



Jefferson County Home Builders Association's Building Community Newsletter

November 2005
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Are you a leader, a manager. . .or both?

It's fascinating to watch the dynamics within an organization. Some people lead; some follow. Some manage well; many micromanage too well. Some people are leaders; some are managers. How about you? Are you a leader or a manager? There is a distinct difference between the two.

In a nutshell: Management is systems; leadership inspires people. To grow and prosper, companies need good management and great leaders.

Managers pretty much maintain the status quo. They are administrators. They plan, budget, organize, handle staffing, and control and solve problems. It's much easier to teach management than leadership.

Leaders are the visionaries. They encourage change and establish a direction towards a long-term goal. They develop a team, motivating and inspiring others to be willing to follow them anywhere.

Leadership is all about change—and that can be tough for some. When you're encouraging people to abandon old habits and try something new, you're raising the bar—and that can be scary. Leaders, however, will dare to fail. They recognize that risk is just part of the game.

A good manager may be a leader. A good leader may be a manager. But not all of us are strong in both areas. You owe it to yourself, and your business, to know your strengths—and your weaknesses.

Do get to know your staff very, very well. Don't be afraid to hire people who know more than you do. A wise business owner will surround himself

with people, who are strong in the areas where he's weak.

Just because you own your business doesn't make you a leader. If you think you're leading, and no one is following, then you're just taking a walk. If you

You don't manage people, you manage things. You lead people.

– Rear Admiral Grace Hopper, 1906–1992

are not a natural leader, acknowledge the fact—at least to yourself. Then look around you: Your best manager may be a great leader, inspiring trust and confidence. Your employees will do anything for him. Make good use of that fact!

A person doesn't necessarily choose to lead. He or she is often put in that position. People want success and they often recognize the natural leader among them. Groups are often more loyal to a leader than a manager. This can cause problems, if a natural leader works under a manager-type.

Even more problems may arise, if a "bad" leader—a destroyer—is in your employ. You know the types. Some can suck all of the positive energy out of a room with a single breath. Others are intentionally divisive, or sneaky backstabbers. Such creatures must be dealt with before your organization starts a downward spiral. Don't wait until it's too late.

Resources are usually limited in a small business. It's even more crucial, then, to effectively manage dollars and people. Without deep pockets, you can't afford to make mistakes. Learn to

delegate. Get over the I-must-do-it-all-myself mentality. Educate your staff, value their input, and empower them to be an effective part of your team.

If you haven't changed your tactics since you first opened your business 20 years ago, chances are what you've always done isn't working nearly as well now, as it did in the 1980s.

Changes in consumers' tastes, social mores, history and technology have all tweaked the playing field.

Then again, if you don't want your business to change and grow, you don't have to worry much about solid leadership; effective management will do you just fine. You've also answered my original question—you are a manager, not a leader.



Map unites JCHBA & NPBA

Jefferson County Home Builders Association and the North Peninsula Building Association have once again partnered with E&M Consulting to produce a map featuring the towns of Port Ludlow, Port Townsend, Port Hadlock/Irondale, Port Angeles, Carlsborg, Sequim and Forks.

Our 2004 map was well received. We're expecting to again produce between 5,000 and 10,000 maps. Distribution will be through the Building and Remodeling Expo, at the NPBA booth at the KONP Home Show, at other JCHBA/NPBA functions, and in relocation packets. Real estate offices, chamber of commerce offices, banks, mortgage companies, title companies, and advertisers will also be offered the maps for distribution.

Typically, these maps mark developments/subdivisions and give

EDC hosts a summit

The Economic Development Council of Jefferson County is holding an Economic Summit at Fort Worden State Park and Conference Center, from 9:30 a.m. to 4:30 p.m., on Nov. 10.

Focusing on our county, the summit features speeches from legislators, as well as presentations from national, regional and state economic development experts.

Topics include the EDC Draft Strategic Plan, economic development education, forming partnerships, business and industry clusters and their impacts on the regional economy. The summit concludes with a panel discussion on community economic development and opportunities to make our communities a better place in which to work and live.

For more info, or to be a sponsor, please call the EDC at 385.6767 or e-mail admin@edcjc.com.

A copy of the EDC Strategic Plan is online at www.edcjc.com.

detailed directions, contact info and amenities for each. In our area, though, custom builders may consider listing a few of their finer homes.

Of course, the map also highlights scenic trails and many areas of interest on our beautiful Olympic Peninsula.

This is an advertising vehicle with an extended shelf life. People don't usually throw away maps until they're well used and abused. Here's your chance to reach thousands of potential customers, in both counties. Many of them are looking to buy a lot, build a new home, or remodel an existing home. They need your services!

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.



BuilderBooks.com

BOOKS THAT BUILD YOUR BUSINESS

The Jefferson County Home Builders Association has partnered with BuilderBooks.com to give our members access to an amazing assortment of resources to help strengthen their businesses.

Any topic, from design to codes, to business management, marketing and contracts is covered at BuilderBooks.com.

Order through the link at www.jeffcohomebuilders.com to support the JCHBA.

GM offers JCHBA its preferred pricing

Members of the Jefferson County Home Builders Association can save thousands on the purchase of a General Motors vehicle. GM is the exclusive automotive partner of the National Association of Home Builders, to which each JCHBA member belongs.

GM Supplier pricing is available through Jan. 3, 2006. Purchase or lease a 2004, 2005 or 2006 Chevrolet, Pontiac, Buick, Cadillac, GMC, Saturn, HUMMER or Saab passenger car, light-duty truck, van or SUV, and JCHBA members will get a price typically reserved for GM's select corporate suppliers.

Your GM Supplier pricing is compatible with most current consumer GM incentives, including GM Business Choice.

It's easy and rewarding to take advantage of the benefits available to you. Start by viewing the offer details section on the Web site for complete terms and conditions. www.gmfleet.com/gmfleetjsp/nahb/index.jsp?cmp=nahb05print



2006 officers elected

Thanks to all of you who participated in the nomination and election process, the JCHBA has now officially elected its leaders for 2006.

You have approved President Marianne Moe (*Harold Moe Construction*), Vice President Rick Tollefson (*Tollefson Builders*), Secretary Dan Dankert (*D & D Insulation*) and Treasurer Rick Gore (*Mountain Propane*). Board members are Jim Groves (*Groves & Co.*), Fred Kimball (*Kimball Woodworks*), Sandra Toy (*HomeStone Mortgage*) and Joy McFadden (*First Federal Savings & Loan*).

Please plan to attend their installation party on Jan. 7.

JCHBA provides events to build businesses

Christmas is coming. It's right around the corner. Okay, stop cringing. We're gonna help.

How about doing all of your Christmas shopping in one evening, sitting down, eating and drinking with your friends? Here's the deal: Marianne Moe is hosting The Pampered Chef party of the season at her home at 6 p.m., on Tuesday, Dec. 6.

Food, beer and wine will flow, courtesy of our generous sponsors, while you select and order high-quality kitchen and barbecue tools for your spouse, friends and family.

(Guys: Trust me. Everyone benefits

Sorry for the big jump in price for the Nov. 16 dinner. . .

Two days before this newsletter went to print, we found out that the new management at the Harbormaster would no longer offer us the wonderful discount we've had in the past.

The next sit-down dinner meeting won't be until February, so we'll have a chance to shop around before then.

Party's all set to rock

Mark your calendars! The installation of JCHBA's 2006 officers is planned for Jan. 7 at the Beach Club, in Port Ludlow. As in the past, the Captain Fever band, free food and drink (and lots of fun!) will be possible thanks to our generous sponsors.

Excited by the success of the October mixer, let's use the installation as a chance to bring potential members into the fold. Don't feel like you have to be able to answer all the questions about why someone should join the JCHBA before you approach someone about joining. If you need help closing the sale, call Sandy at 379.8784.

Marianne Moe is once again gathering sponsors for our big event. Care to donate? Call her at 437.7994.

One-stop Christmas shopping. And we'll even feed you. . .

when the cook is happy. Even those of us women, who try not to cook too often, have a wish list of Pampered Chef items we'd love. Just ask your wife to make a list of what she'd like.)

This shopping adventure is possible thanks to Diane Johnson-Kithcart (wife of Marty, of Landmark Excavating). Diane has set up a special account just for this JCHBA party, if you'd prefer to order online. Check out www.pamperedchef.biz/dianekithcart. Enter JCHBA in the "host" box.

You may also pick up a catalog on

the door of the JCHBA office, or call Diane at 385.3218 and she'll send you one. The order will indeed be back before Christmas.

Invite your crew, your friends, and potential new members. This is yet another dynamite networking event that the JCHBA has put together for your advantage. Not to mention, all of Santa's work gets done in one fell swoop.

Net proceeds from the evening will benefit the Christmas for Tri-Area Children program.

Please RSVP to Marianne at 437.7994. The Moe's' address is 104 Mats View Terrace, Port Ludlow. Head out Oak Bay Road from Port Hadlock. It's about seven miles out, high up on the hill on the right, overlooking Mats Bay.

Networking. . .networking. . .networking. . .



LeTip Port Townsend President Bill Hubbard, left, and JCHBA President Marianne Moe, right, thanked American Marine Bank's Ryan Anderson and Paula Zimmerman for hosting a successful business mixer for East Jefferson County businesses. With a number of members belonging to both the JCHBA and LeTip (an international business referral organization), combining efforts for this business mixer made perfect sense. Both groups invited nonmembers from all around our county. Everyone enjoyed an evening of networking, good food and fun—and Marianne went home with three completed applications for new members to the JCHBA!!

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

Kevin Miller Bill Irwin

Fred Kimball

Executive Officer:

Sandy Hershelman

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



Market ups and downs

Speaker:
Anji Sell
Edward Jones

Wednesday, Nov. 16

6:30 p.m.

Harbormaster

Port Ludlow

\$25



How to hang on

Dinner choice: steak or salmon. Please RSVP (yes or no) to 379.8784 by Nov. 11. Or reply to your Oct. 31 e-mail from hershelman@olympus.net. Reservations made, but not cancelled, by Nov. 14 will be invoiced.