

**NEWS RELEASE**

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**Rick Gentry takes helm at San Diego Housing Commission**

Rick Gentry has joined the San Diego Housing Commission (SDHC) as the agency's President & CEO.

Gentry has 36 years of experience in the affordable housing and community development field, including executive leadership positions at three housing authorities – Richmond Redevelopment & Housing Authority, Austin Housing Authority, and Greensboro Housing Authority.

Most recently, he served as Senior Vice President of Asset Management for the National Equity Fund in Chicago. He has also served as Vice President for Public Housing Initiatives at the Local Initiatives Support Corporation (LISC) in Washington, D.C., and worked for several years in the U.S. Department of Housing & Urban Development.

Gentry is a member of the National Association of Housing and Redevelopment Officials, where he served as President from 1995-1997; the Public Housing Authorities Directors' Association; National Housing Conference; and the Council of Large Public Housing Authorities.

He holds a master of arts in religion from Florida State University and a bachelor of arts in religion from Wake Forest University.

Gentry was hired by SDHC following a nationwide search conducted by a committee comprised of City of San Diego Councilmembers, Housing Commissioners and the Mayor's office. The selection of Gentry was unanimously approved by the San Diego Housing Authority on July 29. Gentry replaces SDHC's long-term President & CEO, Elizabeth C. Morris, who retired in January after 29 years of service to the agency.

*The San Diego Housing Commission is a public agency working to expand affordable housing opportunities in the City of San Diego. Each year, the agency helps 80,000 low-income individuals with affordable housing through award-winning programs that benefit the city's economy and revitalize neighborhoods. The Housing Commission also finances affordable housing development and advises the San Diego City Council on housing policy matters.*

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*About the San Diego Housing Commission: (insert boilerplate)*