

Board of Commissioners
George S. Liner, Chairman
Thomas F. Mark, Vice Chairman
Denny Bucher
Jason R. Jones
Theron L. McCabe
Etteinne "E.T." Mitchell
Johnnie Sampson, Jr.

Administrative Staff
Jack B. Veit, III, County Manager
Gene Hodges, Assistant County Manager
Nan Holton, Clerk to the Board
Amber M. Parker, Human Resources Director
Craig Warren, Finance Director

Craven County



Administration Building
406 Craven Street
New Bern, NC 28560
Fax 252-636-2728
hr@cravencounty.gov

Commissioners 252-636-6601
Manager 252-636-6600
Finance 252-636-6603
Human Resources 252-636-6602

FOR IMMEDIATE RELEASE
News Release: October 4, 2019

Contact: Amber M. Parker
(252) 636-6602

Craven County Selects New Bern Riverfront Convention Center Director

NEW BERN, N.C. – Tarshi McCoy of New Bern, North Carolina has been selected as Craven County's New Bern Riverfront Convention Center Director. McCoy most recently served as the Executive Director of the Craven County Tourism Development Authority and she was a former nine year employee of the New Bern Riverfront Convention Center in the role of Tourism and Sales Service Executive. McCoy also served as the Director of Sales & Services for the Pitt County Convention & Visitors Bureau, as Director of Sales & Catering for DoubleTree by Hilton New Bern - Riverfront, and as Director of Sales & Marketing for Hampton Inn New Bern.

McCoy has over 25 years of experience in the hospitality industry and she holds the Certified Meeting Professional designation from the Events Industry Council and Meeting Professionals International, the Certified Hospitality Sales Professional designation from the American Hotel & Lodging Educational Institute and she has a Travel Marketing Professional designation from the Southeastern Tourism Society. McCoy earned a Bachelor of Science Degree in Business Administration with a focus on Management and Organization Development from Mount Olive College.

"We are very excited to have Tarshi back as a member of Team Craven just in time to assist with the reopening of Craven County's New Bern Riverfront Convention Center. Tarshi's sales and marketing experience will be a great combination to add to the excellent event planning and operations skills the convention center staff already have," stated Jack B. Veit, III, Craven County Manager.

McCoy was selected from a competitive applicant pool and began working with Craven County on September 30, 2019.

The Convention Center Director is responsible for developing strategic plans and long range goals for the New Bern Riverfront Convention Center that strengthen the overall travel and tourism industry in Craven County. The Convention Center Director is also markets and promotes the Convention Center to maximize utilization to enhance revenue.

###