

THUMBNAIL PROFILES TALENT BANK APPLICANTS

Gary Keroack **Town Limits** **(904)537-7273** (11/2023)

Interested in **Planning Board** **Appearance Commission** Other

- Retired, Occasional Math Tutor
- MBA, M.A. Math Education (6-12)
- HOA Design Board Member in Florida and Halls Creek
- Special skills include meteorology, oceanography, and business administration
- Desire to volunteer his free time to become more involved in the community

Kelley Brown **Not in Town Limits** **(910)238-0191** (12/2024)

Interested in **Tourism Authority**

- Sales Manager Hampton Inn Suites
- Highschool graduate
- Member of the Military Affairs Committee, TAC Committee for Onslow County, Hospitality Committee for Onslow County. Previously recognized as the 2022 Hospitality Person of the Year, and 2021 SACC Businesswoman of the Year.
- Working in the hotel in sales provides a unique insight into what groups are coming to the area for and how to keep them returning. Knowledge includes how to attract other groups and what to do from a town standpoint to keep the area busy.
- The hotel has a special position, they are consistently involved in the community and in the growth of the town, as it advances all interest and desires to provide both to the community through participating on an advisory board.

Bryan Lowe **Town Limits** **(910)978-6498** (12/2023)

Interested in **Planning Board** **Board of Adjustment**

- Retired/Disabled Veteran
- Master of Science, Logistics Management and Black Belt Lean Six Sigma
- Involved with Veterans Memorial Gardens, Past president of Warrant Officer Association
- Logistics background, developed processes
- Desires to find a good use for free time

Sherrie Hancock **ETJ** **(910)581-4768** (12/2024)

appointed to PB

Interested in **Tourism Authority**

- Hospitality Service Director Hampton Inn and Suite
- Some College
- Prior TDA/Currently serves on Planning Board
- Has lived in Swansboro for 52 years. 6 generations in this area. As mention, was prior TDA member and would love to continue to serve the community by sharing thoughts and concerns.
- As her home she wants to serve the community and make it as safe and as enjoyable as it has been in the past. The town is called the “Friendly City by the Sea” for a reason and she wishes to keep it that way.

Catherine Madison **Town Limits** **(252)764-1805** (12/2024)

Interested in **Tourism Authority**

- General Manager Hampton Inn and Suites
- High School Education
- Military Affairs Committee
- Has worked in hospitality for 7 years under Crown Hotel and Travel Management, which has given her good prospective on what is needed to maintain and get new business coming to Swansboro. She has 3 children active in the community with dance and baseball which helps her know the market segment for youth travel.

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-Having become more involved with the community through the Military Affairs Committee and volunteering at different events she would like to expand her horizon into helping bring more business to the town of Swansboro.

Ryan Swanson **Town Limits** **(862)354-2597** (01/2025)

appointed to Parks Board

Interested in **Planning Board** **Tourism Authority**

-COO of DFS Advertising Agency

-Some College

-Previous member of Swansboro Area Events Organization, Swansboro Area Development Foundation, Swansboro Military Affairs Committee, Swansboro Veterans Memorial Committee

-15+ years in business leadership in Swansboro, 10+ years in local property management and season tourism patterns/growth. Proven track record in tourism/local development and event management. Strong marketing and community engagement skills. Currently maintains a network of local business partnerships. Advertising agency is the agency used by the Azalea festival for the past 2 years and for 2025.

-Interested in serving TDA by having direct experience in tourism promotion and management, understands season business patterns in Swansboro. Interested in serving the Planning Board by having a proven track records of business expansion and understands the nature and necessity of careful planning for both commercial and residential. Interested in serving the Parks & Rec Board by having a history of planning large scale community and private events and understands the community needs and interests.

- Overall as a resident of Swansboro since 2007 and having a vested interest in the town growth, he is willing and strongly desires to make a positive change in our community that will benefit most and assisting with positive growth for the Town and make sure that residents and business owners are protected.

Rachelle Lovejoy **Town Limits** **(540)664-7411** (07/2025)

Interested in **Planning Board** **Park Board**

-HOTWORX Franchise Owner

-BS Psychology/Military Resilience/Addiction & Recovery, MSW Family-Life-Social Environment Student

-Town of Swansboro Internship – Sidewalk Project, DoDEA Special Education Advisory Board Member, At Risk Youth Development Program, Mental Health Mentor Liaison, ADA Advocacy Outreach

-Strong background in community service and nonprofit work, with a focus on accessibility and integration, and believes their experience and ongoing MSW studies in Accessibility and Inclusivity will support inclusive, compliant planning and zoning efforts that benefit Swansboro residents and visitors

-Passionate about urban development, accessibility, and inclusivity, and seeks to bring a unique perspective to the Planning Board by offering insights on development plans, alternative evaluation methods, and the specific needs of individuals with disabilities who live in or visit the Town.

Jeff Brooks **Town Limits** **(910)581-6490** (11/2025)

Appointed to Board of Adjustment 1/2026

Interested in **Planning Board**

-MV22 In-service engineer/Dept of Defense (Navy)

-Bachelor of Science in Electrical Engineering

-Prior Parks & Rec board member, coaching/administration for Swansboro Baseball & Softball Association, volunteer coach for Swansboro Soccer Association

-39 year career as civilian engineer for the Navy. Lead engineer for MV22 Flight Simulators. Duties include being site lead at MCAS New River and Subject Matter Expert for lifecycle support and acquisition of new capability for trainers (Contracts, Statements of Work, and Specifications).

-Swansboro native, 3rd of 4 generations to go through the Swansboro school system. Nearing retirement, wants to give back more to the community and help in any way. Recent efforts of Flybridge/Paid Parking/consideration of eminent domain, have energized desire to be involved.

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Nancy Palbicke **Town Limits** **(847)721-9123** (12/2025)
 Interested in **Appearance Commission**
 -Sales at Merrow Boutique
 -Associate of Arts
 -Various school & athletic sport fundraising & silent auction
 -Owned an interior decorating company. Merchandising & design background. Assistant to the Dean redesigning the college campus. Worked with the grant coordinator to design a new sim lab, won an award for design painting of a campus statue
 -Desires to be involved in the enhancement and refine the beautiful historic downtown area

Leah Evans **Town Limits** **(252)258-5262** (12/2025)
 Interested in **Tourism Authority**
 -Owner of Salt Marsh Cottage
 -2 years of college in marketing
 -Swansboro Area Event Organization board member for 5 years, Swansboro Area Chamber of Commerce board member for 2 years, Swansboro Downtown Merchants Group member for 11 years, Farmville Parks & Rec board member for 4 years
 -20 years in the newspaper industry specializing in marketing & sales. Concluding 8 years created the commercial print division with over 10 million annual revenues. Operated a Bed & Breakfast in Cape Carteret for 3 years prior to opening Salt Marsh Cottage
 -Livelihood depends on tourism in Swansboro, has a vested interest in fostering and sustaining commerce that is vital to our scenic seaside community.

Sarah Svendsen **Town Limits** **(919)969-1429** (12/2025)
 Interested in **Appearance Commission**
 -Patent & Technical Illustrator – Self Employed, Project Coordinator Ikorongo Technology, LLC
 -Bachelor of Arts in Business Administration – NC State University
 -PTA Executive committee positions, GSA Troop Leader, Northwood High School Booster Executive Committee Positions, AAU Team member
 -Self-starter, business owner for 12+ years, experience in developing identify packages(logos, letterhead, business cards)
 -Seen how simple architectural or landscape guidelines can positively affect the aesthetics for a town and desires to be good steward to the Town

Kim Kingrey **Town Limits** **(910)934-3999** (1/2026)
 Interested in **Appearance Commission**
 -Self Employed Real Estate Broker, Coach
 -Education in Historic Preservation, Mortgage Broker, Real Estate Broker
 -Currently serving on the Historic Preservation Commission, Former Chairman of Crystal Coast Habitat of Humanity, Board member of Swansboro Historical Association
 -Education in historic preservation and able to educate other commissions to prevent overlap of project and permission on board, Fundraising and connections to local businesses and CEOs of the companies that serve the area are all areas in which she can assist
 -Feels the Appearance Commission should have a liaison from the Historic Preservation Commission. Looking forward to making sure the commission is effective and does not take up time and resources that other boards are responsible for covering. Appreciates fresh ideas for some things to take place to make the appearance more in keeping with what other historic towns are implementing and there are many possibilities to explore. Has over 30 years’ experience running many companies and on profits

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Claire Cole **Town Limits** **(252)723-7945** (2/2026)

Interested in **Appearance Commission**

- Head of L & D/Bitly
- Bachelors & some graduate work
- Board member of the Swansboro Historical Association, Onslow County Museum Advisory Board, President of Swann Harbour HOA
- Over 20 years of leadership experience in the corporate world, mostly in luxury hotel management. Will bring unique perspective to this role, strong collaborator and excels at finding way to partner with key stakeholders by aligning priorities
- As a Swansboro native and owner of Crystal Coast Ghost, feedback from customers is heard often, feels strongly about identifying low cost, high impact ways to keep Swansboro beautiful for residents and welcoming visitors

Sandra Conrad **Town Limits** **(336)782-4443** (2/2026)

Interested in **Appearance Commission**

- Retired flight attendant and former teacher
- Bachelors in Education, Certified to teach the gifted – University of GA
- Prior president of Hampton Shores Subdivision HOA, former Mediation (civil & domestic) for state of GA
- Posses very good people skills as noted in form professions. Special affinity for Swansboro
- Would like to serve to feel useful and meet more people and feels Appearance Commission is needed

Linda Thornley **ETJ** **(843)301-3913** (2/2026)

Interested in **Appearance Commission**

- Crown Hotel & Travel Management, LLC
- Bachelors
- Currently servers on Swansboro TDA, Swansboro Military Affairs Committee, Friends of Hammocks Beach & Bear Island, NC Friends of State Parks
- Understands the importance of budgeting and following the proper guidelines when it comes to community and special interest groups. Feels she has a solid background in Swasnboro with community partners and would be a great fit for the committee.
- In love with Swansboro and made it her home 14 years ago. Protecting what Swansboro has, improving the beauty while still keeping it's charge is what she feel passionate about.

Larry Philpott **Town Limits** **(910)322-4736** (12/2025)

Appointed to Board of Adjustment 1/2026

Interested in **Appearance Commission**

- Retired Parks & Recreation Administrator
- Bachelor of Arts in History
- Prior Commissioner, prior member of Swansboro Planning Board, Parks & Recreation Board, Tourism development Authority, and member of the Swansboro Historical Association Board
- Over 31 years' experience in local government to include director positions, elected Swansboro commissioner, and an extensive record of civic engagement through service on town advisory boards, homeowners associations, historical and environmental groups, and multiple community planning committees, demonstrating broad experience in governance, strategic planning, and community development
- Desires to use knowledge and experience to serve the town in a capacity that will be fair and impartial

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