



THE REAL ESTATE COUNCIL

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FELICIA PIERSON JOINS TREC TO OVERSEE COMMUNITY INVESTMENT

Holistic Approach to Community Development Leads to Creation of New Department to Manage TREC Foundation, TREC Community Fund

DALLAS (July XX, 2019) – The Real Estate Council (TREC) is pleased to announce that Felicia Pierson has joined the organization as Senior Director of Community Investment. The position was recently created in conjunction with the establishment of TREC’s Community Investment department, which places oversight of TREC Foundation’s philanthropic work and TREC Community Fund’s community development lending initiatives under a single director.

“TREC’s holistic approach to community driven development is already having a tremendous impact in communities like the Forest District, where we’ve more than doubled our initial Dallas Catalyst Project investment through additional philanthropic projects and Community Fund loan opportunities,” said Linda McMahon, TREC president and CEO. “It’s become clear that restructuring our organization so that TREC Foundation and TREC Community Fund are in the same department will enhance our ability to effectively manage projects. Felicia’s deep bench of knowledge and hands-on experience with CDFI and small business lending, combined with her strong local relationships, make her an ideal choice for leading this new department. We’re excited to welcome Felicia to the TREC team and are confident her insight will help us accomplish our mission in Southern Dallas.”

Pierson brings more than a decade of community development, small business development and corporate and small business credit and risk portfolio management experience to her role with TREC. Her work with Community Development Financial Institutions (CDFI) and Small Business Administration (SBA) lending includes positions with PeopleFund and BCL of Texas in Dallas and OBDC Small Business Finance in Oakland, Calif.; and in corporate banking with Commerzbank AG in New York. Through her community development work, Pierson has established close relationships with elected officials, commercial banks, credit unions,

economic development agencies, CDFIs and CDCs, and community partner organizations in northern California and North Texas.

Pierson earned an MBA from the Stern School of Business at New York University in New York and a BS in mechanical engineering from Southern University A&M College in Baton Rouge, La. She earned an Economic Development Financial Professional Certification from the National Development Council and participated in the Ross Minority Program in Real Estate at The Lusk Center for Real Estate at the University of Southern California. Her pursuit of community development opportunities includes participation with associations such as the Northern California Small Business Financial Development Corporation, Centro Community Partners, the West Oakland Neighbors community advocacy group, and the West Oakland Project Area Committee.

About The Real Estate Council (TREC)

The Real Estate Council represents more than 2,100 professionals and 650 companies that spark community transformation, influence policy, and propel careers through networking, educational programs, and leadership development. TREC's mission is to cultivate relationships in the commercial real estate industry to catalyze community investment, influence policy, propel careers and develop the leaders of tomorrow. We believe relationships are the lifeblood of career success, civic responsibility and community investment.

About TREC Foundation

Celebrating its 25th anniversary, TREC Foundation is the philanthropic arm of The Real Estate Council. Taking a high-touch, project-based approach, TREC Foundation works to strengthen the community in four key areas: education, housing, job creation and the environment. The Foundation is the driving force behind the Dallas Catalyst Project, a three-year, \$1 million investment of grants and pro bono professional services to revitalize the Forest District. It also offers funding and the pro bono professional services of its members to selected projects. Since its inception in 1994, TREC Foundation has contributed nearly \$12.5 million in grant funds to more than 150 nonprofit community organizations supported by professional services valued at more than \$750,000 annually.

About TREC Community Fund

TREC Community Fund, a 501 c3 organization, provides nonprofits and for-profit organizations in Dallas and Collin Counties with access to capital for commercial and real estate projects. Through flexible loans paired with technical assistance, businesses and organizations have access to the tools needed to build the community they envision. TREC Community Fund is certified by the United States Department of the Treasury as a Community Development Financial Institution (CDFI). For more information, visit recouncil.com or call 214-692-3600.

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