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**Jenniffer Rodriguez Joins Home Builders Association
of Northern California**

Veteran political activist fills key Southern Division post

San Ramon, CA - <month day> 2008 - Home Builders Association of Northern California (HBANC) announced the appointment of Jenniffer Rodriguez, a veteran of local, state and national politics, as their new executive director of local governmental affairs for Southern Division.

“Jenniffer’s keen interest in local politics and her work with some key HBANC Southern Division leaders led us to recruit her to lead the association’s governmental affairs operation out of the San Jose office,” said HBANC president Joseph Perkins.

Prior to joining HBANC, Rodriguez managed a host of local political campaigns – from city council and school board to fire board and district attorney – in Monterey, Santa Clara and San Mateo counties. She was field director for Gov. Arnold Schwarzenegger’s 2005 special election ballot measure contests and was Bay Area field director for the governor’s successful 2006 re-election campaign.

She has led fundraising activity for the Mountain View Chamber of Commerce and was a full-time fundraiser at the National Republican Senatorial Committee in Washington, D.C. Her other leadership roles include current service as executive vice chair of the California Young Republicans, member of the board of the California Women’s Leadership Association, delegate to state Republican Party conventions and a delegate this year for U.S. Sen. and presidential candidate John McCain. In 2004, she taught American government at Galileo High School in San Francisco before working on state Sen. Abel Maldonado’s first senate campaign. A native of Hayward, CA, she earned a B.A. degree in political science at California Polytechnic State University, San Luis Obispo.

“I’m excited to work with a fantastic board of directors for Southern Division and a great staff, including Joseph Perkins and Paul Campos,” Rodriguez says.

Southern Division covers Santa Clara, San Mateo, San Francisco, San Benito, Monterey and Santa Cruz counties.

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About the Home Builders Association of Northern California

The Home Builders Association of Northern California is a non-profit association whose membership comprises nearly 1,000 homebuilders, trade contractors, suppliers and industry professionals in the Bay Area. HBANC links the individual member to the entire industry by providing information, educational and technical services, as well as networking opportunities through meetings and special events. Responding to the varied specialties within the home building industry, HBANC also has individual councils and committees that address issues from our members' unique perspectives. The organization represents 14 counties: Alameda, Contra Costa, Lake, Marin, Mendocino, Monterey, Napa, San Benito, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano and Sonoma.

President & CEO Joseph Perkins oversees a staff of 15 professionals in three offices. HBANC's board of directors and officers is elected annually. The 2008 Chairwoman is Cheryl O'Connor of Warmington Homes.

Please visit www.hbanc.org for more information.