



***Peoples' Self-Help Housing Honors Retirement
of Long-Serving Board of Directors
Charlie Fruit & Dave Gustafson Retire After Decades of Service***

FOR IMMEDIATE RELEASE

Central Coast, CA, October 31, 2019 – Bidding farewell recently to two passionate long-serving members of the board, Peoples' Self-Help Housing (PSHH) thanked Dave Gustafson and Charlie Fruit for providing boundless leadership, support, and service of 10 and 33 years, respectively.

“We will miss the vision, passion and expertise that Charlie and Dave have provided for so many years,” said President/CEO John Fowler “On

behalf of all of us at Peoples' Self-Help Housing, we thank these leaders for their service and wish them the best as they enter into the next exciting chapter of their lives!

Born and raised in Washington, David Gustafson had a distinguished career serving numerous housing authorities and redevelopment agencies in central and southern California. While serving on PSHH's Board, David played a significant role in guiding the transition from the retiring, long-term Founder President & CEO to our current President & CEO - an often-challenging journey for nonprofits. With Dave's leadership, this occurred smoothly, while keeping the Board intact, honoring our heritage, and supporting the selection of PSHH's new leader.

Charlie Fruit, a retired banking professional, has called San Luis Obispo his home for nearly 50 years and lent his expertise to PSHH, helping to expand the organization from a single-family homebuilder into multifamily housing developer. A Vietnam veteran, Charlie also served as an Army Medic and brought his skills in disaster preparation and relief work to PSHH as well as numerous other nonprofits.

PSHH's Board of Directors will be chaired on an interim basis by director Shelly Higginbotham until a formal Board Chair election occurs in February.



Dave Gustafson (Left) and Charlie Fruit (Right) provided immeasurable leadership and guidance on PSHH's Board for 10 and 33 years, respectively.

About PSHH

Founded in 1970, PSHH is the longest serving nonprofit affordable housing organization on the Central Coast. With a mission of building homes and providing services to strengthen communities and change lives, PSHH serves low-income households, working families, seniors, veterans, those living with disabilities and the formerly homeless. It also provides homeownership opportunities through a self-help, “sweat equity” program that has seen over 1,200 homes successfully completed. PSHH has a presence in San Luis Obispo, Santa Barbara and Ventura counties, manages over 1,900 rental units, and employs nearly 200 staff members. For more information, visit pshhc.org, email info@pshhc.org or phone (805) 781-3088.

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***Media Contact: Peoples' Self-Help Housing, Communications & Resource Development
Department, communications@pshhc.org, (805) 548-2340***