

# NEWS

## Tynette Lynch, CHA, Named CEO of Aldridge Gardens in Alabama

By Jonathan Trager

Tynette Lynch, CHA, a 26-year hospitality veteran who in 2009 received the "Award of Excellence" from the Alabama Travel Council, has been named CEO of Aldridge Gardens in Hoover.

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. 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 the former chair and a current board member of the Greater Birmingham

CVB. "The attraction offers a serene garden setting with multiple venues for weddings and social events, as well as corporate meetings and outside activities."

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Lynch founded Hospitality Business Solutions in 2003. She took leave from her company in 2005 to join the Wynfrey Hotel in Birmingham. The hotel won the AAA "Four Diamond Award" each year of her tenure.

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

pre-openings, franchise compliance, sales and marketing, event planning, and team coaching.

Before founding the company, 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 & Marketing.

Lynch currently serves as chair of the Alabama Tourism Partnership and the Alabama Travel Council, on the Advisory Board of the Alabama Department of Tourism, and on the boards of the Alabama Restaurant and Hospitality Alliance and the Central Alabama Hospitality and Business Association.



Tynette Lynch, CHA

## Around Associations

By Todd McElwee

**GBTA Foundation, Project ICARUS Announce Awards for 2014...** The Global Business Travel Association (GBTA) Foundation and Project ICARUS announced the second annual Outstanding Achievement Awards for Sustainability in business travel and meetings across North America on Oct. 31. Awards will be announced at the GBTA Foundation Annual Gala Dinner in New York on March 3. The closing date for applications is Jan. 22.

The Project ICARUS Global Advisory Board and Sustainability Committee recognized travel buyers, suppliers, intermediaries, and individuals who demonstrate outstanding leadership, innovation, and commitment to delivering best in class sustainability programs, product and services.

**National Business Aviation Association Elects New Board...** The voting members of the National Business Aviation Association (NBAA) elected new officers and members for its board of directors during NBAA's Business Aviation Convention & Exhibition (NBAA2013) at the Las Vegas Convention Center on Oct. 23.

Ron Duncan of General Communications succeeded Richard Shine of Manitoba as Chairman with Paul Anderson of UTFlight joining as NBAA's Vice Chairman/ Treasurer.

Duncan is one of the founders of General Communication, Alaska's largest telecommunications provider, and has been President & CEO since 1989. Previously, he founded and was President of an Alaska-based cable television company. He received a bachelor's degree in economics from Johns Hopkins University and an MBA from Harvard Business School. He holds a commercial pilot's license and in 25 years of flying, Duncan has accumulated 7,000 hours. Duncan has served on the NBAA board since 2005.

Anderson is Vice President of UTFlight, the corporate flight department for United Technologies Corporation (UTC). Previously, he held several positions with

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