



Candidate for Village of Pinehurst Council

## Kevin Drum

Pinehurst Resident Since

1972

Community Service

- Village Center Enhancement Committee
- Historic Commission Update Committee
- Planning & Zoning Commission
- Board of Adjustment
- Long Range Planning Group

To Learn More  
about My Campaign

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[www.Facebook.com/DrumForPinehurst](https://www.facebook.com/DrumForPinehurst)

### Why Vote for Me?

I am the only candidate with the experience of economic development in the Historic District. I have also served my community on the Historic Update Committee and presently serve on the Planning & Zoning Board and am an alternate on the Board of Adjustment. I am also the only candidate who grew up here and has a business in the village. This experience gives me the ability to make an immediate impact on m community. I value the importance of preserving the Village of Pinehurst because the heritage of our village is the essence of its appeal – *our brand*, so to speak. But, I also know we must always be open to refreshing our brand without losing our Village character. Change is the one constant, so staying the same is not an option, as some would lead you to believe. We must constantly anticipate change and manage it responsibly in order to serve the present and future residents while honoring our connection to the past. I live in the Historic District and am thankful every day for what we have here and I will preserve it. I served on the Village Enhancement Committee in 2013 and, as a result of that service, was inspired, after seeing a business close in the historic Pinehurst Sundry building. I made a decision to invest in the Village's future and opened the now-thriving Drum & Quill Public House to inspire more investment in our village.

### My vision of Pinehurst in 20 years

We should honor Mr. Tuft's vision and his legacy by planning to be as relevant in the next century as he made us in the past century. The future is not at odds with the past; knowledge of the past can guide us into the future. As a local businessman, I echo the goal of a vibrant Village Center. But more importantly, the new council must undertake creation of a new "Long Term Strategic Plan" in 2018. The Village needs to use this opportunity to create a vision, strategy and land-use plan that gets residents, local business, Village staff and elected officials on the same page for the next 20 years. We need to respect each other's differences and learn from each other during this planning process because we all want what's best for the Village and must seek a collaborative plan. Long-term thinking and concentrating on solution-based, positive outcomes are key to the next 20 years. But,

an important part of the puzzle is knowing that a lot of the Village's major issues are not even controlled by the Village, like traffic problems on state-controlled roads, drivers passing through the area, neighboring municipalities' development or county infrastructure investment. It's important that after we collaborate as a community on our internal plan and quit being so divided, we can be better positioned to speak as one voice. This is the only way to influence those external forces that impact our quality of life, sometimes even more than things under our control.

## All About Kevin Drum

I first came to Pinehurst in 1971 when I was twelve years old to attend the Pinehurst Golf School. I stayed at the old Radcliff Boarding House which was next to the Holly Inn. In 1972, we moved to Pinehurst and I worked through high school as a busboy at the Pine Crest Inn. I attended the University of South Carolina and in 1984, went to work for the Tenneco Corporation developing marketing and business development strategies. After three years, I moved back to Pinehurst to start my own business development, marketing and branding company. In 2005 I received the "Tourism Promotion of the Year Award" from Governor Haley Barbour of Mississippi. After Katrina, I served on the Governor's Commission to help the tourism industry recover. That experience and the training I received in community development from National Charrette Institute, for that project, has been an inspiration for my public service. In 2012, I married Dr. Jennifer Stoddard, a local doctor in private practice who serves patients at First Health Moore Regional Hospital. I am the proud stepfather to three kids.

Born in Pittsburgh, the son of famous sports writer and World War II veteran Bob Drum and his wife, Marian Jane "MJ" Drum, I was the youngest of five children. Hard work, honesty and integrity were, and continue to be, the central values that motivate me. From my first job as paper carrier at 9 years old, I continued my entrepreneurial spirit through grade school and college, corporate jobs, and then ultimately developing my consulting business in golf and destination marketing. Since 1987, I have worked as a consultant for private companies, organizations and destinations.

Seeing a local business on Chinquapin Road fail last year leaving a vacant storefront at the old Sundry location, was the impetus for me to purchase and lease the property and try to reinvigorate the Village with a new gathering place for locals and a new spot for tourists to find refreshment and a friendly face. I served on the Village Center Enhancement Committee. I have been a member of the Pinehurst Business Guild, Moore County Chamber of Commerce, North Carolina Retail Merchants Association, the Public Relations Association and the Golf Writers Association of America. I have won awards for public relations and marketing, including the Tourism Promotion of the Year Award. I'm also a freelance writer, and had several columns and articles published locally in *Pinestraw* Magazine and an accredited Public Relations Practitioner. I am a member of Pinehurst Country Club, Southern Pines Elks Lodge, and an Auxiliary Member of the VFW.

