wonderful affair. Great music, good food, and time spent with friends. It was too bad the date conflicted with so many Christmas parties.

This year, we've decided to avoid the frantic Christmas season and have our "Winter Gala" in mid-January. The evening promises to be a relaxed affair — the perfect venue to welcome potential members and have a really good time!

Thanks to JCHBA's generous sponsors, at no charge to you, we will have a band, finger foods, and soft drinks.

We opted for a bring-your-own-bottle affair to stay within our limited budget.

Festive attire is encouraged. 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.

Mark your calendars now: The Saturday, January 10 affair at the Beach Club, in Port Ludlow, will also serve as the JCHBA's installation of officers for 2004.

BIAW President Gary Crounce, from Grapeview, will be our guest for the evening and preside over the installation. Marianne Moe is seeking sponsors to cover the cost of the evening. If you'd like to help, please give Marianne a call at 437-7994.

Do note that there will not be a JCHBA dinner meeting in December. Enjoy your families; and have Happy Holidays!



Port Townsend to redo permit process

The City of Port Townsend plans to revamp its permitting process and would like contractor input. If you are interested in participating on this team, please contact the JCHBA office, 379-8784.

Ask for warrant from state L&I inspectors

BIAW attorneys have offered this advice: Before any bureaucrat from the state Department of Labor & Industries inspects your worksite for safety violation, you should first give your consent and, in some cases, you should also demand L&I obtain a warrant.

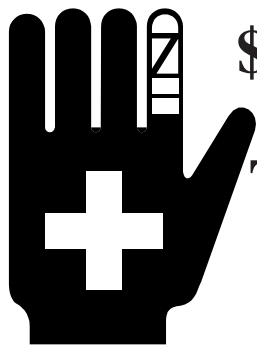
Litigation has already forced L&I to order its inspectors to have the consent of business owners prior to entering a worksite.

For more info, contact BIAW's safety representative, Donovan Quebedeaux, at 800-228-4229.

First Aid/CPR Class

... for you and your crew

Saturday, Jan. 17
9 a.m. to 3 p.m.



\$45 per person

**To preregister
call JCHBA
379-8784**

**OSHA-certified
Class size limited**

Also accepting names for future classes

Map project joins Clallam and JeffCo associations

The JCHBA has partnered up with Clallam County's North Peninsula Building Association and E&M Consulting to produce a map of Eastern Jefferson and Clallam counties. Port Ludlow, Port Hadlock/Irondale, Port Townsend, Port Angeles, Carlsborg, Sequim and Forks will be featured.

The full-color map marks developments and subdivisions, gives detailed directions, contact name and phone number, and has an amenity listing. In addition, the map will highlight scenic trails and areas of interest.

Distribution will be through the Building and Remodeling Expo, the NPBA booth at the KONP Home Show, and via other NPBA and JCHBA functions. Maps will also be given to real estate offices, chambers of commerce offices, banks, mortgage companies, title companies, advertisers', and in relocation packets.

NPBA members have enthusiastically embraced the project. Now, it's your chance to reach thousands of potential customers looking to buy a lot, or build or remodel a home, through an advertising vehicle with an extended shelf life.

E&M Consulting will be contacting you in the near future. Ad rates start at \$295. E&M does the ad layout. Questions? Call Jason or Marc, of E&M, at 800-572-0011.

WANTED

{Very much alive}

**Round up
new
members!**

**Earn
Christmas
cash!**



**Deadline:
Dec. 15**

**Lots of us
want to join.
Just ask!**

\$50 Reward

A crispy \$50 bill will be given to anyone who delivers a completed JCHBA membership application to Sandy Hershelman.

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

The small print: New members only. Full payment must accompany application. Applicant must be approved by JCHBA board of directors. Applications at www.jeffcohomebuilders.com, in this newsletter, on the JCHBA office door, or call 379-8784. Whomever actually "closes the sale" gets the \$50.

Empowering your HBA to benefit the trades

Speaker: Jack Tenhulzen, CGR
Past-president of the MBA of King
and Snohomish County



Monday, November 24
6:30 p.m. cocktails
7 p.m. dinner
Harbormaster Restaurant
(Resort at Port Ludlow)

RSVP by Nov. 18
379-8784
Dinner \$18
King salmon, top sirloin steak,
or chili-rubbed chicken breast

JCHBA Officers

President: Marianne Moe
360-731-0643

First Vice President: Bob Little
385-5606

Secretary: Dan Dankert
1-888-323-7646

Treasurer: Rick Gore
385-6883

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