



FOR IMMEDIATE RELEASE

The Better Housing Coalition Appoints Greta J. Harris as President and CEO

Richmond, Va. (June 5, 2013) —The Better Housing Coalition (BHC), the largest not-for-profit housing developer in the Greater Richmond region, named Greta J. Harris as its new president and CEO, effective August 5, 2013.

Harris will succeed T.K. Somanath, who is retiring June 30, 2013, after serving as BHC's first and only president and CEO for nearly 25 years.

"Building on T.K.'s legacy is a tall order, but we are confident that Greta's scope and breadth of experience makes her exceptionally qualified to lead BHC and fulfill its mission," said John McCann, chairman of BHC's Board of Directors. "She can navigate the complexities of sustainable development, and she works collaboratively with a wide variety of community partners to succeed in creating healthier, more viable communities."

Harris most recently was vice president for the Local Initiatives Support Corporation (LISC), a national non-profit community and economic development corporation. In this role, she provided strategic and managerial support to 10 of LISC's local offices in southern and mid-western regions. Prior to that role, she was the senior program director for Virginia LISC, based in Richmond, which supported local organizations in developing more than \$250 million in real estate in Central Virginia.

"BHC is legendary for helping to transform so many of Richmond's neighborhoods through high-quality, affordable housing and support services," said Harris. "The need for strategic neighborhood investments that can lead to increased economic prosperity for residents and the broader community will be critical for the foreseeable future. I look forward to working with BHC and its partners, investors and local governments in the City of Richmond, Chesterfield, Henrico and Petersburg to help fulfill these needs and make our community stronger for everyone."

BHC was founded in 1988 by Mary Tyler McLenahan and Carter McDowell. Since then, BHC has developed or revitalized 15 communities and created its own construction company, a property management company and a social services division to help modest-income residents in its communities become more self-sufficient and lead healthier lives.

"I have known Greta for more than 20 years and am so proud that she will be at the helm of BHC," said Somanath. "In addition to her community development acumen, she brings a spirit of servant leadership that pumps the heart of the organization."

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Harris serves on the City of Richmond's Economic Development Authority and has been a member of the Federal Reserve Bank's Board of Governors' Consumer Advisory Council, the Virginia Housing Coalition, the Richmond Community Development Alliance and Seven Hills Boys Middle School. She is also a member of Leadership Metro Richmond's Class of 1995 among other community leadership roles she has held within the region.

Harris earned a bachelor of architecture degree from Virginia Polytechnic Institute and State University, and a master of science in architecture and urban design from Columbia University.

She and her partner, Evette Roots, are long-time residents of the City of Richmond's historic Ginter Park neighborhood.

About BHC

As Richmond's largest non-for-profit affordable housing developer, the Better Housing Coalition's mission is to change lives and transform communities through high-quality affordable housing. Since 1988, BHC has revitalized several historic communities and developed entirely new ones in Richmond, Chesterfield, Henrico and Petersburg.

Its portfolio includes 15 multi-family communities – eight of which are for low-income seniors – with 1,500 rental units, and more than 180 new or renovated single-family homes for first-time buyers with low to moderate incomes. BHC communities are characterized by attractive homes for people of mixed incomes; eco-friendly features and sustainable development; collaborations with residents and community partners; neighborhood preservation, and architectural features not normally associated with affordable housing.

BHC also provides on-site social services to help children reach their aspirations, to help adults become more self-reliant, and to help seniors age in place and lead healthier lives. The organization relies on philanthropic support to advance its mission.

For more information call 804-644-0546 or visit www.betterhousingcoalition.org.