

FOR IMMEDIATE RELEASE

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Jacksonville Onslow Chamber of Commerce

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### Lakesha Cole Named Legend of Onslow 2019

Lakesha Cole is an author, advocacy influencer, retail entrepreneur, and self-proclaimed chaos coordinator. She is the owner of the She Swank Marketplace franchise, a modern-day general store brimming with home goods and artisan gifts, made by local makers, military spouse, and veteran brands. She Swank is located at 715 Gum Branch Rd, Jacksonville NC.

With experience in retail and home-based business start-up, Lakesha published her first book, Mommy Retailing, to help moms discover how to convert their interests and skills into a profitable retail business. Lakesha is also the co-founder of makeHer Milspouse, the official premiere working retreat for military spouse entrepreneurs and creatives aimed to bridge the gap between where they are now and where they need to be to build successful businesses.

In addition, Lakesha's business portfolio includes advocating for the military community and shedding light on many challenges that military families face, most notably military spouse employment. As an Advisory Board Member for the Military Family Advisory Network, Lakesha was selected to work with her home state Senator Tim Kaine (VA) on drafting the Military Spouse Employment Act which was later signed into law by the President. She consults and serves as a partnership liaison in introducing companies to military talent and connecting military spouses and veterans to meaningful employment and entrepreneurship opportunities.

As her husband recently transitioned to retirement from the Marine Corps, Lakesha has a unique perspective of every stage of the military lifestyle. When asked, the Mom of three says the best descriptive phrase for her would be, "Raising babies and building businesses all between drop-off and pick-up."

Lakesha holds a B.A in Journalism from North Carolina A&T State University and an A.A.S. in Fashion Marketing from Parsons the New School for Design. She's an instructor at the Small Business Center at Coastal Carolina Community College.