

**FOR IMMEDIATE RELEASE**

**CONTACT:** Donna Morafcik August 28, 2006 (858) 450-1221

**BUILDING INDUSTRY ASSN. OF SAN DIEGO (BIA) WINS  
ASSOCIATION EXCELLENCE AWARD**

San Diego, CA –BIA San Diego recently received a national award for its Crusader® program, an online service designed to mobilize industry employees at the grassroots level. The Executive Officers Council of NAHB announced the award in the category of *Best Political Action Program Administered* during its annual National Association of Home Builders' 2006 EOC Seminar held at the Mohegan Sun Resort in Uncasville, Connecticut.

The council's membership consists of the staff executives who manage more than 800 state and local home builders associations that comprise the National Association of Home Builders.

"Winning an Association Excellence Award is truly a great honor," said Sam Anderson, president of the Executive Officers Council and executive officer of the MBA of King & Snohomish Counties. "Each award recognizes the outstanding effort, commitment and achievement an executive officer and the association membership made to further the value of involvement in the association."

The Building Industry Association is a non-profit trade association that provides legislative advocacy, networking and industry communications for its 1,476 member firms and their 165,000 employees who earn their livelihood in the building and development industries. The association serves as the voice of new housing on political and legislative matters. BIA San Diego created Crusader® in partnership with NewHomesDirectory.com to maximize its political potential in the years ahead.

"We have made the industry's tremendous people power a top priority. Crusader® is an important tool in harnessing the power of our 165,000 employees who can make a difference and create an environment that allows new homes to be built for San Diegans more efficiently and more affordably," said Paul Tryon, CEO of the San Diego BIA. "BIA San Diego appreciates this recognition. It reflects the hard work and talent of the staff at BIA who made this program possible," he added.

###

