



Jefferson County Home Builders Association's Building Community Newsletter

November 2004
Volume 3, Issue 8

Have you perfected your elevator pitch?

No matter what your business, you should have an “elevator pitch.” The underlying premise is to imagine that you’re in an elevator with a potential client or investor. He is captive for the length of the elevator ride.

“So, what do you do?” Donald Trump asks politely.

What you say to The Donald in those 30 precious seconds make, or break, the first impression. This is why you should craft a well-practiced description of the benefits of using your company’s product and/or service.

Sounds like you’re writing a commercial, huh? *Exactly.* . .

Now, in Port Hadlock there’s only one elevator in town. . .and it only goes up one floor. Chances are your magical moment won’t happen between floors. It’ll happen at a party, in line at the grocery store, or while you’re getting your tires rotated.

Your pitch needs to be well rehearsed, but sound like it’s off-the-cuff, casual conversation. Delivery is key. Smile, and look them in the eye.

◆ Keep your pitch short and sweet. My own pitch is under 100 words. Then again, I have no problem winging it with perfect strangers—and could talk for hours. Respect your comfort zone, or you may not throw the pitch.

◆ Solve their problem. No matter what your business does, you are solving a problem by providing a service that someone else can’t (or doesn’t want to) do.

◆ Keep it simple, in layman’s language—no trade lingo or acronyms. If you’re not sure exactly how to pitch your services without the lingo, ask

Elevator Pitch: *A slang term referring to the 20 to 60 seconds an entrepreneur has to interest a venture capitalist in his or her business idea.*



your customers to describe you.

◆ Grab their attention with a “hook,” something sure to spark questions.

◆ Depending on your business, you may need to have more than one pitch, each tailored to different audiences.

◆ Be passionate about what you do, and let it show.

◆ Make sure your employees are well versed in the pitch, too.

Some marketing gurus say to conclude your pitch with a request to contact them again. Be very careful with that one. If it’s appropriate to exchange business cards, do so. If not, make a note of whom you pitched. It may come in handy later.

If someone asked, “So Sandy, what do you do?” And I said, “I make Web sites.” Do you think anyone would be impressed? While the statement is quite true, it does nothing to stimulate conversation. “Oh,” may be

the best response I’d get to that one. After all, there are probably more Web designers and massage therapists per capita in this town than anywhere else in the world.

Since I’m not usually hanging out in elevators, I prefer to break my elevator speech into two parts.

“I’m a writer. I was a freelance journalist and photographer for about a dozen years. These days I work primarily with small business owners, schools and non-profits to help them tell their story in an eye-catching way. I design Web sites, newsletters and other printed materials to help them effectively market their product or service.”

More often than not, they reply at that point. Often, it was the years spent as a journalist that piqued their interest. It was “my hook.” Most people feel they can’t write, and they truly value that skill.

I intentionally repeated, “help them.” It’s my hands-on approach people are buying. I’m not just working for them; I’m working with them. As far as my pitch, I want them to be interested in me. *I am my company.*

From there, I continue, “Desktop publishing was a natural use of my writing and photography skills. From there, the Web was a perfect progression. Words, photos, pretty colors. . .it’s such a wonderful medium. I just love it!”

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JCHBA elections on Nov. 18

Elections for the JCHBA's 2005 officers will be held at our Nov. 18 dinner meeting.

The familiar faces are back again. Each of the names to the right have been nominated for the post indicated.

The JCHBA welcomes new volunteers with open arms. If you have any other nominations, please submit them in writing to JCHBA, P.O. Box 1399, Port Hadlock, WA 98339. (Note: please make sure the person wants to be nominated.)

Nominations will also be accepted from the floor on Nov. 18.

The Jan. 22 installation party at the Beach Club in Port Ludlow will feature a live band and lots of food, thanks to the generous sponsors we will soon begin calling.

Welcome our newest members!

Bank of America

Scott McKeag

734 Water Street

Port Townsend, WA 98368

360.379.6340

E-mail:

scott.t.mckeag@bankofamerica.com

Sponsored by Jim Groves

Groves & Company

BALLOT

President: Marianne Moe
Vice President: Rick Tollefson
Secretary: Dan Dankert
Treasurer: Rick Gore
Board members: Jim Groves,
Bill Irwin, Kevin Miller
and Fred Kimball



McFadin & Davis, Inc.

Ezekiel McFadin and Brent Davis

General contractors

2024 Clay Street

Port Townsend, WA 98368

360.379.1175 ♦ 360.385.9772 (fax)

E-mail: zeke56@hotmail.com

Sponsored by Marianne Moe

Harold Moe Construction

First Fed's JCHBA mixer was great!

Those of you who missed the October mixer at First Federal Savings & Loan, in Port Townsend, missed a really wonderful time.

To Joy McFadden and her crew, we offer a heartfelt thanks. They put on an affair that was full of laughter, good food, and new friends.

Shop for insurance

Knowledge is power. With so many of your health insurance plans coming up for renewal at the beginning of the year, now is the time to ask for quotes from other companies.

To stress that point, EPK & Associates, Inc. (who handle the BIAW Health Insurance Trust) have declared, "November is Shop Our Health Insurance Month." They contend that, even if you don't go with them, you can take their lower quote back to your insurance carrier for leverage.

Sounds like it's worth a few minutes to fill out the easy form on our Web site at www.jeffcohomebuilders.com/BIAWinsQuote.pdf, or call 800.545.7011 ext. 6.

Don't forget to call Homer Smith, 385-3711, and Bob Carter, 385-9550.

Membership drive features \$500 prize!

The JCHBA has a benefactor. We have been offered a \$500 incentive for attracting 20 new members.

"Sandy's New Best Buddy" has asked to remain anonymous. Even Marianne Moe, your president, doesn't know who Buddy is. All she knows is the obvious: This person really cares about the JCHBA.

That said, here's the scoop:

The \$500 is being thrown your way—every last dime of it. 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 yours. Simple and straightforward.

Sandy Claus wants to give you \$500 to help with your holiday shopping. She's not asking for much in return.



The contest begins on Nov. 15. In fairness to Buddy, our "contest" can't go on forever. Deadline is May 1.

If you need help pitching the JCHBA, just 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.

JCHBA Spikes

| | |
|--------------------------------|-------|
| Bill Eldridge | 321.5 |
| Eldridge Homes, Inc. | |
| Jim Groves | 86 |
| Groves & Company | |
| Marianne Moe | 77.5 |
| Harold Moe Construction | |
| Bob Little | 32.5 |
| Little & Little Construction | |
| Bill Irwin | 14 |
| Paradise Bay Design and Const. | |
| Bill Leavitt | 6.5 |
| Leavitt Trucking, Inc. | |

Spike candidates are folks who have brought in new members, but haven't quite reached the six new members threshold required to qualify as a Spike.

Dan Dankert
Jeff Evanger
Jim "Kiwi" Ferris
Rick Gore
Dennis Kelley
Fred Kimball
Jody Locklear
John and Gail McClane
John Nessel
Homer Smith III
Rich Stapf
Rick Tollefson

Elevator pitch

◆ Continued from page 1

Sometimes the imaginary elevator doors open and we part ways. But more often than not, we continue to chat—and this is a good thing.

Self-promotion can be tough. As much as I know I should have it in my pitch, I can't bring myself to actually say, "I've won numerous awards for my writing, photography and desktop publishing." I have "award-winning" in my e-mail signature line and on my Web site, but saying it in casual conversation just doesn't feel right. Of course, in situations where it would be critical to include it—I would. In today's market, you can't afford to be humble.

Spike Appreciation Month: Time to Celebrate

Once again, November is upon us. To many of us, this month signifies the beginning of a festive holiday season, complete with a Thanksgiving meal, time with family and friends, and other holiday preparations. November is a celebratory time of year, indeed, and for us JCHBA members, November brings one more very special reason to celebrate: our Spikes.

For those of you for whom this November is your first as a JCHBA member, please allow me to tell you what Spike Appreciation Month is all about. Every year, during the month of November, the entire federation offers its sincere thanks to our Spikes for all they contribute. In fact, many of you may have even been recruited by one of our Spikes, to whom you can give a special "thank you" this month.

As an association, we celebrate our Spikes because their work builds bridges, connecting each one of us to the power of the building industry.

By building our membership, JCHBA's Spikes give us:

- ◆ A reliable source of dues revenue for the association;
- ◆ A continually refreshed source of new members within our network;
- ◆ A stronger voice among the legislative and political decision makers;
- ◆ Increased purchasing power that creates savings for all members;
- ◆ Diversity within our association that allows us to share in the expertise and ideas of a membership, truly reflective of our industry.

Please join me this November in kicking off another Spike Appreciation Month. My personal message to our Spikes is simple, but heartfelt:

Thank you, Spikes, for your perseverance, dedication, hard work, and charisma! Your recruitment efforts



Marianne Moe
JCHBA President

make our association better by building a richer member network, a stronger foundation of power, and more dues revenue. You have my continued support in your member recruitment and retainment efforts.

If you are considering becoming a Spike and getting more out of your own membership, I encourage you to do so. Besides having a broadened network of business contacts and being celebrated during Spike Appreciation Month, our association tries to make the recruitment and retention efforts of Spikes

worthwhile. The Spike Club program is organized in levels of distinguished status, accompanied by awards. Additionally, Spikes are given an opportunity to attend the annual NAHB Spike Party at the International Builders' Show and the annual BIAW Spike Party, among other perks throughout the year. Currently, our association has six Builder and Associate members, who have earned the prestigious Spike status. Four of them are Life Spikes.



Next JCHBA meeting is the
Jan. 22 installation party.
Live music, free food, lots of
fun. . . *Happy Holidays!*

JCHBA Officers

President: Marianne Moe
437.2740

Vice President: Rick Tollefson
732.4080

Secretary: Dan Dankert
732.4976

Treasurer: Rick Gore
385.6883

Board Members:

Jim Groves Bob Little
Kevin Miller Bill Irwin
Fred Kimball

Executive Officer:

Sandy Hershelman
360.379.8784

jchba@olympus.net

www.jeffcohomebuilders.com

Editor: Sandy Hershelman

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360.379.8784
Jefferson County
Home Builders Association
P.O. Box 1399
Port Hadlock, WA 98339



Hood Canal Bridge project takes center stage

***Speakers Lloyd Brown and Ron Lewis
WA St. Dept. of Transportation***

\$283,556,335

Thursday

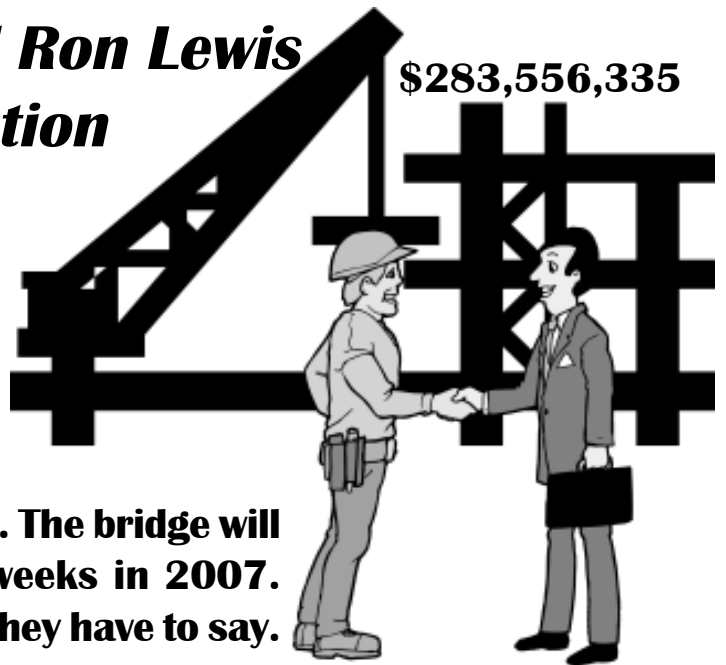
Nov. 18

6:30 p.m.

\$14

**Bring
prospective
members!**

**We're in this together. The bridge will
be closed for eight weeks in 2007.
Come, listen to what they have to say.**



Shanghai Chinese Restaurant

265 Point Hudson ♦ Port Townsend

***Reservations made, but
not cancelled by Nov. 16,
will be invoiced.***