



Position Fact Sheet

California Building Industry Association Senior Vice President, Legislative Affairs

Sacramento, CA
June 24, 2024



Celebrating over 45 years of excellence

This Position Fact Sheet is intended to provide information about the California Building Industry Association and the position of SVP, Legislative Affairs. It is designed to assist qualified individuals in assessing their interest.



THE ORGANIZATION

Our client, the California Building Industry Association (cbia.org), is seeking a dynamic new Senior Vice President of Legislative Affairs to provide overall advocacy leadership for the Association, maintaining the status of the association as the leading voice of housing in California.

The California Building Industry Association (CBIA) is a statewide trade association, based in Sacramento, representing more than 2,700 member companies including homebuilders, landowners and developers, trade contractors, architects, engineers, designers, suppliers, and industry professionals in the homebuilding, multi-family, and mixed-use development markets. CBIA's annual budget is \$8.0 million. The nineteen-member staff is effective and long-tenured. Thirteen of the Board's 51 members sit on the Executive Committee.

CBIA was established in 1943 and is the recognized voice of the homebuilding and land development industry in California. CBIA focuses on all three branches of state government while local building industry associations advocate at city and county governments and the National Association of Homebuilders (NAHB) covers federal issues in Washington DC. Members of CBIA are also members of local affiliates and the NAHB. CBIA also coordinates very closely with Leading Builders of America, the top 21 largest builders in the U.S., on key state legislative and regulatory policy issues.

CBIA has extensive legislative, technical, and legal programs. In addition to its government affairs department, CBIA provides industry communications, membership services, and a trade show, Pacific Coast Builders Conference (PCBC), that covers all segments of the industry including suppliers, designers, salespersons, infrastructure, political, environmental, and risk management professionals. PCBC (pcbc.com) is the largest regional builders' trade show in the nation. It features an extensive display of product innovations from hundreds of the industry's leading manufacturers and suppliers and a full educational conference with topical keynotes, seminars, and workshops in fields ranging from business strategies to marketing to product design to applied technology.

CBIA established the California Homebuilding Foundation (CHF) in 1978 as an independent 501(c)(3) tax-exempt organization, representing the state's homebuilding industry. CHF's mission is to ensure the continued success of the homebuilding industry through the development of its current and future workforce,



funding pertinent research, and honoring exemplary industry leaders. The Foundation (mychf.org) hosts California's top industry award, Hall of Fame.

CBIA has been instrumental in furthering state policies that:

- Simplify or eliminate restrictive, costly building regulations and introduce more flexibility into land use decisions.
- Balance the concern for the environment and energy conservation with the need for more attainable for-sale housing, more affordable rental housing, and removing impediments to building legally defined, affordable housing.
- Ensure that reasonable growth and development is both planned for and encouraged.
- Bolster the state's economic growth.

In recent years, CBIA's successes have included beating back efforts to impose costly, overly burdensome, inclusionary housing mandates, persuading the California Energy Commission to decrease new energy efficiency standards costs by 70 percent while maintaining a high standard for California housing, and launching a coordinated strategic effort to pass a \$9 billion school construction bond.

In the future, CBIA will continue to focus on advocating for logical, balanced CEQA reform and strategic regulatory relief that will continue to spur California's economic growth and relieve the state's housing shortage.

THE POSITION

CBIA's Senior Vice President of Legislative Affairs provides the overall advocacy leadership for the Association. The position oversees the Association's legislative affairs program, manages all in-house advocates (three direct reports: VP of Legislative Affairs, Sr. Director of Codes and Utilities, and a Legislative Assistant, and mutual oversight of the General Counsel's lobbying efforts), oversees \$800,000 of outside contracts, and represents the Association before the State Legislature and Governor's Office. The SVP of Legislative Affairs works with the SVP of Political Affairs and Communications and has influence over the \$500,000 PAC. There is also a suite at Golden One for political events (one-half use) and a \$2-3 million dollar IE budget.



The essential duties and responsibilities include:

- Integrity-based leading voice for housing advocacy in the California Legislature and Governor's Office.
- Registered lobbyist overseeing team of lobbyists – both internal and contract.
- Develop new relationships with all new legislators. Foster and maintain existing relationships with state legislators and staff, Governor's office, and staff in numerous state agencies.
- Monitor and recommend positions on bills on all aspects of home building and land development.
- Draft legislative position letters, oversee advocacy efforts related to positions taken by the organization, and testify in committee on bills.
- Sponsor legislation and negotiate bills of importance to the building industry, defeating misguided legislation and securing amendments to address industry concerns.
- Leading member of multiple broad-based, cross-sector coalitions related to business, the economy, the environment, transportation, natural resources, energy, and housing.
- Primary staff member responsible for CBIA Government Affairs Committee consisting of 100 members.
- Oversee the development of all extensive reports on status of legislation, coordinate legislative efforts with member companies and regional BIAs for state issues.
- Provide legislative leadership to CBIA Executive Committee and Board of Directors.
- Coordinate closely with Senior Vice President of Political Affairs and Communications regarding political contributions.
- Regularly communicates and engages with the CEO on all major public policy strategies and development of key legislative positions.
- Leads weekly meetings for internal legislative staff as well as government affairs contract lobbyists.



- Attend political fundraisers and other political and public policy events.
- Provide direction, advice, and substance to CBIA’s communications efforts.
- Other duties as assigned by the CEO.

This is an outstanding opportunity to assume a leadership position in an influential, statewide, 81-year-old trade organization, representing an industry that plays a significant role in California’s economy. CBIA takes pride in advocating on behalf of people who need housing, of all types, and those who provide housing.

CBIA is committed to providing “Housing for All” and being advocates for the most cost effective, environmentally friendly housing production techniques while still building attainable housing for middle class Californians. CBIA leads the state, the nation, and the world in these key policy areas and has fun doing it. This position will lead that effort.

EXPECTATIONS FOR THE FIRST YEAR

- Within the first 30 days...
 - Will have met with all staff, key board members, CBIA Government Affairs Committee, external contract lobbyists, and key stakeholders in the Governor’s Office and with Housing for All.
 - Will have begun a process to learn about the industry, the association, and its processes, current legislation, and regulatory matters.
- Within the first 60 days...
 - In collaboration with the CEO and the entire advocacy team (both internal and external), in alignment with the CBIA strategy, will have developed an action plan to further the association’s legislative and regulatory agenda, to include developing coalitions and engaging the CBIA membership.
- By the end of the first year...
 - Will be seen as an effective consensus-builder and leader of people; an honest broker who is the integrity-based, leading voice for housing advocacy in the California Legislature and Governor’s Office.



PROFESSIONAL EXPERIENCE (in priority order)

- Ten+ years of legislative, advocacy, or government affairs experience (to include upstream and adjacent industries)
- Able to manage an internal advocacy as well as an external lobbying team, clearly providing direction, leadership and support.
- Current relationships with California statewide officials and staff, labor organizations, and lobbyists
- Proven success in creating and supporting legislation and regulations, as well as defeating such
- Experience in a membership-based trade organization, with strong coalition-building
- Experience developing and analyzing policy and advocating for it
- Knowledge in any of the following areas is desirable:
 - Housing
 - Land use
 - Local government planning (General Plan, Housing Element, Zoning)
 - Water
 - Transportation
 - Environmental law
 - Species
 - Labor
 - Construction/engineering

PROFESSIONAL COMPETENCIES (in priority order)

- High integrity
- Proven advocate
- Politically savvy
- Exceptional communicator
- A quick study
- Respected throughout the Capitol
- A high need for closure and completing complex tasks



EDUCATION/CREDENTIALS

- Undergraduate degree in political science, public administration, or related field
- Registered as a California lobbyist or the ability to do so
- Advanced degree in public policy or law is a plus

CULTURE (in priority order)

- Team player
- Passionate about the value of homeownership
- In service to the membership
- Laser-focused on results
- Professional
- Collaborative externally

THE COMMUNITY

This position is located in Sacramento, the capital of California and the county seat of Sacramento County. Sacramento is located at the confluence of the Sacramento and American Rivers and is connected to the San Francisco Bay by a channel through the Sacramento River Delta. The Mediterranean climate is characterized by damp, mild winters and hot, dry summers.

The city of Sacramento is the cultural and economic center of the Sacramento metropolitan area, the fourth largest city in California, and the 25th largest in the U.S. Local universities include California State University, University of the Pacific's McGeorge School of Law, and the University of California, in nearby Davis. The UC Davis Medical Center, a world-renowned research hospital, is one of 19 hospitals in the Sacramento region. University of the Pacific is also opening new schools to train dentists and physician assistants and the private California Northstate University Medical Center is planning to open north of town.

Sacramento was named in *Forbes Magazine* as the second happiest place to work in America, based on a number of work-life quality measures. As part of the agriculturally rich Central Valley, Sacramento is considered at the forefront of the Farm-to-Fork food movement and is home to more than 40 local farmers' markets. Sacramento is also home to a growing technology startup community, whose innovative nature is being quickly embraced by businesses and nonprofits alike.



The city hosts the NBA Sacramento Kings (CBIA maintains a suite), the Sacramento River Cats, San Francisco’s AAA baseball team, and the Sacramento Republic FC, a USL Professional soccer team. Downtown, the Golden 1 Center, a basketball and entertainment arena, is considered the most technologically advanced stadium in the NBA and a new soccer stadium is in the planning stages. The Crocker Art Museum was the first public art museum founded in the Western United States and is now one of the leading art museums in California. The metropolitan area boasts more than 200 parks and four public golf courses.

San Francisco, Lake Tahoe, and more than a dozen ski resorts are less than a two-hour drive from Sacramento and the world-renowned Napa Valley is less than an hour away. Sacramento International Airport handles non-stop flights to and from more than thirty-three North American destinations including Hawaii and Mexico.

COMPENSATION AND INTERVIEW PROCESS

The compensation package includes a base salary of \$225,000-\$300,000, depending upon experience, plus excellent benefits. Pre-screened, selected candidates will be invited to interview in Sacramento, CA with the CEO on September 4, 2024, with second interviews the following morning with the CEO, followed by senior staff, and then key members of the board.

PROCEDURE FOR CANDIDACY

For confidential consideration, at your earliest convenience and no later than July 31, 2024, please email your chronological resume (to include description and size of current/prior organizations and responsibilities) and compensation expectations to:

CBIA-SVP@wilcoxcareer.com

WILCOX MILLER & NELSON CONTACT

Tiffany Frisa (tfrisa@wilcoxcareer.com)



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