

----- Original Message -----

**Subject:**Sandy responds... Re: What do we Know about The Opponents?

**Date:**Sat, 18 Oct 2008 06:31:21 -0700

**From:**Sandy Hershelman <hershelman@cablespeed.com>

**Organization:**Sandy Hershelman Designs

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Teri,

You promised me the last time you allowed unjust, false comments about the local builders on your JeffCo Dem's e-mail list, that you'd check facts first. Since you've chosen to spread Woodruff's lies (below), I'd appreciate it if you'd also share this e-mail with the list.

As chair of the WA EOC Council, I facilitated three meetings a year where local association executive officers, from across the state, shared common interests and concerns about regulations, affordable housing, etc.

The Master Builders is not BIAW. Most of them would bristle at the idea of being called "a subgroup" of BIAW. No group butts heads harder with the BIAW than the MBA. Each of us strives to operate our local association to the benefit of OUR county, which is often counter to the way the BIAW would like it.

During the past six years I have worked with, and befriended, many MBA staff and members. They recognize my candid and honest review of the issues. They knew my campaign needed money and they were very generous. There are no strings attached to those dollars. The MBA has always been there to help. When we were working to create Built Green of Jefferson County through the Department of Ecology grant the Jefferson County Environmental Health Dept. received, it was the MBA that handed over their mass of Built Green materials and told us to use whatever we wanted. That saved this county thousands of dollars.

MBA, Pierce, and the Jefferson County Home Builders did not participate in BIAW's gubernatorial funding plan that's now before the Attorney General. I fought hard to keep the JCHBA out of it....and wouldn't be surprised to find a dart board with my face on it in the offices of some of BIAW's leaders.

In August, the following was shared with the JCHBA members. It has since been reprinted in its newsletter and in the last Olympic Business Journal. Surely you had read it and recognized that Woodruff's comments were out of line.

I had tons of support from my 100 members of local building community following its release, and two pro-BIAW responses.

I will also be sharing this e-mail with them, including Woodruff's letter below.

Sandy Hershelman

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Message from JCHBA President Fred Kimball:

## Political style of BIAW not to JCHBA's liking

Thank you for all of your input regarding the political climate of Jefferson County and Washington State. Since the board's e-mail regarding the governor's race went out at the end of June, we have heard from quite a few of you. The message has been consistent: the tactics of the Building Industry Association of Washington are not appreciated here in Jefferson County. Many of you (far left and far right) are just pitching the Building Insight newsletter into the trash.

The vast majority of the JCHBA board does not condone the editorial policies, or political tactics, of the BIAW. They fully appreciate the excellent work the BIAW lobbyists do on behalf of the small business owners, as well as the retrospective rating and health insurance programs.

JCHBA Executive Officer Sandy Hershelman and I, in particular, have taken (and given) sharp blows over the past year because we refused to kowtow to the BIAW's current leadership. As BIAW attempted covert tactics against us, the battle got ugly. Good people were manipulated; friendships violated.

Since we first rejected BIAW's questionable political funding proposal in early 2007, some at the state level have ostracized the JCHBA. (The Public Disclosure Commission is currently investigating a complaint against the BIAW filed with the Attorney General's Office.)

Usually the political drama doesn't hit here. This year, however, is different. BIAW has repeatedly been on every news program and in newspapers across the state. A vicious gubernatorial rematch is underway...and your executive officer is running for county commissioner. The JCHBA has become a target. Letters to the editor have already alluded to Sandy's connection with the big, bad developers...and the BIAW has been thrown into the muddle.

Sandy has talked to literally thousands of people in the last few months, as she's knocked on doors and campaigned at myriad events. At least 100 have expressed their disgust with BIAW; two members support BIAW in whatever it does; one nonmember praised the BIAW newsletter; another nonmember e-mailed us that we were mandated to uphold the views of the BIAW. Sandy corrected him: BIAW holds no authority over the JCHBA. Both are chartered through the National Association of Home Builders. NAHB bylaws forbid state association interference in the local HBAs' markets. (BIAW has repeatedly ignored this.)

It pains us to have the public (and some members) equate the JCHBA with the BIAW.

Sandy's message has been consistent: "I have worked extremely hard during the past six years to encourage a diverse membership in the JCHBA, one that truly reflects the building community of Jefferson County. The JCHBA is nonpartisan, a mixture of traditional and green custom homebuilders and their associates. They are (for the most part) a wonderfully supportive group of men and women. The JeffCo HomeShow™ and Built Green® of Jefferson County are two of the JCHBA's gifts to the community." "The BIAW's political tactics and editorial slant are a prime example of what I despise about partisan politics. While the organization is phenomenal at lobbying on behalf of small business, those victories are tainted by BIAW's rabid political posturing."

The good news is that there is an internal move for more moderate members to regain control of the association. I have recently returned from a meeting of the presidents of the local associations that make up the BIAW. The presidents, who were at the meeting, represented 70% of the state membership. The unanimous conclusion was that the members should steer BIAW; BIAW should not drive the members.

In addition, we sent notice to BIAW leadership that the tone of the Building Insight was not what we wanted to see. We should be addressing the issues and not slinging mud at individuals. There is still much work to be done to try to bring BIAW leadership in line with the thinking of the local presidents, but we are all confident

that the problem is not insurmountable. We will be meeting again in October in a joint meeting with the BIAW executive board to stress the points we are trying to make. The key point is that we, the members of JCHBA, are the BIAW. If we want to change the way BIAW acts, it is up to us to change it.

I hope that we have addressed some of the concerns of our members. Should you have questions, feel free to contact Sandy or me.

Regards,  
Fred Kimball

P.S. Let us know if you'd like to be removed from the BIAW's mailing list. If you're not reading the Building Insight, why waste a good tree?

P.P.S. Sent with the blessings of JCHBA Second Vice President Kevin Coker, Secretary Joy McFadden and Treasurer Rick Gore.

Teri Nomura, JeffCo Dems wrote:

You're receiving this email because of your relationship with JeffCo Dems. Please [confirm](#) your continued interest in receiving email from us.

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**Sandy Hershelman**, the Independent

running against **David Sullivan**, the Incumbent, Democrat  
for County Commissioner, District 2.

## BREAKING NEWS

Despite claims by her supporters in yesterday's Port Townsend Leader that **Sandy Hershelman** is "a middle-of-the-road candidate" who has never taken a dime from the **Building Industry Association of Washington (BIAW)** and has protested their legally challenged support of the Rossi campaign, independent candidate **Sandy Hershelman reported on her Public Disclosure Commission (PDC) Form C3 that she had received a \$2,500 contribution from the Master Builders of King County, a major subgroup of the BIAW headquartered in Bellevue.** This information, which came just before the ballots were to be distributed,

makes me wonder when this contribution was solicited and why it was delayed to this critical time in the campaign, i.e. just before the mail-in voting begins.

On September 15, 2008 the PDC issued a letter to the state Attorney General which indicated that the BIAW had 'committed multiple apparent violations of RCW 42.17 by failing to register as a political committee and report the contributions it solicited, received and retained from its local associations in 2007'. As far as I know, they still have not reigistered as a PAC.

Sandy Hershelman was **chairman of the BIAW Washington State Executive Officers Council in 2007**, when this money was being collected. She was privy to the inner workings of this special interest. Now she has received funds from this very questionable, and possibly illegal, source in spite of published claims to the contrary.

**This issue does not pass the smell test.** It appears to have been cleverly timed and needs to become public knowledge ASAP. Because people are voting now, I urge every concerned Democrat to spread the word that the BIAW, a powerful state special interest, now has a tangible vested interest in our county commissioner election as evidenced by their questionable contribution, which is the largest by far of any received to date by the Hershelman campaign.

Dave Woodruff  
Port Townsend

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