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## Buckhead Resident Named Director of Sales for Carole Parks Catering

By [JulieHerronCarson](#)

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Alesa Garner McArthur

ATLANTA -- Alesa Garner McArthur has been named Director of Sales for Atlanta-based Carole Parks Catering ([www.cparkscatering.com](#)). In her new position, McArthur will direct all sales efforts and oversee catering functions for the company's numerous corporate, private and non-profit clients.

McArthur is not a stranger to Carole Parks' clients, having worked as the company's special events representative for eight years from 1995-2003. Since then, she worked as the National Sales Manager for PRA Destination Management Atlanta, where she was responsible for new business development. She also served as Director of Education and Corporate Relations for the Georgia Academy of Family Physicians, planning all of the association's CME meetings and board events, including a major annual conference.

"I am delighted to welcome Alesa back to Carole Parks Catering," said company founder Carole Parks. "She played a major role in our firm's success when she worked with us earlier in her career, and now, with her additional experience, will bring even more to the table."

McArthur earned an MBA from Georgia State University with a concentration in marketing and an undergraduate liberal arts degree from the University of Georgia. She is involved in the Georgia chapter of Meeting Planners International, Professional

Convention Management Association Southeast and was previously elected president of the board of Hospitality Sales and Marketing Association International.

McArthur lives in north Buckhead with her husband, Marshall and their young son.

About Carole Parks Catering

Carole Parks Catering was founded in Atlanta in 1988. It is the city's largest female-owned full-service catering company, and serves corporate, private and non-profit clients. Since 1989, the kitchen has been under the direction of Executive Chef Laura Rogers who has expanded the menu offerings to include a variety of ethnic and international dishes.

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