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## **Ruby Falls Announces New Additions to Operations Leadership**

**CHATTANOOGA, TN (July 29, 2024)** - Ruby Falls welcomes Abe McCauley and Lee Ussery to its Operations Team. McCauley joins as the Director of Operations and Ussery as Food and Beverage Manager. Their tenure begins during a significant milestone year for the nature attraction on Lookout Mountain as the company celebrates the 95th anniversary of the discovery of the waterfall and cave.



*Abe McCauley, Photo courtesy Ruby Falls*

Abe McCauley brings decades of leadership experience in hospitality, the arts, facilities, and community services to his new Director of Operations role at Ruby Falls. Named Chief Operations & Facilities Officer at Arrowmont School of Arts and Crafts in 2021, McCauley directed strategic growth initiatives, including large capital projects, team development and innovative technology implementation. McCauley's expertise in optimizing operations to support strategic growth while empowering high impact teams in a positive and inclusive work environment strongly aligns with Ruby Falls' culture, core values and business goals.

"Abe's extensive background leading mission-driven organizations makes him an exceptional fit for his new role," shares Hugh Morrow, president and CEO of Ruby Falls. "I'm confident Abe's expertise and dedication to supporting the success and development of team members will impact our long-term success and enrich the experience of over half a million guests visiting our park each year."



*Lee Ussery, Photo courtesy Ruby Falls*

Lee Ussery joins the Ruby Falls team with a vital role in crafting warm and welcoming hospitality as Food and Beverage Manager. Lee served as Operating Partner of a multi-unit restaurant company in Huntsville, Alabama, before coming to the Lookout Mountain park, featuring nature-based activities, luxury treehouse lodging, private event facilities and café. His career began on the Emerald Coast of Florida and has advanced over 25 years of hospitality experience. Lee will utilize his comprehensive background to elevate and expand food and beverage offerings at Ruby Falls by overseeing all aspects of the park's food and beverage operations including menu development, culinary direction, team coaching and guest satisfaction.

"Lee has already made significant menu changes that are popular with guests and have effectively curtailed waste," says Ruby Falls Executive Director, Kara VanBrunt. "His ability to create crowd-pleasing menus that also embrace our commitment to environmental sustainability is a testament to his talent." The Castle Cafe, located in the circa 1929 historic Ruby Falls Castle, welcomes locals and guests from around the United States and the world with a seasonal menu, local craft beer and locally roasted fair-trade coffee.

Ruby Falls is listed on the National Register of Historic Places because of the park's pivotal role in tourism development. The spirit of adventure has long been a guiding influence for the company focused on inspiring extraordinary connections to nature. Robust capital investments created strategic growth opportunities over the last decade. "With an exciting vision for the future of Ruby Falls based on our commitment to sustainability, the exceptional Ruby Falls team is creating the next chapter for our company and laying the groundwork for future generations of visitors," says Hugh Morrow, president and CEO of Ruby Falls.

**Press Kit and Images:**

Visit <https://bit.ly/Rubyfallsnew> or scan:



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### **About Ruby Falls**

Celebrating 95 years since its discovery, Ruby Falls is home to the tallest underground waterfall open to the public in the United States. Over half a million guests visit the thundering waterfall annually, located 1,120 feet beneath the summit of Lookout Mountain in Chattanooga, TN. Committed to cave conservation and environmental sustainability, Ruby Falls is the first attraction in the United States to earn certification from Green Globe and is recognized as a leader in tourism sustainability. [www.RubyFalls.com](http://www.RubyFalls.com).