

# The Profile

**How did you come to be the president of Naffa International?** I started the company in August, 2001. I was in the building code consulting business for 18 years with my previous consulting firm before I started Naffa International. I've been involved in the business since the early 1980s while I was in my last year at Fresno State.

**What were you doing prior to that?** I have been involved with engineering and building codes for the last 23 years now. Building codes has been the highlight of my entire professional life.

**What is your essential business philosophy?** Relentless customer service coupled with in-depth knowledge of the business, being in the forefront in technology use (the web) and keeping up with the building codes (which change periodically). Having a diverse staff that is eager to excel professionally and serve.

**What toll does your position take on you?** Like every small business owner, running the business side takes its toll (financial, employee-related, ongoing marketing and quality control).

**What has been your greatest challenge as president of Naffa International?** The business side of the equation and running a consistently winning company (you can not afford to stop improving and learning every single day).

**How do you measure success?** By the friendships and quality of relationships with others. Many of our current clients have been working with me since I started in the business. I also value the satisfaction I get knowing what we do every day goes a long way in helping develop safe and code-complying buildings.

**What has been your toughest professional decision?** To start Naffa International. A lot of soul-searching along with my wife and sleepless nights went into the decision because I was with my previous company for some 18 years; it was very difficult.

**What we do:** Naffa provides consulting plan review (plan check) and building code support service to over 70 cities and counties throughout California and Nevada. The majority of our clients are in the Central Valley. Naffa, through its web site, [www.NAFFAinc.com](http://www.NAFFAinc.com), provides numerous building code-related resources and tools available on the Internet that are used internationally. **Education:** B.S. degree in Civil Engineering from Fresno State. Numerous certifications and training related to building codes. **Age:** Born in Amman, Jordan, 1962 (43 yrs) **Family:** Loretta (wife); Jordan (17) and Jacob (14)



**What is the best business advice you have ever been given?** There are many. But three that stand out:

1. Treat people well and with respect and it will come back to you. I have proved it and been blessed by it. In the long run, no one really remembers how great of an engineer you are or how knowledgeable- they will always remember how you treated them. I believe that wholeheartedly.
2. Find something that you love to do, pursue it with all you heart and excel in it. That is the only way you will soar in any profession or venture and I believe will make you happy in the long run.
3. Don't lose sight of what you will be remembered for, and it's not your profession.

**When working on a new project, what are the most important factors you take into consideration?** Gathering enough information, backup material and advice to make the best decisions and technical calls. Our business is always changing and it takes a lot just to keep up with the latest code developments. The best help we provide our clients and their applicant is our sound and well-researched advice we provide them daily.

**What is the community service project, organization or event closest to your heart?** The church (People's Church) and the friends we have there would be closest to my heart. I also cherish my Thursday bible study/luncheon with a group of businessmen in town, led by Pastor G.L. Johnson. I have come to love that group.

**What was your first job and what did you learn from it?** Working at Burger King in 1984. I only had a work permit back then and the job lasted a couple of months (that's all I could take). I still have the very first check I received (did not cash it). ↴

This week's profile will be featured Monday on KSEE Sunrise between 5 and 7 a.m.



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INTERNATIONAL

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