



Noble Events is *Wedded to Hospitality*

Noble Events is a full service special events firm in Mobile. Lydia Noble, center, is company owner. Her staff includes, from left to right, Heidi Dees, Marcie Edwards, Nicole Harman, Laura Hails Talianchich and Katie Leavins. Not pictured is Cassidy Hill.

Lydia Noble's philosophy in planning a wedding is simple: Whatever it is, she'll take care of it so you don't have to.

"My branding is complete hospitality," said Noble, whose firm, Noble Events LLC, has been in business in Mobile since 2009. "If the cake just exploded, if you're missing a pair of shoelaces, if this is a perfect day but I just wish I had a bag of jelly beans – those are my problems, and we're going to fix those. Nobody else has to worry about that. That's all on me.

"We act almost as personal assistants to not only the bride and groom, but to the parents and the grandparents and certainly to their bridal party."

Noble and her staff of six plan about 60 weddings a year along the Gulf Coast, as well as coordinating corporate events, birthday parties, baby showers and other events. Noble Events LLC is the Mobile Area Chamber's Small Business of the Month.

Noble, a Fairhope native, founded the business after working for an event planner in New York City. She has since added an office in New Orleans and works events throughout the Gulf Coast. In the process, she's seen just about everything – and has even started a blog where she shares outrageous wedding stories on her website.

"Every wedding has a story, and a problem. When you hire a professional, our job is to take care of that problem," she said. "I had a grandfather who had Alzheimer's and decided to cut into the cake before the bride and groom did. I had a runaway horse and carriage down Spring Hill Avenue. I've gone into Mobile Bay and dug out a dead armadillo for clients.

"I spend a 16-hour day making sure no one has to think, and that for everyone from the bride and groom all the way down to their guests, their day goes smoothly."

In Mobile and Baldwin County, she said, "We are surrounded by fabulous areas where people want to get married."

While Noble spends much of her time helping clients celebrate one of the happiest days of their lives, she also believes it's important to help those experiencing tougher times. She's given back to her community through civic involvement with Catholic Social Services and The Salvation Army.

"I firmly believe – and our company believes – that everyone on Earth is worthy of a minimum of 12 hours where someone else takes care of them and anticipates their needs," Noble said. "If I can't do that through a wedding, I certainly can help try to make someone's life better via helping through The Salvation Army and making sure those families have a place to lay their head, or have a place to feel safe with their entire family."

With such a beautiful backdrop for weddings, Noble sees her business growing and hopes to expand to Houston within the next several years, and then beyond.

"All people embarking on a wedding need to be catered to, need to be loved and treated especially well because it is such an emotional moment in a lot of people's lives," she said. "I want to train people across the country to do the right thing. I want hospitality and service brought back into our world, and why not start with weddings?"

For more information, go to www.lydianobleevents.com.

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