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SAN DIEGO CEO FEATURED IN RENOWNED NATIONAL BOOK SERIES

SAN DIEGO – Rudolph A. Johnson III, President and CEO of the Neighborhood House Association (NHA) in San Diego, has been featured as a contributing author in a recently-released national book series. Mr. Johnson is the only CEO from San Diego and the only nonprofit CEO featured in the book.

The book, titled *Inside the Minds: Strategies for Building an Agile Organization*, is part of the highly-acclaimed *Inside the Minds* series, published by Aspatore books, a division of Thomson Reuters. In the book, Johnson shares his strategies for “Developing a Business Mentality While Maintaining a Social Service Heart.”

“When I took the helm of NHA four years ago, I had the opportunity to mold this organization into a viable, efficient and effective agency that is strong enough to serve our community to the fullest, now and into the future,” said Johnson. “I feel NHA has a very distinct model that works well for us and this book provides an opportunity for others to gain insight into that model.”

In the book, Mr. Johnson shares strategies that include hiring the best and brightest minds, diversifying revenue streams, constant internal and external communication, looking for creative opportunities and shifting priorities to meet the needs of an organization. Other contributing authors also provide insight on the various aspects of building agile organizations.

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The Aspatore Books *Inside the Minds* series provides readers of all levels with proven legal and business intelligence from high-level executives from the world's most respected companies and law firms. Featured authors are from Global 500 companies and are selected based upon their experience and standing within the professional community.

The newest addition to the *Inside the Minds* series, featuring Johnson, is available nation-wide.

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About Neighborhood House Association (“Committed to Excellence”)

NHA helps thousands of individuals and families improve their quality of life through a network of 10 programs in more than 100 locations throughout San Diego County. Further information is available at www.neighborhoodhouse.org