

	A	B
1		Mon 7 December
2	9:00am - 4:00 pm	Board Meeting <i>(By Invitation Only)</i>
3	12:00 pm - 6:00 pm	Conference Registration
4	5:30 pm - 6:00 pm	Committee Chair Meeting
5	5:30 pm - 6:00 pm	New Members Orientation: This meeting is for New HEDNA members as well as first time HEDNA member attendees. Chair of Membership Committee: Sarah Fowler, Pegasus Solutions and HEDNA Secretary: Edward Perry, WORLDHOTELS
6	6:00 pm - 7:30 pm	Opening Reception
7		
8		Tue 8 December
9	8:30 am - 5:00 pm	Conference Registration
10	8:30 am - 9:00 am	Welcome Remarks/HEDNA Update - Melanie Ryan, HEDNA President, Orbitz Worldwide
11	9:00 am - 9:45 am	<p>Opening Keynote - Barry Maher, Author and Inspirational Speaker, Barry Maher & Associates Author of "Filling the Glass" referenced by <i>Today's Librarian</i> as one of the seven essential popular business books.</p> <p>Filling the Glass: Real World Tactics and Motivation for Increasing Productivity AND Job Satisfaction.</p> <p>"One of the Seven Essential Popular Business Books." That's how Today's Librarian magazine described Barry Maher's book that inspired this session. Filling the Glass is the antidote to presentations that are entertaining but full of "let's all think happy thoughts and everything will be wonderful" fluff. It's chock full of nuts and bolts content. Yet it's real-world motivational, even inspirational. Perfect for the most cynical veteran AND the most starry-eyed (or the most discouraged) novice.</p> <p>Jerry Colangelo, former owner of the Phoenix Suns and Arizona Diamondbacks says, "Packed with useful, practical advice, it's also entertaining and frequently laugh out loud funny."</p> <p>Meeting Professionals International adds, "Occasionally blunt, always honest . . . Maher helps us fill our own glass through a skillful mix of case studies, tips, tactics and hard headed, reality-based inspiration."</p> <p>You may have seen Barry on the Today Show or CNBC. You may have read about him in USA Today, the New York Times, the Wall Street Journal or Business Week. Now Barry Maher brings his real world tactics for increasing productivity AND job satisfaction to HEDNA.</p>
12	9:45 pm - 10:00 am	Committee Overviews
13	10:00 am -10:30 am	Morning Networking Break

	A	B
	10:30 am - 11:30 am	<p>Economy In Transition Panel Economic indicators suggest that the hospitality industry may have seen the worst of the economic crisis that has plagued our businesses over the last year. What can we learn from this experience from an electronic distribution perspective? How did the hospitality industry contribute to worsening its own outlook? Most importantly, knowing what we know today, what changes should we put in place now to ensure a brighter future in our own companies and the industry as a whole . How should we prepare for economies in transition so we don't make it hard on ourselves to recover?</p>
14		Moderator: Patricia Brusha, Co-founder and Principal, A Couple of Chicks
15		Panelists:
16		Art Jimenez, Senior Director of Leisure Sales, Las Vegas Convention and Visitors Authority
17		Jan Freitag, Vice President, STR
18		Jay Hubbs, Director, Hotel Revenue Management, Expedia Partner Services Group, Hotwire
19		Sandy Riach, Vice President, IT and Product Development, Trust International Hotel Reservation Services GmbH
	11:30 am - 12:30 pm	<p>Future of Travel Panel The future is hard to predict. The future travel distribution landscape is even harder to predict. Our distinguished panel of experts is connected enough and influential enough to venture to guess how electronic distribution will change over the next 5 years, 10 years, and beyond. They will debate the impact of the explosion of social networking sites (Facebook, Twitter, etc.) on travel; the future role of search engines (Google, Yahoo, Bing, etc.), meta search, and review sites. Join them in contemplating whether or not these labels will go away as technologies converge, and hear their predictions on who will be the next major player to come on the scene.</p>
20		Moderator: Henry Harteveltdt, Vice President, Principal Analyst, Forrester Research
21		Panelists:
22		Kurt Ekert, Chief Operating Officer, GTA
23		Howard Lefkowitz, President, VEGAS.com
24		Pamela Keenan Fritz, Senior Vice President, North America, Expedia
25		Drew Patterson, CEO, Jetsetter
	12:30 pm - 12:45 pm	<p>Award of Excellence Board & Committee Recognition Announcement of the 2010 HEDNA Board of Directors - Melanie Ryan, HEDNA President</p>
26		
27	12:45 pm - 2:00 pm	Lunch
	12:45 pm - 2:00 pm	<p>Board Luncheon (Current & New Board Members by invitation only)</p>
28		
29		Committee Meetings

	A	B
30	2:00 pm - 3:00 pm	<p>Group Committee Chair: David O'Donohoe, StarCite Board Liaison: Edward Perry, WORLDHOTELS</p> <p>The groups committee will discuss the current status of online meetings from a chain perspective, how revenue/ yield management will play into this new world and the types of content that will be valuable in booking online meetings more effectively moving forward.</p>
31	2:00 pm - 3:00 pm	<p>Tour Committee Co-Chairs: Lisa Barker, Hotel Booking Solutions and Paul Fraser, Accor North America Board Liaison: Nancy Little, InterContinental Hotel Group</p> <p>The tour committee is working to educate, communicate and collaborate with hoteliers and the tour operator community. Work is in progress to provide a comprehensive resource on the fundamentals of automation and the RFP process and how it can benefit both hoteliers and this important segment. This is the ideal time to get involved as the committee is progressing towards these goals!</p>
32		<p>Concurrent Workgroups A tremendous opportunity for direct access to senior managers, these sessions have been designed to provide you with an opportunity to voice industry needs, discussion of current functionality limitations, technology enhancement updates and prioritizing of future enhancement needs. These are closed door sessions and we kindly request that you refrain from attending your competitors session. In addition these sessions are closed to the press.</p>
33	3:00 pm - 4:00 pm	Travelport GDS - Keith Harrison, Director of Strategic Content
34	3:00 pm - 4:00 pm	Orbitz Worldwide - Melanie Ryan, Senior Director, Global Strategic Accounts and Peggy Bianco, GVP, Hotel Partner Services
35	4:00 pm - 4:15 pm	Afternoon Networking Break
36	4:15 pm - 5:15 pm	<p>Closing Keynote - Kevin Krone, Vice President, Marketing, Sales and Distribution, Southwest Airlines</p> <p>Southwest Airlines has continued to inspire the travel industry on their ability to effectively market their product, through electronic means, while staying true to their core values all while ensuring profitability during a tumultuous economy. Come listen to their VP of Sales, Marketing and Electronic Distribution share best practices on how to stay abreast of an ever changing market.</p>
37	6:00 pm - 7:30 pm	<p>Evening Networking Event Network with your colleagues at the Evening Event! Strolling through the crowd will be celebrity impersonators, show girls, a mime, a juggler, and an acrobat, a performing in the style of Cirque d' Soleil. Catch up with your colleagues and meet new ones at this lively event.</p>
38		
39		Wed 9 December
40		Committee Meetings

	A	B
41	9:00 am - 10:00 am	<p>Standards Committee Chair: Jodi Gibson, Wyndham Hotel Group Board Liaison: Erica Penley, Kimpton Hotels & Restaurants</p> <p>This committee is focusing their efforts specifically on content distribution to on-line distribution partners. The committee is striving to ensure that content is presented in a structure format to ensure proper display and maximization of hotel data in a consistent manner across channels. There is an industry need to understand how, when, where and through which methods content is being distributed.</p>
42	10:00 am - 11:00 am	<p>Payment Systems Committee Chair: Patrick Glories, MoneyDirect Board Liaison: Keith Cotton, Hotel Booking Solutions</p> <p>Discover what research has been done and what progress is being made to help hotels address the various issues and challenges associated with payment. How is HEDNA tackling the issues? How do we compare to other industries? What more can be done? Join our interactive presentation and discussion session.</p>
43	10:00 am - 11:00 am	<p>UGI Committee Meeting Chair: Laury Anne Behrens, WPS Board Liaison: Melanie Ryan, Orbitz Worldwide Staff Liaison: Valerie Cooper, HEDNA Executive Director</p> <p>The UGI committee proposes to implement an open standard numbering system and registration system that supports all sides of the reservation and other electronic interexchange within the hospitality industry to increase trade, revenue and harmonization of first the reservation process and eventually becoming the identification standard of the industry.</p> <p>Join us in our session to review:</p> <ul style="list-style-type: none"> -Which business processes would be most improved by a UGI. -Which industry players need to be among the first to adopt the UGI concept. -Steps your firm would need to take in order to implement UGI for your business processes. -How one would access UGI information.
44		
45		<p>Concurrent Workgroups A tremendous opportunity for direct access to senior managers, these sessions have been designed to provide you with an opportunity to voice industry needs, discussion of current functionality limitations, technology enhancement updates and prioritizing of future enhancement needs. These are closed door sessions and we kindly request that you refrain from attending your competitors session. In addition these sessions are closed to the press.</p>
46	11:00 am - 12:00 pm	Pegasus - Dee Thomas, Sr. Product Director and Michael McCartan, VP Product Strategy
47	11:00 am - 12:00 pm	Travelocity - Marcus Blatch, Director of Global Hotels & Content, Travelocity Global
48	12:00 pm - 1:30 pm	Lunch
49		

	A	B
50		Concurrent Workgroups
51	1:30 pm - 2:30 pm	Expedia - Dean Gregory, Senior Director Global Lodging Connectivity
52	1:30 pm - 2:30 pm	Amadeus - Hugo Ehrnreich, Head of Hotel Distribution
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54	2:30 pm - 3:00 pm	Afternoon Break
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56		Concurrent Workgroups
57	3:00 pm - 4:00 pm	Priceline - Joann D'Andrea, VP of Hotel Operations
58	3:00 pm - 4:00 pm	Sabre Travel Network - John Carlile, Director, Hotel & Car Product Marketing
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60	4:00 pm - 4:30 pm	Industry Update - Christine Dezarn, Professional Services Consultant, Rubicon Group
61	4:30 pm - 4:45 pm	Closing Remarks - Melanie Ryan, HEDNA President
62	5:00 pm - 6:00 pm	Closing Reception