



Jefferson County Home Builders Association's Building Community

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Newsletter

JCHBA celebrates 25 years!

JeffCo HomeShow™ attracts crowds

By Sandy Hershelman
Executive Officer

It was exciting to be able to kick off the Jefferson County Home Builders Association's 25th anniversary year with a home show. There were 1,000 people who ventured out to the Jefferson County Fairgrounds to explore the JeffCo HomeShow™—our anniversary present to you!

It was a major commitment for a small trade association to undertake. A lot of strategic planning and a bazillion hours of work! It was important to us to focus on what we do best—service the building trades. The JeffCo HomeShow had a building, remodeling and landscaping focus. Nearly 70 exhibitor booths and demonstrations, inside and out, offered inspiration for new construction and home improvement plans.

Networking and word-of-mouth advertising are two of the most powerful tools in the builders' toolboxes. The JeffCo HomeShow provided a venue for members of the building industry to have direct contact with consumers wanting their services. The companies attracted new clients and will boost their bottom lines. The consumers got to see and feel products, as well as attach faces to companies that they'll be paying a lot of their hard-earned dollars.

Following the show, I got a number of calls and e-mails from vendors and consumers. I was particularly pleased

that some dear friends of mine bought both a sauna and a smoker BBQ.

Jason Groves (Groves Crane Co.) noted that he stopped to do a short job on his way home—and paid for the event! A girlfriend of mine had Bob Dick come and put his spiffy Leaf Solution gutters on her house; another had Hope Inc. out for a roof.

"I have two design contracts and two very strong leads still pending from the show. Well worth the effort and we had a lot of fun over the weekend," wrote Kevin Coker, Coker DesignWorks. "Also, I have three other businesses in related fields interested in working together on future jobs."

Some other notes: Double D Electrical installed a couple of generators. Kitchen & Bath Studio had three consultations. Habitat for Humanity had about 20 people serious about volunteering. I know the Penguin Windows' rep had a pot full of qualified leads and sold at least five houses worth of windows. And I keep hearing more and more! WOW!

Frank Pival from Solarus Sauna not only sold a few saunas that weekend; he was the king of the hour, when he was named the most engaging vendor by our secret shoppers. He's been eating

a whole lot of sandwiches with his \$150 Subway card. Edensaw Woods took second place; EcoQuest/Healthy Home Solutions third.



Our big \$500 Town Dollars drawing winner was Michelle Poore. The other prize, the \$500 Enclume pot rack, is hanging in the Nordland home of Allison Willing. Both are thrilled!

JeffCo HomeShow committee chair was Joy McFadden, of Cobalt Mortgage. Major sponsors were the Jefferson County Home Builders Association, Jefferson County Fair Association, First Federal, Hope Roofing, Edensaw Woods, Classic Hardwood Floors, UBuildIt-Sequim, Waltenbaugh Construction Company, Built Green® of Jefferson County and the *Port Townsend Jefferson County Leader*. Puget Sound Energy, Mountain Propane, Courtesy Ford, Kimball Woodworks, Enclume Design Products, and Harold Moe Construction also sponsored the event.

Inside:

JCHBA members earn \$204,777

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