



Candidate for Village of Pinehurst Council

Claire L. Berggren

Pinehurst Resident Since	<ul style="list-style-type: none">▪ January, 2000
Community Service	<ul style="list-style-type: none">▪ Pinehurst Village Council 2013-present▪ Current Board Member, Southern Pines Sister Cities▪ Tutor, Moore County Literacy Council▪ C.A.L.L. Volunteer at Community Presbyterian Church▪ Previous Board Member, Friend to Friend▪ Founding Organizer of the local Camellia Festival
To Learn More about My Campaign	<ul style="list-style-type: none">▪ www.claireforcouncil.com▪ Claire@claireforcouncil.com

Why vote for me?

#1 Reason: Experience. I am the only candidate with current council experience. Here's what that means: In the last 3+ years, I have gained knowledge of municipal processes; learned NC Statutes governing a municipality; worked with staff on process-improvement projects; reviewed/approved budgets; annually reviewed/recommended strategic goals with staff and council; worked on the PDO rewrite; reviewed/edited the pending Historic District Standards & Guidelines; and attended the NC School of Government course for municipal government. In addition to the legalities, processes and nuances of working within a community that has historic significance, railroad constraints and a dominant resort, I have listened to and evaluated numerous phone calls, emails and conversations from residents and business owners to better understand their wants and needs. Prior to Council, I participated with the formerly named Pinehurst Business Guild, representing tourism organization for Moore County – the Convention and Visitor's Bureau. In a nutshell, I am committed to investing my time and knowledge to the Village, as a Council Member, as we collectively continue to consider and evolve with the pressures and challenges that are required to maintain our high quality of life.

My vision of Pinehurst in 20 years

No one has a crystal ball. In the 1890's, even the Tufts family, couldn't predict in the first twenty years, what would happen with the 5,000 acres they purchased. But, they had a vision and it has continued for over 100 years. We, as current leaders, must hold to that vision while adapting it as the needs of our residents change along with changes in our society and our economic landscape. With four more years on the Council, the vision I hope to continue with is to keep our village safe, clean and open to appropriate business development and above all, keep the Tuft's vision alive by

maintaining a desirable place for residents, visitors and business to thrive. Understanding our connection to the history of golf in America, appreciating the design of the village and its ambience and collaborating with our municipal neighbors to strengthen our position as a desirable destination for families – whether they are just starting or enjoying productive retirement years, will guide our decisions for the next 20 years.



All About Claire Berggren

I was born in California, graduated from high school in New Jersey and grew up in a military family. At the University of Maryland, I earned a Bachelor of Science degree in Business Administration with a concentration in Marketing. The majority of my career was in marketing and territory management in the high-tech industry, moving to Sandhills for my job in 2000. Since moving to Pinehurst, I have held positions in the hospitality industry and in 2007, have held the position of Director of Marketing for Moore County's tourism bureau. I earned my real estate license in 2005 and continue active status. Throughout the years, I have participated and completed the Moore County 101 Leadership Course, the Dedham Leadership Program at Sandhills Community College and was one of the founding organizers of the local chapter of the Camellia Society. As a member of the Community Presbyterian Church, I have served as Youth Minister and member of the Stewardship Committee.

I married in 2015 and became a stepmom to three children who are growing up in the Pinehurst school system. I enjoy golf (when I have time), travel and being grateful that I already live in a place where many people wish they could live.