

MEET YOUR BOARD CANDIDATES



Celeste Perkins

Hello, is it me you're looking for? I hope so because I'm standing in need of your vote. I am Celeste Perkins who brings a wealth of experience in various aspects of life. I have 30 years of Federal Government experience as a Director at the Department of Health and Human Services as well as Senior Policy Analyst at USDA/Food and Nutrition Service. I am a recent retiree (2025). I am a graduate of the esteemed North Carolina State University (NCSU). I have an endowment in my name at NCSU, season ticket holder, as well as lifetime member of the NCSU Alumni Association. Some of my love interests are reading, traveling, exercising/walking, bike riding, love of history, and more. I am a published author.

I have served as President, Vice President, Member at Large on several HOA Boards in my communities in the DC/Maryland/VA (DMV) area. I love Wendell Falls! I am one of the first 50 residents to purchase a home in the Falls; my name is on the Board in the Farmhouse. My passion for community and residents as well as my overall skills and experiences will bode well on the Board of Directors.

Thus, I'd be honored and thrilled to pay it forward by serving on the Wendell Falls Board of Directors. Thank you for trusting me for this most important role on your Board. I will try my best to bring you an immeasurable return on your investment.

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Chisara Brown

I am Chisara Brown, a born and raised “Detroiter” who moved to North Carolina in the fall of 2022. My family and I recently moved to Wendell Falls from Raleigh this Spring.

I am an engineer with experience in the private and public sectors, working in and with municipal and state agencies within the public transportation sector. In my experience, I have done everything from surveying, road construction, permitting, and non motorized transportation planning. My passion and purpose is assisting communities and organizations with creating and optimizing the spaces where people live, work, and play. I am inspired by the field of public service and its impact on our everyday lives.

Outside of work, I enjoy spending time with my husband and our two daughters exploring North Carolina, volunteering with organizations focused on food scarcity, checking out books at the library or visiting my favorite bookstore, and visiting the beach!

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Dave Phillips

At this point in my career, it is time to use my decades of non-profit experience to serve the community where I live. Currently, I own a consulting business, Phillips Leadership and Consulting where I work with non-profits to develop leaders to run strategically driven organizations. I have 35 years of experience working with volunteer boards and non-profit organizations, with 24 years of that as the CEO of various trade associations.

This is a critical time for the HOA as we become 60% led by residents. My experience with the legal, administrative, strategic, and social aspects of running a non-profit HOA is needed now more than ever.

Watching Wendell Falls grow over the years has been impressive. My wife and I have lived in several other planned developments and have always been active members of the community. You will see us at most events, and we have many friends in the community. As an HOA board member, I would want to continue to build on the foundation we have in the community, while using my knowledge and experience to develop leaders and strategies for the future.

Relevant Experience

- 24 years as CEO of various non-profit trade organizations
- Certified Association Executive designation (CAE)
- Served as liaison to the Wendell Town Council
- Long-standing family roots in the Wendell community
- Served on more than a dozen volunteer Boards and served as president of two non-profit organizations
- Current Chair of a national real estate foundation board
- Created strategic plans for more than 75 non-profit organizations
- Excellent communicator and writer with four published books

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Gregory Hoff

My name is Gregory Hoff, and I reside at 1824 Piney Falls Drive in Phase 10 near Wake Med. I possess a unique blend of experience that qualifies me to serve as a homeowner representative on the Wendell Falls Board of Directors. With 15 years dedicated to HOA creation, management, transition, land acquisitions, entitlements, and development, I have successfully transitioned over 40 communities from Declarant control to resident governance, either as an HOA manager or a developer representative.

In 2023, I joined Brookfield Properties, formerly Newland Communities, as a land development project manager. This company is responsible for developing Wendell Falls. From December 2024 to December 2025, I took on the role of treasurer for both the Wendell Falls Homeowners association and the Commercial association. During my tenure on the board, I collaborated with fellow members to gain a comprehensive understanding of the WF HOA's foundation, including service areas, cost-sharing agreements with the Town of Wendell, Encore, and the Commercial Association. Additionally, I contributed to budget creation and financial analysis while coordinating with operations staff for the daily maintenance and operations of the HOA.

I share these details to emphasize that my transition to the Board will be seamless. The year 2026 is pivotal in our HOA's history, and I am deeply committed to ensuring that the transition process is thorough, straightforward, and enjoyable. Wendell Falls stands as the finest community in Wake County, and if elected to the Board of Directors, I will dedicate myself to ensuring that residents fully appreciate the incredible community we have and that the developer recognizes Wendell Falls as a notable achievement in every respect.

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Jason Smith

Qualifications:

Real estate investor- I have experience in evaluating real estate purchases and calculating capital expenditures and determining ROI on them.

Short-term rental- Management of multiple 1099 workers for cleaning, planned and emergency maintenance, & lawn care.

Customer service - addressing various inquiries pertaining to the property and their personal needs

Long term rental- Vetting of potential renter, manage all budgetary requirements and accounting for this and all the other arms of the real estate business.

Education - Bachelors in Accounting from the University of Central Florida

This is our Third New Construction Home and our third and hopefully last PDU that we have lived in. We have been exposed to various types of HOA's and our last home we were asked to join the HOA but since we knew we were moving to this area we declined since we would not have been able to provide the attention, we felt someone in that role should have.

We plan on this being our daughter's childhood neighborhood and being part of the board will be my way of contributing.

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Jill Kavoukian

I started my career in the field of environmental health and safety, working initially in manufacturing, and then moving to healthcare. I retired after 20 years as the Director of Healthcare Safety and Sustainability at Stony Brook University Hospital. My experience spans multiple areas, including problem-solving, effective communication, and collaborative teamwork.

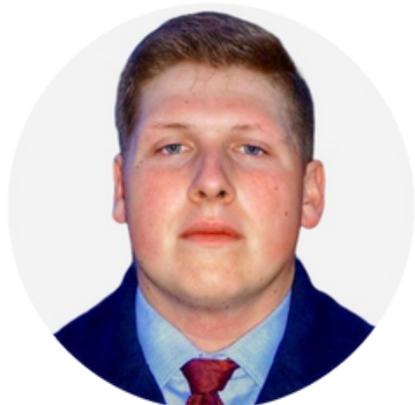
My professional background reflects a dedication to continuous improvement, adaptability in fast-paced settings, and a drive to achieve meaningful results. I pioneered the sustainability program at Stony Brook University Hospital, receiving many recognition awards under my leadership, along with strong healthcare safety programs put in place. I am passionate about leveraging my abilities to make a positive impact and to take on new challenges with enthusiasm and integrity.

Over the years, I have had the opportunity to work with talented individuals and dynamic teams, further expanding my knowledge and expertise. Whether navigating complex projects, learning new technologies, protecting healthcare staff during COVID19 or building relationships with colleagues, I have continually aimed to grow and contribute positively to every environment. I would love to work with board members, to support and continue the already strong Wendell Falls community.

In addition, I am a certified Gallup Strengths coach and have presented and mentored various individuals and teams during my career with the goal of using one's strengths to achieve their goals.

Most recently, I have volunteered at Lake Myra Elementary school and chaired the Encore Social committee.

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Joshua Jordan

As a dedicated Wendell Falls homeowner, I am committed to ensuring our community remains a desirable, well-managed, and forward-thinking place to live. My background blends leadership, technical expertise, and community service, giving me the skills and perspective necessary to serve effectively on the Wendell Falls Board of Directors.

Professional Experience

I currently work in outside sales as a Sales Engineer representing custom HVAC and mechanical solutions for mission-critical facilities such as healthcare, higher education, and laboratory environments. My role requires building consensus among multiple stakeholders, managing complex projects with high attention to detail, and negotiating solutions that balance short-term needs with long-term goals. These are skills directly transferable to HOA governance. I have built a career on accountability, clear communication, and delivering measurable outcomes.

Volunteer & Service Background

I previously served as a volunteer firefighter with The Northern Wake Fire Department, gaining firsthand experience in teamwork, public service, and crisis management. I was also one of just 26 individuals selected from over 800 applicants to attend the Cary Fire Department's Fire Academy - a rigorous program that included over 800 hours of classroom and hands-on training. These experiences taught me the importance of preparation, decisive leadership, and clear communication under pressure.

Community Mindset & Personal Qualifications

As a homeowner & co-owner with my girlfriend, Dominique, I understand the importance of protecting property values, maintaining community standards, and promoting growth that enhances, not detracts from, the character of Wendell Falls.

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I am not afraid to address difficult issues, ask the hard questions, and advocate for decisions that put the community's best interests first, even when those conversations are uncomfortable.

I believe an HOA Board member's role is to balance fiscal responsibility with a long-term vision for the neighborhood, to ensure decisions are transparent, and to keep residents' trust. I bring a fact-driven, results-oriented approach that avoids unnecessary bureaucracy while keeping a focus on fairness, accountability, and common-sense solutions.

Wendell Falls is more than where I live - it's an investment in my future. I am ready to serve, contribute my professional skill set, and work alongside other board members to ensure our community continues to thrive.

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Sam Cole

I am interested in serving on the board of directors for the Wendell Falls Homeowners Association. I have lived here for around 2 years with my wife and 2 kids. We have fallen in love with this community. The people, the events, and the homes themselves are unique and special.

A little about me, I have a bachelor's degree in ancient civilization. I am a combat veteran from the Afghan War and currently serving as a law enforcement officer in our federal government. I have been a volunteer at my local church for over 5 years. I have been overseas on multiple mission trips to aid those in need. I have helped build and repair bicycles for children in need at Bearings Bikes in Atlanta, GA. I have served as a leader in the military and in the private sector before serving in a law enforcement role. I am married to my beautiful wife, and we have a growing family of two boys currently. My family and I love the outdoors and traveling. We enjoy camping, hiking, fishing, and spending time with our close friends.

I want to be a part of this HOA for a few reasons. My experience in law enforcement and public safety, I believe, can be helpful for the overall safety of our community. I would like to use my knowledge and leadership to help create relationships and advise others to foster our community's safe environment. I would also like to explore the possibility of more or enhanced amenities for our residents. This could range from trail additions to playground improvements. Most of all, I am eager to serve my community. I have a history of service to my country and local community and want to continue that. Thank you for your time and consideration.