

North Carolina Coastal Land Trust
Board of Directors FY 2024/2025 – Nominee Bios
Pro forma

Lorrie Basnight, Greenville – Lorrie grew up in Chapel Hill, but has spent summer days her whole life on the Pamlico River near Washington. Her family’s love of boating and the natural world, combined with many years as a camp counselor and scout, shaped her passion to preserve the coastal environment for future generations. Between 2011 and 2020, Lorrie was on the board of Sound Rivers, Inc., a nonprofit organization that guards the health of the Neuse and Tar-Pamlico River basins. For three of those years, she served as board president. Since 1995, Lorrie has been a pediatrician on the faculty at the Brody School of Medicine and currently serves as the Executive Director of Eastern Area Health Education Center, working to assure a strong healthcare workforce for rural and underserved areas. Lorrie has boated and camped all over eastern N. C. and enjoys birding, looking for wildlife, and basking in the richness of coastal black waters and swamps.

Ken Hines, New Hanover County – Ken has a forestry degree from NCSU and served as a Service Forester with the N. C. Forest Service in Rocky Mount. Ken then earned his MBA in Finance from UNC-CH and became a corporate banker. From 1990 – 2008, Ken was able to combine his forestry and finance backgrounds as the head of the forest products and timberland finance unit at John Hancock in Boston. He then led the Bond and Corporate Finance Group and was the first president of Hancock’s Renewable Energy Group. After retiring in 2013, Ken and his wife Cathy relocated to Wilmington. They are members at CCL and WUMC. Ken has done some consulting and has taught natural resource economics at NC State and Duke Universities. Ken currently serves as the Vice President of the Harrelson Center. Ken has served the Coastal Land Trust on the Strategic Planning and Land Protection Committees.

Bill Rich, Ocracoke - Bill was born in Bethlehem PA in 1949, and his dad packed up and moved Bill and his brothers to Hyde County, N. C. when Bill was 12. The family purchased a nice hunk of Hyde County's black organic soil, drained it by gravity (no pumps), cleared it (in 1963, Bill got his first promotion from the root gang to driving the tractor), and the family eventually grew corn, soybeans, cattle, and hogs. Bill’s dad had a dream "FROM THE SUN TO THE STOMACH", and the family started a small chain of fast food restaurants (four) called Farm Boys. They grew the beef and pork and processed it all right on the farm. Bill completed his undergraduate degree at UNC-CH in 1972 and helped his brothers open The Rich Company in Washington, N. C. They specialized in selling and managing farmland in Northeastern N. C. and were totally in the middle of assembling First Colony Farms for Malcolm McLean (Bill’s brother Cy managed that) and were all over the European invasion in the 1970s selling Open Ground Farms to Italian investors and both selling and managing Japanese owned Shima America. Bill and his brothers took on the management of the 35,000-acre Mattamuskeet Farms for John Hancock Insurance and also teamed up with a German partner for the management of several German and one Austrian farm (Lux). There have been many ventures between then and now including Bill being the Hyde County manager for five plus years. Bill loves eastern N. C. and especially Hyde County. Bill and his wife Jennifer have been residents of Ocracoke Island for the last 18 years, and they both are great supporters of the Coastal Land Trust and all that it does.

Cheryl Bradley Smith, Pine Knoll Shores – Cheryl is National Accounts Manager at Armstrong World Industries. Her business career includes stints as Vice President for Strategic Planning at Hatteras Yachts and Director for Client and Market Development at NCSU’s Industry Expansion Partnership. She is Chairperson of the Parks and Recreation Committee for the Town of Pine Knoll Shores and is active in the National Charity League having served as its President. She is a member of the state-wide Youth & Government Advisory Board, also serves on the Parent Advisory Committee, and is President of the Academic Booster Club at West Carteret High School. Cheryl has served two previous stints on the Board of Directors of the North Carolina Coastal Land Trust, most recently stepping down from the Board after concluding her second successive term in September 2023, as required by the organization’s bylaws. Additionally, Cheryl founded the Coastal Land Trust’s “Cycle for the Coast” bike ride and has served as a party host. She graduated from Virginia Tech with a degree in marketing and accounting and received her MBA from Wake Forest.

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