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**Visit High Point Announces Series of Staff Changes**

*Visit High Point builds on staff expansion from 2022 with two promotions and a new hire*

HIGH POINT, NC (April 24, 2023) — Visit High Point is pleased to announce several exciting staff changes that will enhance the organization's ability to provide exceptional service to both visitors and community partners. In addition to hiring Visitor Information Specialist Linda Everhart, Visit High Point has also elevated Brad Mendenhall and Ginger Somers to the roles of Sales & Services Manager and Visitors Center Manager, respectively.

"The Visit High Point staff members are often the first impression that visitors have of High Point, and it's crucial to have a team that accurately reflects the vibrancy & warmth of our city. Brad, Ginger, and Linda are perfect representations of the best qualities of High Point," says Melody Burnett, Visit High Point President. "We are fortunate to have such talented and dedicated individuals on our team, and we look forward to the positive impact they will have on our organization and the community we serve."

Mendenhall's promotion to Sales and Services Manager is not only a change in title, but also a change in department. He is transitioning from the regional visitors center staff to the sales and marketing department of Visit High Point, where he will play an integral role in efforts to manage meeting and event leads, internal data, and support groups and events coming to High Point, working closely with partners to ensure their needs are met.

Previously serving as a Visitor Information Specialist, Somers has been instrumental in creating memorable experiences for visitors to the area. Now serving in a leadership role as the Visitors Center Manager, Somers has taken on the organization's [Complimentary Concierge Service](#) and will oversee the day-to-day operations of the visitors center.

The newest member of the VHP staff, Linda Everhart brings a wealth of experience and a passion for hospitality to the regional visitors center. In her role as Visitor Information Specialist, she will provide personalized assistance to visitors, helping them to discover all that High Point has to offer.

"With the surge in growth and development in our city, it's undoubtedly an exciting time to be in High Point," continued Burnett. "The recent restructuring of our team bolsters our capacity to meet the needs of visitors and our community as it continues to expand & evolve."

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**About Visit High Point:**

Visit High Point is the official destination management and marketing organization that positions High Point as a vibrant destination that visitors will enjoy, and locals will want to promote. Our vision is to leverage High Point's reputation as the Home Furnishings Capital of the World™ and the home of a world-class University to further the evolution of High Point as a unique destination. While the focus is to increase economic impact by providing first-class service to our visitors and meeting planners, Visit High Point also works to develop our city as a year-round destination that is competitive in the marketplace, generating more brand ambassadors and fans. We want each visitor to make yourself at home in High Point, NC. Established by state legislation in 1984, Visit High Point, a non-profit 501 c 6 organization is funded by a self-imposed three percent room occupancy tax on local hotels. No taxpayer funds – city, county, or state – are used to fund Visit High Point. The Regional Visitors Center is located at 1634 N. Main St., Suite 102, High Point, N.C. For more information, visit [www.visithighpoint.com](http://www.visithighpoint.com).