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**Los Angeles Business Owner to Serve on Board
of Prestigious Building Association**

Rowland Heights resident Bob Heinrich, CEO, No Burn of California, was elected to serve on the 2006 board of directors of the Building Industry Association of Southern California's Baldy View chapter.

The Building Industry Association of Southern California is a prestigious seven-chapter non-profit organization representing 1,800 Southern California member companies. Its mission is to promote and protect the building industry as a means of ensuring its members' success in providing homes for all Southern Californians.

"I have dedicated my entire career to the betterment of the building industry," said Heinrich. "The direction it takes is important to everyone in the community, which is why this organization is so vital."

Heinrich has an extensive background in the industry. He previously was CEO of the International Code Council and International Conference of Building Officials. These companies develop and write model-building, fire, mechanical and plumbing codes that all U.S. construction must adhere to.

"My background lends itself to providing insight and direction for the Building Industry Association," said Heinrich. "I have a lot to offer."

Now, Heinrich has ventured in another direction as CEO of No Burn of California. The Rowland Heights-based company provides products that protect buildings and their contents from fire and mold. He believes these types of products will soon be mandatory in all new construction and renovations.

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