



Media Contact

Laura J. Recko
(503) 231-0682 x7175
lrecko@reachcdc.org

**REACH CDC Names Jessica Woodruff as
Director of Housing Development**

PORTLAND, OR – December 15, 2014 – Today, REACH CDC announced the appointment of Jessica Woodruff as the new Director of Housing Development. Since 2008, Jessica served as a Housing Project Manager at REACH. She secured over \$44 million in grants, loans and equity for 10 properties, negotiating project financing and coordinating closings from multiple funding sources including HUD, HOME, LIHTC, GHAP, Portland Housing Bureau, and construction, acquisition and permanent financing sources. As REACH's new Director of Housing Development, Jessica is responsible for continuing to lead REACH's developments in Multnomah, Washington and Clark Counties and expanding the portfolio of affordable rental housing available to the region's low-income households.

Prior to joining REACH, Jessica served as a Senior Originations Associate at PNC Multifamily Capital where she evaluated the financial feasibility of new affordable housing development opportunities. She was responsible for supporting the Vice Presidents of the NW and California markets to expand business relationships by structuring equity and debt terms and creating financing proposals. Prior to PNC, Jessica served as the Assistant Manager, Market Development at NAMM International Music Products Association where she developed marketing and promotional plans to increase association awareness and sales. There, she assisted NAMM net 7.3 billion media impressions annually and reach more than 50,000 industry professionals at promotional events and trade shows.

Jessica currently serves as the Co-Chair of the Washington County Coalition of Housing Advocates; as a member of Membership Committee of CREW (Women in Commercial Real-Estate); and as a member of the Meyer Memorial Trust Cost Containment Work Group. She holds a Bachelor's Degree from the University of Oregon in Political Science.

"We are thrilled to name Jessica to this vital role at REACH," says CEO Dan Valliere. "REACH will continue to grow since the need for affordable housing in our region continues to expand. Jessica possesses the ideal mix of experience and acumen to lead our expanding development efforts."



A healthy community begins at home

About REACH CDC

For 32 years, REACH has built innovative and affordable housing for low-income families and individuals in the Portland metropolitan region. In 2013, REACH acquired Affordable Community Environments as a subsidiary corporation. REACH develops and manages affordable housing and provides supportive services to residents, as well as free home repairs to senior homeowners. Today, REACH's portfolio includes 1,892 units including single family homes, apartment buildings, and mixed-use developments located across Multnomah, Washington and Clark counties. REACH has won numerous state and national awards for its creative approach to building healthy communities and its innovative housing projects. More information at <http://reachcdc.org>.