



Guest Speaker

Steve May

Director - Lynchburg Homeplace
Jack Daniel Distillery

You Are Cordially Invited to the

TENNESSEE'S BACKROADS HERITAGE
FALL DINNER

Tuesday, October 16, 2018

5:30 p.m. Silent Auction - 6:00 p.m. Dinner Served

Bell Buckle Banquet Hall

27 Railroad Square, Bell Buckle, TN

\$25 per person

For more information call 615-613-5627

RSVP by Friday, October 12, 2018





Steve May serves in the official capacity as the Director of Marketing Operations at the Jack Daniel Distillery in Lynchburg. Even though Steve doesn't spend a lot of time in his office, you can find him most of the time in the town of Lynchburg working on a project to enhance the guest experience or showing folks around the town. The distillery serves as host to over 300,000

visitors annually with tourists visiting domestically and internationally. Steve considers his position more like the role of a Brand Ambassador, Spokesperson, Tourist Attraction/Theme Park Operator and PR Manager all rolled into one. The Lynchburg operation consists of the Welcome Center, Visitor Center, The White Rabbit Bottle Shop, the Lynchburg Hardware and General Store, BBQ Hill Pavilion, The Motlow House, Miss Mary Bobo's and the annual famous World Championship Invitational BBQ Competition as well as tourism and various events held at the Distillery.

Steve started with Jack Daniel's in 2003 and resided many years in the Huntsville, Alabama area. He started out with Jack Daniel's as the Strategic Sourcing Manager in Bottling and was promoted to his present role in 2005. Steve and his wife reside in Tullahoma.

Tennessee's Backroads Heritage
P. O. Box 52
Tullahoma, TN 37388

Tennessee's Backroads Heritage

FALL DINNER

Tuesday, October 16, 2018

RSVP: Friday, October 12, 2018

\$25 per person

For questions call 615-613-5627

Name(s) _____

Business _____

Address _____

Phone _____

Email _____

No. Attending _____

Amount Enclosed _____

*Please mail check to: Tennessee's Backroads Heritage,
1994 John R. Hill Rd., Lewisburg, TN 37091*