

Contact:

Gary Wilson
Director of Economic
Development
County of Caroline
104 South Main Street
P.O. Box 447
Bowling Green, VA 22427
Phone: (804) 633-4074;
Fax (804) 633-2489

Economic
Development &
Tourism Office

Press Release

Caroline County Appoints New Tourism Manager

Bowling Green, VA, February 26, 2008: Caroline County is pleased to announce the appointment of Katherine J. “Kathy” Beard to the position of Tourism Manager in the Department of Economic Development and Tourism. The newly created position will focus on building the County’s increasingly successful tourism program and managing the new Welcome Center scheduled to open in Carmel Church this summer. Existing and announced tourism related projects have Caroline poised to become a leader in the industry.

Beard served as the Director of Economic Development & Tourism for the City of Fredericksburg, Virginia from 1995 to 2003 and in recent years has served as an Executive Vice President for the Stafford Council for Progress and as an economic development consultant for the Town of Bowling Green.

Beard attended West Texas State University in Canyon, Texas and holds an Institute of Organizational Management certification from Southern Methodist University in Dallas.

She plans to begin her duties in Caroline on March 3. “Kathy brings a wealth of experience, ideas and energy that will greatly assist our efforts to maximize our tourism potential” said Director of Economic Development Gary Wilson. “We eagerly await her arrival.”

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