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TYNETTE LYNCH JOINS ALDRIDGE GARDENS AS CHIEF EXECUTIVE OFFICER

Birmingham Native to Oversee Operations and Create Awareness for Tourists

BIRMINGHAM, Ala. (October 2013) -- **Tynette Lynch**, a 26-year hospitality veteran and founder of Hospitality Business Solutions Inc., has been named Chief Executive Officer of **Aldridge Gardens** in Hoover, Ala.

In her new role, Lynch will be responsible for all operations of the gardens while creating an awareness of the popular Birmingham area attraction to tourists throughout the Southeast. Aldridge Gardens once was the home of Eddie Aldridge, a noted nurseryman who discovered and patented the acclaimed Snowflake Hydrangea. The 30-acre woodland garden is known for its many varieties of hydrangeas, camellias and other native Alabama plants.

"I'm delighted to join Aldridge Gardens as its Chief Executive Officer," said Lynch, who served as general manager of the award-winning Wynfrey Hotel from 2007-2009. "The attraction offers a serene garden setting with multiple venues for weddings and social events, as well as corporate meetings and outside activities. "

Aldridge Gardens features an event venue and gallery in the Aldridge couple's former home, an outdoor pavilion, a six-acre lake, and a half-mile walking trail. The Gardens also stages a wide range of public events throughout the year, including plant sales, art exhibits and shows, classes and seminars, bird walks, fishing days, and concerts. The attraction is open daily to the public from 8 a.m.-4 p.m. Admission is free. **For more information, visit <http://www.AldridgeGardens.com>.**

Lynch founded Hospitality Business Solutions in 2003. The Birmingham native took leave from her company in 2005 to become the Wynfrey Hotel's director of sales and marketing. She was promoted to general manager in 2007. The Wynfrey won the AAA "Four Diamond Award" each year of her tenure.

Hospitality Business Solutions, which is located in Birmingham, offers a wide range of consulting services to hospitality-related businesses, including customer service training, hotel pre-openings, franchise

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compliance, sales and marketing, event planning, and team coaching. Her firm has served hotel brands such as Comfort Inn, Fairfield Inn, Hampton Inn & Suites, Holiday Inn & Suites, Homewood Suites, and Sheraton Four Points, as well as several private-brand casino hotels.

Before founding Hospitality Business Solutions, Lynch was general manager for the Mountain Brook Inn and the Holiday Inn Homewood in Alabama. She began her hospitality career in 1987 as a sales manager for the Mountain Brook Inn. The following year, she won the property's "Sales Director of the Year Award" after being promoted to director of sales and marketing.

Lynch has held prominent leadership positions and received awards from a wide range of organizations in business, government, hospitality and tourism.

She currently serves as chair of the Alabama Tourism Partnership and the Alabama Travel Council. She also serves on the Advisory Board of the Alabama Department of Tourism, and the boards of the Alabama Restaurant and Hospitality Alliance and the Central Alabama Hospitality and Business Association. She is the former chair and a current board member of the Greater Birmingham Convention and Visitors Bureau.

In 2009, Lynch received the "Award of Excellence" from the Alabama Travel Council for outstanding leadership and dedication to the tourism industry. In 1996, she earned a Certified Hospitality Administrator (CHA) designation through the Educational Institute of the American Hotel and Lodging Association.

Aldridge Gardens is located approximately 11 miles south of downtown Birmingham off Interstate 459 at 3530 Lorna Road in Hoover, Ala. **For more information about staging an event or visiting the Gardens, call (205) 682-8019, send an e-mail inquiry to info@AldridgeGardens.com, or visit <http://www.AldridgeGardens.com>.**

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