



Hugh Morrow Jr., president of Ruby Falls LLC., has led the transformation of an 80-year-old natural attraction, listed in the National Register for Historic Places, into a more sustainable and environmentally friendly business operation. *“As a lifelong Chattanooga and Lookout Mountain resident, I am fully aware of the history and tradition that Ruby Falls has with the past visitors to the Mountain. It is a true pleasure to work to continue these traditions,”* Morrow stated.

Ruby Falls is committed to the reduction of their environmental footprint while providing a renewed experience for their visitors. All of this has been accomplished by the Ruby Falls team even when challenged with a cave that is thousands of years old and a historic building. Ruby Falls holds the distinction of being America’s deepest commercial cave and most-visited underground waterfall. Ruby Falls is the first U.S. attraction to successfully undergo the Green Globe International environmental certification process.

Hugh Morrow was hired as president of Ruby Falls LLC., in February of 2007. Under Mr. Morrow’s leadership, Ruby Falls applied and received a grant through the Tennessee Clean Energy Technology Grant Program to purchase state of the art solar energy production equipment. The program consists of four main environmental initiatives: the use of renewable energy, reduction in green house gas emissions, recycling and waste reduction, and land use planning. Mr. Morrow has been invited to make numerous keynote presentations at meetings held by various associations including Tennessee Sustainable Tourism Workshops, National Cave Association, TIA Market Outlook Forum, and Chattanooga Green Expo.

Hugh Morrow attended the McCallie School and received a Bachelor of Arts in Marketing from the University of Alabama in Tuscaloosa. Morrow is the former vice-president of Sales Tandus Corporate and Design Markets where he was integral in the promotion of the Infinity Initiative carpet recycling program since 1996 (<http://www.tandus.com/sustainability/recycling.aspx>). Morrow is a member of Southern Highlands Attractions, where he serves as President, the National Cave Association, the Convention and Visitors Bureau, the South Broad Redevelopment Group, the Outdoor Advertising Association of Tennessee, Rotary International, and the Lodging Association.