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MOORE COUNTY
OBSERVER

VOL. 1 NO. 22

MISSION STATEMENT
We will deliver accurate, fair, and unbiased reporting; strive to provide in-depth, community-centered reporting that reflects diverse voices; empower residents with the knowledge to make informed decisions.

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“Do not go gentle into
that good night.
Rage, rage against
the dying of the light.”



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About the Whiskey Trail, visitor engagement, and food trucks ...



DUANE CROSS
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When he’s in Moore County, Ryan French wears several hats: operator of the Welcome Center/Whiskey Trailhead, Executive Director and CEO of the South Central Tennessee Tourism Association, and Lynchburg Chamber of Commerce Vice-President.

We sat down Thursday, March 27, to discuss how the Whiskey Trail initiative has evolved over the past three years and the strategic decisions to try to enhance visitor engagement and economic impact in Lynchburg and beyond.

Data-Driven Approach

French emphasized the importance of gathering data to make informed tourism decisions in Lynchburg, pointing out that the state significantly underestimates visitor numbers. “If you look at the research out there, particularly the state of Tennessee’s economic impact report every year, it’s inaccurate because of the flow of coding for taxation purposes. The report only states about 17,000 visitors in Lynchburg annually, which we know is far from reality.”

To counteract this issue, his team conducted visitor surveys before and after launching the Tennessee Whiskey Trailhead. Their goal? To better understand visitor behavior and find ways to “engage people to stay in our region longer.” French pointed out that with multiple distilleries in surrounding counties, the Whiskey Trail became a strategic way to encourage visitors to explore more of the region.

Maximizing Visitor Spending

French’s research revealed that more than half of Lynchburg visitors initially planned to spend four to six hours in town. He saw this as an opportunity: “That means there’s some opportunity to fill some gaps with time. How can we maximize that spend here? How can we maximize that time here?”

He detailed a two-pronged strategy:

- Keeping visitors in Lynchburg longer led to initiatives like the Tennessee Whiskey Trailhead and more localized experiences.

- Encourage regional exploration – French’s SCTTA organization covers “13 contiguous counties from Coffee and Franklin County all the way over west to Wayne and Perry County,” he said. Promoting stops beyond Lynchburg aimed to boost revenue across a wider area.

This approach quickly showed results. From September to December of their launch year, the Trailhead became the No. 2 location for putting people on the trail for the first time, only behind Jack Daniel’s.

A Bridge to Downtown Business

A recurring challenge has been getting tourists to explore downtown Lynchburg. French noted that while Jack Daniel’s promotes local businesses during tours, “there was still this kind of block of, ‘I don’t know if we’ll just go there and come right back’ kind of thing.”



Ryan French relies on data to help push marketing and awareness of stops along the Whiskey Trail.

MORE ONLINE

Ryan French on The Lawn Sessions and the new Whiskey Trail markers.

www.mcobserver.news

In response, they created the Lynchburg Visitor Map, which provides a theme-park-style town layout, listing every business from the distillery to Miss Bobo’s. French described the map as “a piece of collateral that we invest in because of the economic driving part of it.”

The 2024 edition will include QR codes that link to restaurant menus and business details, ensuring visitors have more information at their fingertips. “We’re hoping that this expanded explanation of what the businesses offer will take that to the next level,” French said.

The Food Truck Initiative

Lynchburg’s evolving food scene has sparked conversation among residents and business owners. As the town explores ways to enhance visitor experiences, introducing a structured food truck initiative has become a focal point. Spearheaded by French, this effort aims to provide daily food options for tourists.

The initiative’s primary goal is to grow Lynchburg’s tourism economy and ensure visitors have more dining options. French explained, “We are committed to having one [food truck] every day of the week,” French explained, “and we’re going to make adjustments as we go.”

This means assessing demand, ensuring a variety of foods, and reevaluating the schedule based on sales and visitor feedback. French emphasized the broader impact of this initiative: “100% of our profits and revenues, besides what goes into our employees’ paychecks, is reinvested back into Lynchburg and into the region for marketing this area and driving visitation.”

The application process determines the food truck lineup, outlining specific criteria. French prioritizes local food trucks on core days – Monday, Thursday, Friday, and Saturday – while allowing non-local trucks to operate when additional vendors are needed.

One recent concern was the presence of a non-local food truck on a Sunday, which led to some scrutiny. Addressing the situation,

French stated, “In that particular case, we had a hole we wanted to fill. We’re committed to offering this service, and if someone cancels, we will put out a call to other food trucks to fill the spot.”

French also underscored the importance of transparency, noting that while feedback is welcome, the primary focus remains on growing the local economy. “If you want to nitpick, go for it, but I would find a more healthy way to spend my time. We have to make revenue to stay open and to offer the services that we do.”

To further integrate food trucks into the community, French required all participating vendors to join the Chamber of Commerce. “That was a decision I made. It has nothing to do with the Chamber,” he said, “but I thought it was an important step in ensuring they plug into the local economy.”

The food truck program will undergo regular assessment to determine its impact on local businesses and tourism. French detailed plans for consumer surveys to gauge visitor behavior. “We’re going to do the first customer poll next week. We’ll ask visitors if they ate in Lynchburg and analyze whether we’re growing the pie or just jumping into the pool.”

Ultimately, the goal is to create a balance – offering visitors more options while preserving the character and economy of the Square. “This is a special place, and it deserves to be treated with some dignity. We want to ensure that everything we do contributes to the visitor experience, not take away from it.”

French expressed frustration with persistent critics who oppose various local initiatives, including food trucks and community events like Frontier Days.

“There’s a handful of people that just complain about everything,” French stated. “If you want to criticize Frontier Days, join the committee and help us make it better. We are meeting six months out, working to create the best event for this town with the goal of benefiting everyone.”

He further stressed that he focuses on making a tangible difference in Lynchburg rather than engaging in an echo chamber of negativity.

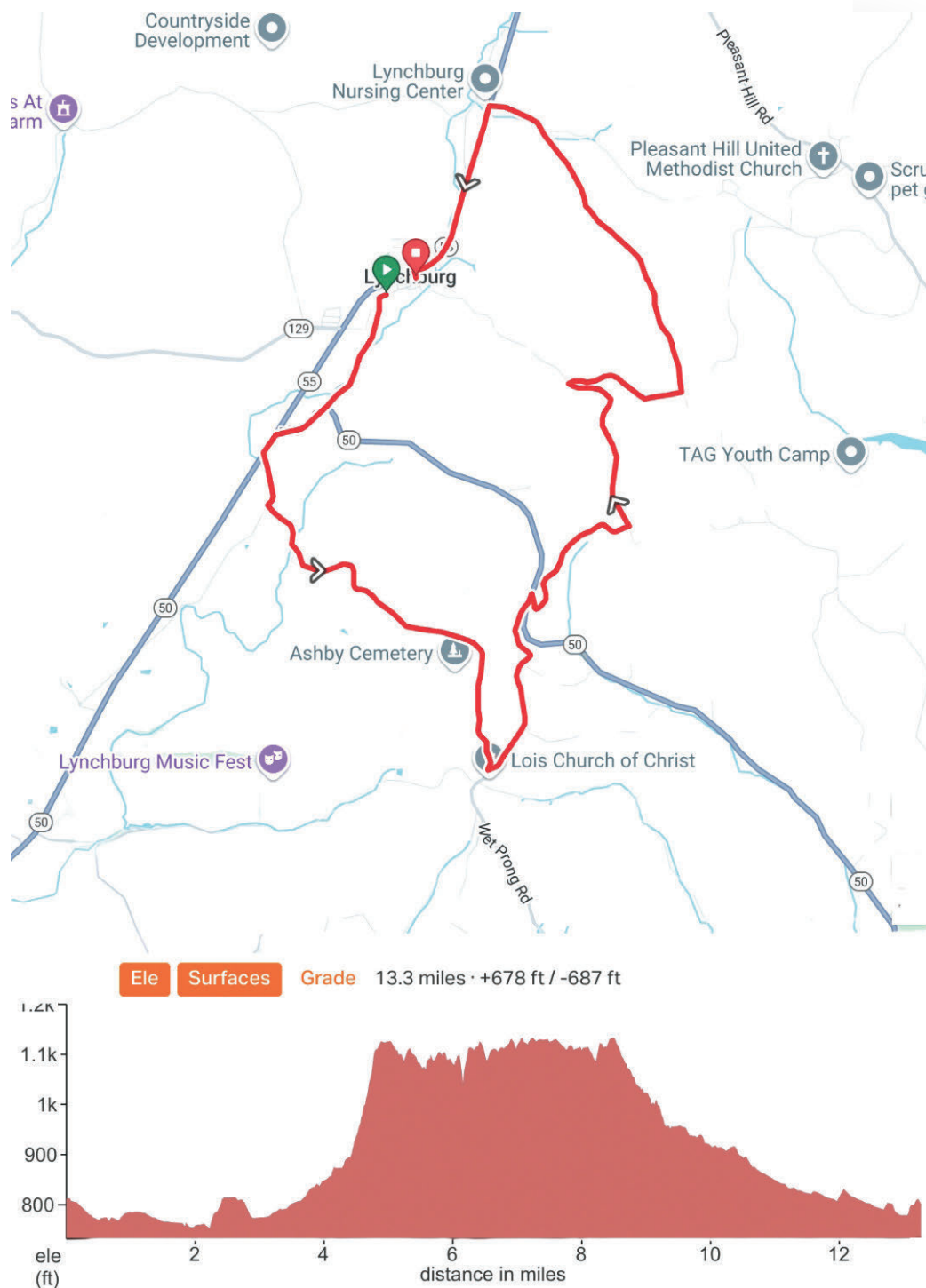
“I don’t have time to respond to people who aren’t adding to the story. If you want to jump on board and make a difference with me, great. If not, I don’t have time for you,” French said. “I’ll always listen to legitimate concerns, and I never want to harm anyone’s livelihood. But I’m working every day to improve the experience here.”

French clarified that his primary focus is enhancing the visitor experience in Lynchburg while ensuring the Whiskey Trailhead initiatives align with regional tourism efforts. His organization, Experience Tennessee, operates under the South Central Tennessee Tourism Association, working to promote the area.

“We focus on Lynchburg first and the region second,” he explained. “This effort is about making sure visitors have a cool, unique experience when they come here.”

Packet Pickup • Wiseman Park
noon-7 p.m. Friday
6 a.m.-7:50 a.m. Saturday

17
Runners from 37352



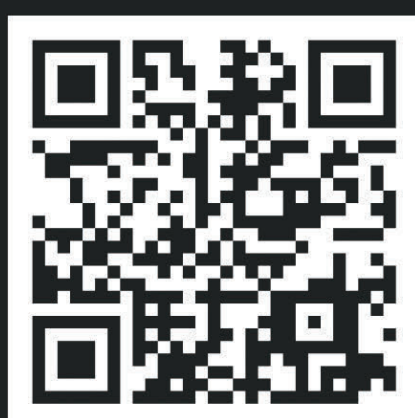
The start line is located at 196 Main St. in Lynchburg, and parking is available at Wiseman Park, just behind the square. While this is not a flat, personal-record-setting course, the combination of rolling hills, breathtaking views, and the camaraderie of fellow runners makes the Oak Barrel Half Marathon a truly memorable experience.

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Prices good 10 a.m. April 1-10 a.m. April 8

On cusp of career accomplishment, Moorehead wants more for Moore

HALEY PAYNE ROBERTS
MCO Senior Staff Writer

As is the case with many Moore Countians, our journeys may take us away, but returning home always delivers a grander appreciation for what our great county has to offer. Chad Moorehead’s journey is no different, coming full circle as a student turned Director of Schools.

It would be hard to find a Moore County student who has not been affected by the Moorehead family – be it in the 4-H by UT Extension Agent Larry Moorehead or elementary education by Merle Moorehead.

Now, Chad is continuing this legacy by drawing on his own experiences both from his upbringing at home and his own time in the school system.

“My dad [Larry] took the UT Extension Agent job in the late ’70s, and we lived in a house where Jack Daniel’s Track 3 is now. That was a year or two before I started kindergarten here,” Moorehead said. “I was fortunate to have a family like I had, and my parents were raising me to be the person that I am.

“Living with my father, there were times when I was sitting at home playing video games and he knew of a farmer that needed help unloading tractor trailers or loading hay, and he would send me to help. I have spent time on so many different people’s farms.

“We raised tobacco, and my dad got me started on it when I was in middle school to use that money for college. We would help Fluffy Keller or Reagor Parks. It was just so many different people that I worked with along the way that inspired my love for home.

“Moore County is a family, and the community atmosphere has remained the same since I was in school. It’s something I fell in love with even as a student,” Moorehead continued. “When I was in school, my teachers and my coaches were reinforcing that, and that’s what makes community. What was happening in the school system was the same thing that my parents were teaching me about hard work and honesty and all of those things.”

The die was cast at an early age for Moorehead’s future, who had fallen in love with both education and football. “I decided sometime during high school that I had so enjoyed the time I had spent with my football coaches from Pop Warner all the way through varsity that I wanted to be to other people what they had been to me,” he said. “They had a real impact on me. So I decided I wanted to be a football coach, and it wasn’t so much about football as it was about working



We don’t want to be the same school system we were 10 years ago. We always want to improve and get better.

• Chad Moorehead
Director of Schools

with other young men and trying to help them.”

After high school, Moorehead jumped into an education that would turn into a fruitful career, leading him to a place that reminded him of home. “I spent two years at Motlow and worked at Miss Mary Bobo’s for one of those years. Then, I decided I enjoyed working with Jerry Ray out on the farm more than I liked waiting tables, so I spent a lot of time doing farm work. Then, I went to MTSU,” Moorehead said. “When I graduated, I needed a job, and there wasn’t a spot for me here. My goal was to come back home to coach football and teach high school. Coach McCurry knew a coach who was looking for an assistant coach and put me in Lewis County.”

“I coached football there for six years. I loved the time I spent there because Lewis County and Moore County are the same. It’s the same type of people, same community, and same atmosphere. I spent nine years total there, with three years teaching.

“I finished my Master’s degree and took an assistant principal position there when I graduated,” he said. “I got to coach during those three years, so I got to be the bad guy and deal with discipline during the school day and work with my boys after school.”

Those nine years in Lewis County would eventually lead Moorehead back home, just in time to introduce his young children to all that Moore County has to offer.

“When their principal became the director of schools, I was asked to become principal at the Lewis County high school. I spent three years doing that before I was hired in this role as

the Moore County Director of Schools,” he said. “We moved in 2006. Trae, my youngest, was born in late June, and I started on July 1st. We moved on Audrey, my oldest child’s, third birthday in late July.

“I had three kids under the age of 3 when I started, and my goal then was to have the opportunity to stay in this position until they all graduated. Trae is a senior this year, so unless something bad happens, I’ve accomplished that goal.”

On paper, the Director of Schools has many given duties, of which Moorehead describes as ever-changing on any given day. “By board policy and state law, I am the Director of Schools and the only employee of the Board of Education,” he explained.

“The school board appoints the Director of Schools to run the school system based on their policies along with state law, state board policies, and federal regulations and laws. They hired me to run the school district. A lot of that is delegated. Principals make recommendations on hires within their buildings,” Moorehead said.

“As far as board policy goes, I’m responsible for everything, and that’s who I answer to and am accountable to. Our district is so small – we’ve got about 850 students now – that my job is very different than in larger systems. I am more involved in the day-to-day operations than in larger districts because they have more staff and are able to delegate more.”

“I spend the majority of my time coaching and mentoring principals. I also spend a lot of my time concerned about the budget, and I’m the bad guy that has to say “no” most of the time. We all work together, that’s the

good thing,” he said.

“We’re blessed to be in a system of this size so that we still have that community feel, and we hire people who want to work hard for children, which makes this job easier. It would be hard to write down my day-to-day because you start the day with a list of things to accomplish and may not touch one of those because of everything else going on during the day.”

Ultimately, Moorehead is grateful to be home where he can serve his community in the role of his dreams. “When I got out of school, my intention was to come back here. I attribute that not only to my parents and the fact that they’re still here, but also to my experiences growing up here and in this school system. When I met my wife in Lewis County, I told her early on that my plan was to come back here. She didn’t have any intention of going back to her home in Alabama, and I wanted to raise our kids here,” he said.

“To be able to come back to this school system is amazing. We had a great school system before, and I feel like we still do. I feel like it’s important for the person in this spot to be from here. When I’m trying to figure out the budget or trying to figure out how to get everything that our students need, I feel like because I grew up here, it gives me an advantage,” Moorehead said.

“I’m grounded in Moore County. It’s difficult to have those conversations and say things people don’t want to hear. I can tell you that when I was the Lewis County principal, people didn’t know me. There were times when they wouldn’t come to me, especially with minor issues, whereas here, people know me and I guess they feel more comfortable. So I feel it’s important that the person in this spot be from here.”

Many of us are fortunate enough to be able to walk the halls of the school that helped us come into our own, though none so lucky as Moorehead, who gets to make them his own.

“It’s interesting – this building where we are now, the Board of Education office, was finished halfway through my first grade year in 1991. Our class helped move new furniture into this building. I didn’t realize that 36 years later I would be moving office furniture into this building.”

At the end of the day, Moorehead focuses on growth while staying true to the Moore County community. “We don’t want to be the same school system we were 10 years ago. We always want to improve and get better. That continuous improvement and trying to still be our school system while growing.”



The DOE building has been Chad Moorehead’s office since 2006.

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april-may-june



OAK BARREL HALF MARATHON
APRIL 5



SPRING IN THE HOLLOW
APRIL 26



MEMORIAL DAY SERVICE
MAY 26



SCA COOKOFF
JUNE 26-27



FRONTIER DAYS
JUNE 26-27

on the
SQUARE
lynchburg.

EAT•SHOP•ENJOY

WHAT’S AROUND THE SQUARE

Vroom-Vroom

Harley-Davidson is another big name in this small town. Bikers love this corner shop, and nowhere else can you get an iconic Lynchburg HD T-shirt. ... If leather goods are your thing, **Judy’s Leather** and **Taylor’s Leatherwear** are on the Square.



Cup o’ Joe



Southern Perks is the early-morning kickstart (coffee, muffins, etc.), and then there are Jody’s sandwich creations ... (The Rebel – trust us, and you’re welcome).

Sweet Tooth?

Velma’s Candy has old-school candies and homemade goodies **Sweet Southern Spirit** offers unique “tipsy” eats and coffees. (Try the Topsy Cake!) ... And who can resist the **Moon Pie Store**?



Ice Cream!



Whether in a cone or cup, you cannot go wrong with ice cream. **Prince’s Parlor** has burgers, pizzas, and lots of ice cream – including the Legend-DAIRY milkshake!

Lather Up

Lynchburg Soap Co. has small-batch goat-milk soaps, bath bombs, and anything else you can imagine for smelling just right! An extensive collection of lotions and candles is available, too.



Treasure Chest



Baker’s Antiques & Collectibles, **Lynchburg Gifts & More**, **Honey Bunny Mercantile**, **Lynchburg Antiques**, **Jasper’s**, and the **Lodge Store** offer unique items for keepsakes or gift-giving.

We Know Jack

Several shops on the Square have just what you’re looking for, if Jack Daniel’s merch is on your list: **Lynchburg Hardware**, **Sully’s**, **Jackie’s Gifts**, **Cowboy Jack’s**, and the **Tennessee Jack Shack**.



WHO'S
WHO
THE SQUARE



ON THE SQUARE

- Baker's Antiques & Collectibles
- Bar-B-Que Caboose Cafe
- Barrel House BBQ
- Barber Authority
- C&R Buggy and Tours
- Canterero Mexican Grille
- Company Distilling (Opens May 16)
- Cowboy Jack's
- Cradle + Coo Baby Boutique
- Dixie Outfitters
- Farmers Bank
- Honey Bunny Mercantile
- Jackie's Gift Gallery
- Jasper's of Lynchburg
- Judy's Leather & More
- Lodge Factory Store
- Lynchburg Antiques & More
- Lynchburg Gifts & More
- Lynchburg Hardware & General Store
- Lynchburg Harley-Davidson
- Lynchburg Ladies' Handiwork
- Lynchburg Soap Co.
- Miss Mary Bobo's Restaurant
- Moon Pie General Store
- Prince's Parlor
- Retreat at Whiskey Creek
- Richard's Jewelry Repair
- Southern Perks
- Sully's Gifts
- Sweet Southern Spirit General Store
- Taylor's Leatherwear
- Tennessee Jack Shack
- Velma's Candy

OFF THE SQUARE

- Atkinson Family Dentistry
- Bee Blessed Bakery
- Dollar General
- Erica's Hair Company
- Farm Bureau Insurance
- First Community Bank
- Friends of Animals
- Jack Daniel Employees' Credit Union
- Jack Daniel's Distillery
- Jeff Reed Photography
- Jennings-Moore-Cortner Funeral
- Jiffy Mart
- Little Raiders Preschool
- Lynchburg Cake & Candy Co.
- Lynchburg Country Inn
- Lynchburg Discount Tobacco
- Lynchburg Funeral Home
- Lynchburg Medical Center
- Lynchburg Medical Clinic
- Lynchburg Nursing Center
- Lynchburg Veterinary Hospital
- Moore Farmer's Co-Op
- Pam's Hair Salon
- Promise Manor
- Real Deal Designs
- Redd's Grocery
- Reese's Mechanical
- Subway
- Whiskey Hill Lynchburg
- Whiskey Trail
- Woodards Market & Deli
- Xing Dynasty

www.mcobserver.news/lynchburg

To add your business to the online list, email editor@mcobserver.news



The Moore County Safety app – available for Android and iOS devices – notifies all users, regardless of location, when the National Weather Service issues an alert to Moore County.

IT'S HIP TO BE
SQUARE

LYNCHBURG
37352



WE’VE GOT IT ALL



WE’VE GOT BBQ ...

Bar-B-Que Caboose on the Square and Barrel House BBQ just off the Square. And mark your calendar for Oct. 10-11: The Jack – one of the most prestigious competitions in all of BBQ.



... AND SANDWICHES

Southern Perks on the Square and Subway on Majors Blvd.



... AND TACOS

Canterero Mexican Grill on the corner of Main and Mechanic.



... AND CHINESE

Xing Dynasty on Majors Boulevard



... AND PIZZA

Prince’s Parlor, The Caboose, and Discount Tobacco



... AND DOWN-HOME

Miss Mary Bobo’s is a staple of old-fashioned hospitality.

WOODARDS DELI AND JIFFY MART ALSO HAVE HOT FOODS!

LIP-SMACKIN’

HOMEMADE BAKED GOODS

Bee Blessed Bakery is a cottage home startup taking orders on Facebook: @beeblessedbakery

HAND-SCOOPED ICE CREAM

Did we mention ice cream? Did we mention the Legend-DAIRY shake?

OFFICIAL MOON PIES

Grab a handful of flavors. Snag a cold drink. Sit on the bench outside and watch the Square go ‘round!

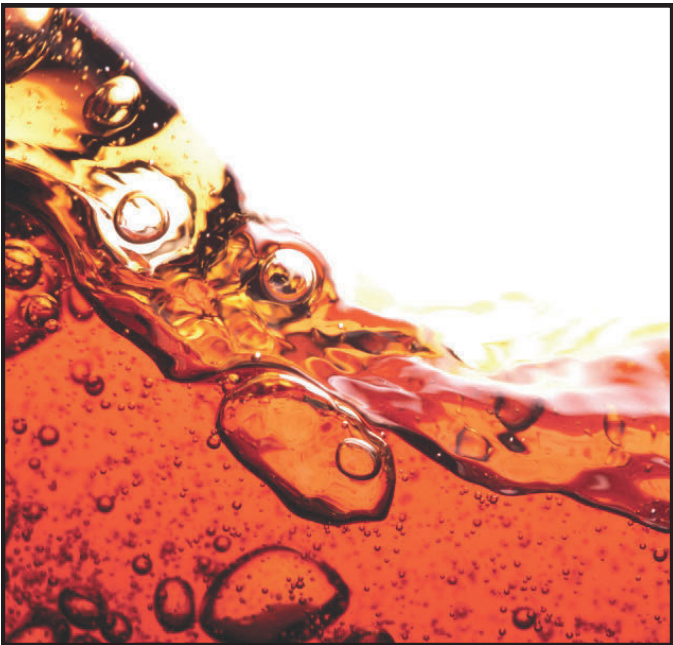


HOMEMADE CANDIES

Lynchburg Candy Company specializes whiskey, bourbon, and flavored hard candies.

OLD-SCHOOL RECIPES

Sweet Southern Spirit has an Original Topsy Cake that everyone must try. And again.



BEVERAGES

FAMILIAR FAVORITES

Southern Perks and Prince’s Parlor have sodas.

LOCAL FLAVORS

Several stores feature Jack Daniel’s cocktails.

BLAST FROM THE PAST

Velma’s and the Moon Pie Store have old-school pop.

ADULT TASTES

Cold beer at Barrel House, Canterero, The Caboose.

21 AND OLDER • PLEASE DRINK RESPONSIBLY

LYNCHBURG ÜBER

GETTING AROUND

Woodye Bedford’s C&R Buggy and Tours offers guided tours of historic Lynchburg in an authentic Amish-built horse-drawn surrey.



Raiderettes’ late outburt topples Cascade, 3-1

Moore County scored three runs in the top of the fifth inning and staved off Cascade for a 3-1 road victory on Monday, March 24.

Kallie Ross scattered three hits across seven frames, allowing only one run while walking three and chalking up five strikeouts.

Savannah Rose had a two-run double for the Raiderettes.

Eagleville 10, Raiderettes 0
The Raiderettes opened District play on Wednesday, March 26, dropping a 10-0 decision at Eagleville.

Moore County's only baserunner came when Anna-Leigh Ross worked a one-out walk (and she later stole second) in the second inning.

Raiderettes 11, Grundy Co. 5
Anna-Leigh Ross and Whitney Fanning had three hits each as the Raiderettes trounced Grundy County, 11-5, Friday, March 28. Ross had a first-inning double, scored three times, knocked in a run, and swiped a bag.

Kallie Ross and Kaitlyn Dunn had two base-knocks, while Savannah Rose and Dunn scored twice.

Bailey Dunn picked up the win, yielding five runs (none earned) on four hits and two walks. She struck out six in 4 1/3 innings. Kinsley Miller tossed the final 2 2/3 frames and allowed a walk while whiffing three.



JEFF REED PHOTOGRAPHY
Savannah Rose scored twice and had an RBI against Grundy County.

HIGH SCHOOL BASEBALL

Raiders 11, South. Pittsburg 1
The Raiders routed South Pittsburg, 11-1, in six innings on Thursday, March 27, as right-hander Braden Works picked up the victory. He scattered three hits and a walk across five frames, allowed one run, and struck out eight.

Works helped himself at the plate, going 1-for-3 with an RBI single and a run scored.

Cole Taylor went 3-for-4 with a double, scored three times, and knocked in a pair.

Aiden Webster had two hits, including an RBI single, and scored once.

THIS WEEK

Schedule subject to change.

MONDAY, MARCH 31
• 5:30 p.m. – Middle School Softball at Community
• 6 p.m. – High School Baseball vs. Fayetteville

TUESDAY, APRIL 1
• 4 p.m. – High School Tennis vs. Lincoln Co. at Lakewood
• 4 p.m. – Middle School Tennis at Lincoln County
• 5 p.m. Middle School Baseball vs. Huntland
6 p.m. – High School Baseball at Fayetteville

WEDNESDAY, APRIL 2
• High School Tennis vs. Giles Co. at Lakewood
• 5 p.m. – Middle School Baseball at Huntland
• 6 p.m. – High School Softball at Huntland

THURSDAY, APRIL 3
• 4 p.m. – High School Tennis at Franklin County
• 4 p.m. – Middle School Tennis at Westwood
• 4:30 p.m. – High School Baseball vs. Cascade
• 5 p.m. – High School Softball vs. Fayetteville (DH)
• 5:30 p.m. – Middle School Softball at Fayetteville

FRIDAY, APRIL 4
• 4 p.m. – High School Tennis at St. Andrews
• 5:30 p.m. – Middle School Softball at Cannon Co.
• 6 p.m. – High School Baseball at Richland

Sparkman epitomizes ‘all-in’ leadership in Morey’s absence

COY ROGERS
MCHS Student Journalist

Stepping up to the plate means more than just hitting a ball. It means rising to the occasion when your team needs you the most – whether it’s delivering a hit to rally the team or stepping in to oversee the program.

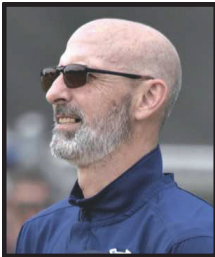
When Raiders head baseball coach Randy Morey needed someone to take over leadership and coaching duties while he recovered from cancer treatments, Coach James Sparkman stepped up. As an assistant coach, he had the experience, but the responsibility still came with its challenges. Despite the nerves, Sparkman took charge.

“There’s no replacing Coach Morey,” Sparkman said. “But the players come to work every day, give their best effort, and that’s all we can ask for.”

Parents and the community have rallied, helping Sparkman transition into the interim head coach role. “They’ve been fantastic – from organizing pregame meals to the Diamond Club ensuring we have all necessary supplies,” he said.

“They run concessions, and even Coach [Bradley] Chapin from the middle school team has helped by taking care of the field.”

As the team moves into the toughest part of its schedule, they continue working to refine their strengths. “We focus on controlling what we can to



Morey



Sparkman

improve,” Sparkman explained.

“Our biggest strength is our attitude,” he continued. “These players love being around each other. Beyond that, our pitching, catching, and defense have been solid. ... Now, we just need our bats to come alive in the second half of the season.”

As the district tournament approaches, Sparkman remains focused on key improvements. “We need to stay locked in on playing the next play, running the bases aggressively but smartly, and making solid contact at the plate,” he emphasized.

“This senior group has played together for four or five years,” Sparkman said. “They’ve grown together, respect one another, and, most importantly, play for each other. When they break it down as ‘family,’ they mean it.”

With Sparkman at the helm, these seniors are determined to leave a lasting legacy. “They push not just to improve themselves but to lead the younger guys,” he said.

Sparkman believes the seniors’ leadership and commitment could make this season one for the history books: “Our motto this year, ‘We are all-in to win.’ ”

Fan & Player of the Week



Ariana Dodson



Cole Taylor

WOODARDS MARKET & DELI

STORE: 931-759-7138 • DELI: 931-759-7227

Tackle box in tow, it’s time to wet a hook on Tims Ford

Tims Ford Lake offers some of the best fishing opportunities in the region. With its diverse fish population and scenic landscape, it’s no wonder anglers from near and far mark their calendars for the peak fishing seasons.

Spring and fall are regarded as the best times to fish, thanks to moderate temperatures and increased fish activity. However, even during the heat of summer and the chill of winter, dedicated anglers find plenty of action on the lake.

Some of the most sought-after catches include:

- Smallmouth Bass – target them, particularly along rocky shorelines and submerged structures.
- Largemouth Bass – look for them in shallow coves and grassy

areas during the warmer months.

- Crappie – Both black and white crappie can be found in good numbers, especially in the spring when they move into shallow waters to spawn.
- Striped Bass and Hybrid Striped Bass – These powerful fish provide a thrilling challenge for anglers, particularly in deeper waters and near the dam.
- Catfish – Channel and blue catfish thrive in Tims Ford Lake, offering a great target for those who enjoy bottom fishing, especially at night.

Anglers on Tims Ford Lake employ a variety of techniques depending on the season and target species. Some of the most effective methods include:

- Casting crankbaits and jigs for bass near rocky points and submerged structures.

- Trolling deep-diving lures for striped/hybrid bass.
- Using live minnows or jigs for crappie, particularly around brush piles and docks.
- Bottom fishing with cut bait or stink bait for catfish in deeper holes and along river channels.

For those looking to enhance their fishing experience, local bait shops and marinas offer supplies, boat rentals, and expert advice.

Tims Ford State Park and nearby campgrounds provide convenient access for anglers who want to extend their trip.

Additionally, the lake hosts tournaments throughout the year, drawing competitive anglers eager to test their skills against the lake’s prized catches.



As with any great fishing destination, conservation efforts are crucial to maintaining a healthy fish population. Anglers are encouraged to follow Tennessee’s fishing regulations, practice catch-and-release for certain species, and respect the lake’s natural beauty.

Tims Ford Lake offers an unforgettable fishing experience. So grab your rod, pack your tackle box, and enjoy one of the state’s premier destinations.

LEGAL NOTICES

Notice To Creditors

Chancery Court
Moore County
Lynchburg, Tennessee
Case Number 3258

Notice is hereby given that on March 21, 2025 letters testamentary (or of administration as the case may be) in respect of the estate of William E. Estes, who died February 18, 2025, were issued to the undersigned by the Clerk & Master of Moore County, Tennessee. All persons, resident and non-resident, having claims, matured or unmatured, against the estate are required to file the same with the Clerk of the above-named Court on or before the earlier of the dates prescribed in (1) or (2) otherwise their claims will be forever barred:

(1) (A) Four (4) months from the date of the first publication (or posting, as the case may be) of this notice if the creditor received an actual copy of this notice to creditors at least sixty (60) days before date that is four (4) months from the date of the first publication (or posting); or

(B) Sixty (60) days from the date the creditor received an actual copy of the notice to creditors, if the creditor received the copy of the notice less than sixty (60) days prior to the date that is four (4) months from the date of the first publication (or posting) as described in (1) (A); or

(2) Twelve (12) months from the decedent’s date of death.

All persons indebted to the above Estate must come forward and make proper settlement with the undersigned at once.

Ryan W. Barry
Attorney for the Estate
P.O. Box 400
Winchester, TN 37398
(931) 636-3767

Tammy P. Roberts
Clerk & Master
P.O. Box 206
Lynchburg, TN 37352
(931) 759-7028

Date of Second Publication of this notice April 2, 2025.

Moore County Observer

Notice To Creditors

Chancery Court
Moore County
Lynchburg, Tennessee
Case Number 3254

Notice is hereby given that on March 14, 2025 letters testamentary (or of administration as the case may be) in respect of the estate of Eugene Clarke Knox, who died February 16, 2025, were issued to the undersigned by the Clerk & Master of Moore County, Tennessee. All persons, resident and non-resident, having claims, matured or unmatured, against the estate are required to file the same with the Clerk of the above-named Court on or before the earlier of the dates prescribed in (1) or (2) otherwise their claims will be forever barred:

(1) (A) Four (4) months from the date of the first publication (or posting, as the case may be) of this notice if the creditor received an actual copy of this notice to creditors at least sixty (60) days before date that is four (4) months from the date of the first publication (or posting); or

(B) Sixty (60) days from the date the creditor received an actual copy of the notice to creditors, if the creditor received the copy of the notice less than sixty (60) days prior to the date that is four (4) months from the date of the first publication (or posting) as described in (1) (A); or

(2) Twelve (12) months from the decedent’s date of death.

All persons indebted to the above Estate must come forward and make proper settlement with the undersigned at once.

John T. Bobo
Attorney for the Estate
111 N. Spring Street, Suite 202
P.O. Box 169
Shelbyville, TN 37162
(931) 684-4611

Tammy P. Roberts
Clerk & Master
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Lynchburg, TN 37352
(931) 759-7028

Date of Second Publication of this notice April 2, 2025.

Moore County Observer

Notice To Creditors

Chancery Court
Moore County
Lynchburg, Tennessee
Case Number 3256

Notice is hereby given that on March 17, 2025 letters testamentary (or of administration as the case may be) in respect of the estate of Christine M. Thomas, who died February 28, 2025, were issued to the undersigned by the Clerk & Master of Moore County, Tennessee. All persons, resident and non-resident, having claims, matured or unmatured, against the estate are required to file the same with the Clerk of the above-named Court on or before the earlier of the dates prescribed in (1) or (2) otherwise their claims will be forever barred:

(1) (A) Four (4) months from the date of the first publication (or posting, as the case may be) of this notice if the creditor received an actual copy of this notice to creditors at least sixty (60) days before date that is four (4) months from the date of the first publication (or posting); or

(B) Sixty (60) days from the date the creditor received an actual copy of the notice to creditors, if the creditor received the copy of the notice less than sixty (60) days prior to the date that is four (4) months from the date of the first publication (or posting) as described in (1) (A); or

(2) Twelve (12) months from the decedent’s date of death.

All persons indebted to the above Estate must come forward and make proper settlement with the undersigned at once.

John T. Bobo
Attorney for the Estate
111 N. Spring Street, Suite 202
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(931) 684-4611

Tammy P. Roberts
Clerk & Master
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Lynchburg, TN 37352
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Date of Second Publication of this notice April 2, 2025.

Moore County Observer

Notice To Creditors

Chancery Court
Moore County
Lynchburg, Tennessee
Case Number 3253

Notice is hereby given that on March 14, 2025 letters testamentary (or of administration as the case may be) in respect of the estate of Reed Allen Tucker, who died February 3, 2025, were issued to the undersigned by the Clerk & Master of Moore County, Tennessee. All persons, resident and non-resident, having claims, matured or unmatured, against the estate are required to file the same with the Clerk of the above-named Court on or before the earlier of the dates prescribed in (1) or (2) otherwise their claims will be forever barred:

(1) (A) Four (4) months from the date of the first publication (or posting, as the case may be) of this notice if the creditor received an actual copy of this notice to creditors at least sixty (60) days before date that is four (4) months from the date of the first publication (or posting); or

(B) Sixty (60) days from the date the creditor received an actual copy of the notice to creditors, if the creditor received the copy of the notice less than sixty (60) days prior to the date that is four (4) months from the date of the first publication (or posting) as described in (1) (A); or

(2) Twelve (12) months from the decedent’s date of death.

All persons indebted to the above Estate must come forward and make proper settlement with the undersigned at once.

James D. Lane, II, Esq.
Attorney for the Estate
Hull, Ray, Rieder, Lane & Jordan, P.C.
214 N.E. Atlantic Street
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Tullahoma, TN 37388
(931) 455-5478

Tammy P. Roberts
Clerk & Master
P.O. Box 206
Lynchburg, TN 37352
(931) 759-7028

Date of Second Publication of this notice April 2, 2025.

Moore County Observer

The Moore County Observer has opened an online bookstore and will donate its profit to the Moore County Public Library. For each book sold through the Observer bookstore, we receive 10%, which will be funneled to the library for its needs: bookshop.org/shop/MCO

bookshop.org/shop/MCO

Exploring southern culture’s evolution of regional identity



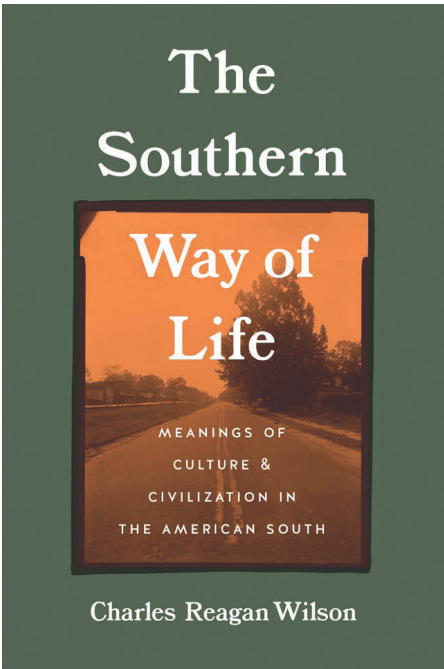
How does one begin to understand the idea of a distinctive southern way of life – a concept as enduring as it is disputed?

In this examination of the American South in national and global contexts, celebrated historian Charles Reagan Wilson assesses how diverse communities of southerners have sought to define the region's identity.

Surveying three centuries of southern regional consciousness across many genres, disciplines, and cultural strains, Wilson considers and challenges prior presentations of the region, advancing a vision of southern culture that has always been plural, dynamic, and complicated by race and class.

Structured in three parts, *The Southern Way of Life* takes readers on a journey from the colonial era to the present, from when complex ideas of "southern civilization" rooted in slaveholding and agrarianism dominated to the twenty-first-century rise of a modern, multicultural "southern living."

As Wilson shows, there is no



Book of the Week: ‘The Southern Way of Life’

singular or essential South but rather a rich tapestry woven with contestations, contingencies, and change.

The *North Carolina Historical Review* says, “Wilson’s exploration of the centuries-long evolution of regional identity, its engagement with questions of authority, and its adaptation to changing social and economic conditions. ... This work shows that southern cultures and identities remain vital scholarly subjects.”

🍴 RECIPE OF THE WEEK



You had us at lemons and cream cheese

This lemon cream cheese bar recipe is easy and tastes divine. Nothing brings a recipe to life like fresh lemons! For a change of pace from custard-style lemon bars, you need to look no further.

INGREDIENTS

- Cooking spray
- 2 (8 oz.) packages refrigerated crescent roll dough, divided
- 2 lemons, zested and juiced, divided
- 2 (8 oz.) packages cream cheese, softened
- 1/2 cup white sugar
- 2 tablespoons butter, melted
- 3 tablespoons white sugar

DIRECTIONS

Preheat the oven to 350 degrees. Line the bottom of a 9x13-inch baking dish with aluminum foil and coat with cooking spray.

Unroll 1 crescent roll dough; press into the bottom of the prepared baking dish, stretching to the edges.

Mix together lemon juice and 3/4 of the lemon zest in a large bowl. Beat cream cheese and 1/2 cup sugar into juice-zest mixture with an electric mixer until smooth and creamy; spread over crescent roll dough in the baking dish.

Unroll remaining crescent roll dough and place over cream cheese mixture, stretching to the edges. Brush melted butter on top. Mix together 3 tablespoons sugar and remaining lemon zest in a small bowl; sprinkle over melted butter.

Bake in the preheated oven until top is golden brown, about 30 minutes. Allow to cool for about 20 minutes.

Lift dessert from the baking dish using foil; transfer to a cutting board. Cut into squares, leaving on foil. Return dessert to the baking dish and refrigerate until chilled, at least 1 hour.

WORD SEARCH Gone Fishin’

N Z U M G N J P N F X P R S H F B F I V R I V E R
D R Z P F S U B D M D V K P G U W T Z M D Z Q O D
B S C C N W P L P S L C D I G U X V A K W B K J W
J Z Z X R W I E E R D F A U F U X D H C X W M M P
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W O R M X B M V O I C A T F I S H C U I K V V O F
R I Z Q J S M T K T S C N H T J U W I Q A D U S Y
C P F L O A T X G T B H X B L T R O L L I N G D L
Q A N V C C H Q U M Q X E B O L O M P R W O R Z X
W N S F B P W O C S W L K R R I Q I D L L A S Z I
N N D T O P S Z O W L T H E M U N F M R V Y C O X
F E I Q A P L I X K Z T C C U A L H R P D J Q T R
U S U G T E R D F X Q T L J C R N P M W K X U K T
W P A N G L E R K Z I A U J O H Z A D O C K E T L
F S C W F R V H E Z Q C X V S T J V P Y E K I S N
X K X Q N B B H E V X K S W N G U Y J Q B P J W R
M M Y G E L A G U N H L P D F H P O M Z J U B I B
I V A V T J A S B U B E U F A I T B P K C U I K G
Q T G Z L G O K S O M B G R H K S X C L I N E Y S
R Y V A Z T P C E M G O F F E D C H F X E L D Q Y
U X A B A I T Y D Q A X A I O B B Y F V P I E R Y

Angler	Catch	Fisherman	Lure	Rod
Bait	Catfish	Float	Net	Tackle
Bass	Crappie	Hook	Pier	Tackle box
Boat	Dock	Lake	Reel	Trolling
Cast	Fish	Line	River	Worm

📅 TO-DO

APRIL 2-30
• 9 a.m.-4 p.m. Monday-Friday, Motlow State Student Art Exhibition, Eoff Hall, 6015 Ledford Mill Rd., Tullahoma

FRIDAY, APRIL 4
• 7 a.m.-3 p.m. – Pre-K Registration in the LES lobby, 276 Mechanic St., N

SATURDAY, APRIL 5
• 8 a.m. (Registration begins at 6 a.m.) – Oak Barrel Half Marathon, Lynchburg

SATURDAY, APRIL 12
• 8 a.m.-3 p.m. – Spring Fling, Bedford County Ag Center, 2119 Midland Rd., Shelbyville

SATURDAY, APRIL 19
• 5 p.m. – Whiskey Hill Lynchburg: Spring Awakening, 544 Spencer Ridge Rd., Lynchburg

SATURDAY, APRIL 26
Spring in the Hollow
Downtown Lynchburg and Wiseman Park
• 8 a.m. – Miss Mary Bobo’s Spring Sidewalk Sale (up to 90% off), 295 Main St., Lynchburg
• 9 a.m. – Lucky Duck Race (\$20 to sponsor a racer), Mulberry Creek behind Main Street. Proceeds benefit the Resource Center.
• 9 a.m.-noon – Moore County Band Boosters Silent Auction at the gazebo on the Square. Winners announced at 1 p.m.

• 9 a.m.-5 p.m. – Art in the Park, Spencer Hall, 1200 Tims Ford Park Dr., Winchester

FRIDAY, MAY 9
• The Lawn Sessions concert by the Tennessee Whiskey Trailhead, 133 Lynchburg Hwy., Lynchburg. Tickets: thelawnsessions.com

SATURDAY, JULY 19
• Farm-to-Table 2025 at Promise Manor • Tickets go on sale May 1.

📅 METRO MOORE MEETINGS

First Monday – Emergency Communications Board
• 5 p.m. at Emergency Operations Center, 1333 Main St.

First Tuesday as needed – Planning and Zoning Commission
• 5:30 p.m. at County Building (basement), 241 Main St.

First Wednesday of even months – Historic Zoning Commission
• 4:30 p.m. at County Building (basement), 241 Main St.

Second Monday – School Board
• 6 p.m. at Central Office, 308 Mechanic St. N

Second Tuesday of even months – Moore County Public Library
• 5 p.m. at Public Library, 17 Majors Blvd.

Second Tuesday – Metro Utility Board
• 6 p.m. at Metro Utility Department, 705 Fayetteville Hwy.

Third Monday – Metro Council
• 6:30 p.m. at Lynchburg Legion Building, 119 Booneville Rd.

Third Tuesday as needed – Board of Zoning Appeals
• 5:30 p.m. at County Building (basement), 241 Main St.

Hunter Neal

TAKING HIS
SHOT

DUANE CROSS
MCO Publisher • Editor

Most teenagers spend their weekends playing video games, hanging out with friends, or playing sports. But for Hunter Neal, weekends mean precision, patience, and practice.

Whether this up-and-coming shooter competes in high-stakes shooting matches or tracks game in the woods, marksmanship defines his life.

“Hunting and shooting are two different things,” he explains. “When I hunt, I don’t shoot as far, and I don’t have to think as much about wind and movement. But if I miss, I rarely get a second shot.”

following in father John Aaron Neal’s footsteps, Hunter started hunting at 4 or 5 years old. His first kill, a doe taken down with a muzzleloader from 30 yards behind his house, sparked a lifelong passion. But hunting was only the beginning.

Competitive shooting demands a new level of skill. In long-range matches, targets sit as far as 1,000 yards away. Even the most minor adjustments in wind, elevation, and bullet velocity determine whether a shooter hits or misses.

“In competition, I have to think more about distance,” Hunter notes. “A muzzleloader can’t shoot as far as a .22 or a centerfire rifle, so I have to plan every shot carefully.”

Unlike hunting, where shots happen quickly in unpredictable

conditions, competition requires precision, strategy, and the ability to make quick corrections. A millimeter off can mean a miss. “When I shoot at a deer and miss, I just know he’s not dead – that’s about it,” he deadpans.

The Science Behind the Shot

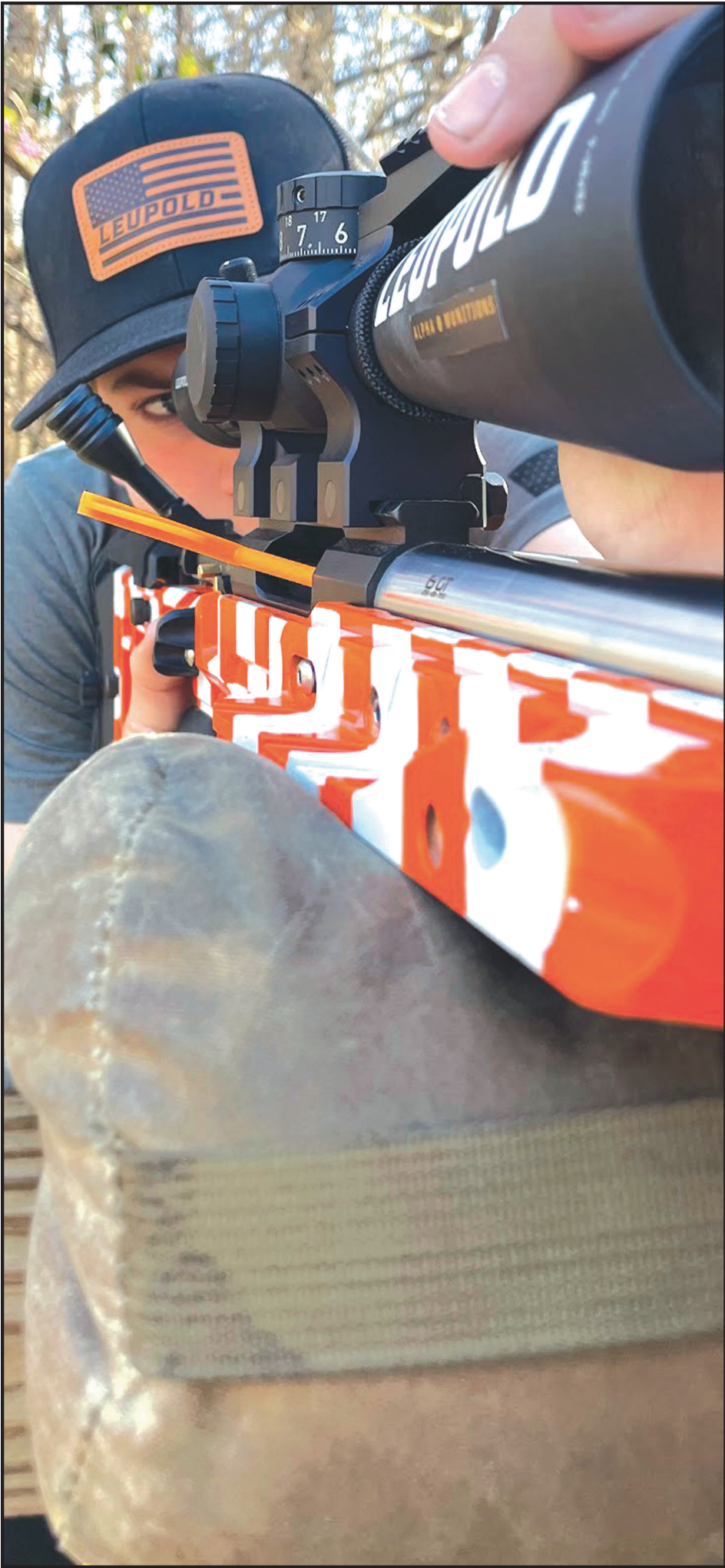
A great shooter stands apart from a good one through consistency. That’s why Hunter takes control of his ammunition. While many competitors use factory-made rounds, he and his family reload their bullets, fine-tuning them for maximum accuracy.

“We do it so the bullets are more accurate and consistent,” Hunter explains. Factory ammunition has slight variations in powder loads and bullet weight, which affect shot placement. By hand-loading each round, he ensures every bullet performs the same.

Hunter follows a meticulous reloading process. First, he cleans the used brass casings to remove residue from previous shots. Then, he anneals them, heating the metal to extend their lifespan. After resizing the casings to fit snugly in the chamber, he seats primers and measures a precise amount of gunpowder.

“It takes about five hours to reload a full batch, but it’s worth it,” he says.

Hunter shoots factory-made .22 rounds, and loads his centerfire rounds himself. His competition rifle, a 6 GT, fires rounds built with an Alpha Munitions casing, a Berger bullet, and a CCI primer. Holding up a carefully assembled



Hunter Neal shoots and hunts – and they are vastly different talents.

round, Hunter says, “I loaded this one myself.”

Hunter’s dedication to the craft sets him apart from shooters his age. It elevates him to the highest levels of competition.

Life Beyond the Range

Shooting doesn’t consume all his time. When he’s not training or competing, he works on the family farm, caring for Black Angus cattle and cutting hay. “I rake and used to tedder, but we don’t tedder anymore.” Hunter also spends weekends practicing basketball and wrestling and considers playing football – if his schedule allows.

His coaches understand Hunter’s shooting commitments. Even though he won’t play football this season, he still works out with the team.

“That’ll help keep me in shape,” he says. More importantly, it keeps him connected with his teammates and prepares him for the endurance required in competition.

Competitive Shooting

Competitive shooting isn’t just about hitting targets. It demands performing under pressure while maintaining strict safety standards. Matches follow rigorous rules, and one mistake can lead to the shooter’s instant

disqualification.

“If my gun goes past a certain point or goes off when it’s not supposed to, I’m out,” Hunter explains. Competitors must follow strict safety protocols, including inserting a chamber flag – an empty chamber indicator – to show their firearm is not in use.

His next big event, a two-day match in Carver Hill, Ala., will pit him against some of the best shooters in the country, including Levi Wilson, a highly respected competitor who has mentored Hunter.

Levi also started in the sport at a young age, and has become both a mentor and friend. But does Hunter ever talk smack?

“Not to Levi – he’s way better than me,” Hunter admits. “But there’s one guy I talk a lot to.” That “one guy” is a grown man, a professional architect. “It’s hilarious to see a 14-year-old giving a grown man a hard time at a match,” jokes mom, Amber Neal.

The Future of a Marksman

With countless hours of practice, a deep understanding of ballistics, and an unwavering passion for shooting, Hunter stands out as more than just another young shooter. He competes, pushes himself, and strives to be the best.



NEAL FAMILY PHOTO
A shooting competition requires precision, strategy, and the ability to make quick corrections – and Hunter Neal is mastering the talent.