

## **HEDNA Announces Marriott Executive as Recipient of 2006 Award of Excellence**

January 4, 2007, Falls Church, Va. – The Hotel Electronic Distribution Network Association's (HEDNA), the foremost travel industry association advancing hotel electronic distribution, announced the recipient of its 2006 Award of Excellence at its Conference in Sunny Isles, FL on December 5. The Award recipient is Pam Woodman, director of electronic distribution services for Marriott International.

The award honors an individual who has made remarkable contributions toward the advancement of hotel electronic distribution, mainly – though not exclusively - through their activities in HEDNA. The recipient of this award was selected by the general membership of HEDNA.

In her current role as the director of electronic distribution services for Marriott International, Woodman's primary responsibilities include GDS and eChannel operations encompassing hotel data, rates, projects and promotions, connectivity, and maintenance. In addition, she is responsible for overseeing the Travel Agency Automation Help Desk and the maintenance of Marriott's internal property content database. Under her leadership, Woodman's team at Marriott is also responsible for Quality Assurance testing for projects and enhancements that impact GDS and eChannels, as well as the creation of custom web pages and the loading of promotional rates onto Marriott.com.

Since joining Marriott in 1985, and entering the electronic distribution world in 1990, Woodman has been instrumental in numerous Marriott automation successes. Some of these include her participation in the Marriott seamless XML connections with multiple Internet partners, all levels of GDS seamless connectivity and the design and implementation of Marriott's GDS rate automation process.

Woodman has been an active member of HEDNA since the early 1990s and has participated in numerous committees in different roles. She has served as co-chair on several GDS committees, participated on the Collaboration Board, and chaired the Standards Committee for several years. Additionally, she facilitated the standardization of hotel switch procedures, dual representations, participated in the Digital Assets Committee, and currently leads the Emerging Technologies Committee. Her tenured knowledge and expertise are valuable contributions to the organization.

"I am honored to be presented with HEDNA's Award of Excellence," said Ms. Woodman. "Over the years, the strength and commitment of HEDNA's Board members, Committees and membership as a whole has allowed the organization to continue to be a major influence when addressing hospitality's most challenging issues in today's complex marketplace."

Past winners of the Outstanding Contributor Award and the President's Award of Excellence have included:

Jennifer Ginty, Director, Electronic Distribution, Hyatt Hotels & Resorts  
Roland Tanner, Executive Vice President, Lanyon,

Jim Young, Senior Vice President, Global Distribution, InterContinental Hotels Group  
Caryl Helsel, Vice President, Distribution and Guest Loyalty, Kimpton Group Hotels  
(now with Solutionz Group International)

John Davis, Chairman of the Board, CEO, and President, Pegasus Solutions

John Burns, President, Hospitality Technology Consulting

Flo Lugli, Senior Vice President, Galileo International

Alain Bergerat, Ebusiness Development Manager, Accor

Scott Heintzeman, CIO, Carlson Hospitality Worldwide

### **About HEDNA**

The Hotel Electronic Distribution Network Association (HEDNA) is a not-for-profit trade association whose worldwide membership includes executives and managers from over 200 of the most influential companies in the hotel distribution industry. Founded in 1991, all of HEDNA's activities are intended to stimulate the booking of hotel rooms through the use of GDS, the Internet and other electronic means. HEDNA brings all segments of the hotel industry together to evolve systems and services into electronic distribution that is easy and efficient. Additional information on HEDNA is available by calling +1 703 970-2070 or by visiting [www.hedna.org](http://www.hedna.org).

### **About Marriott International**

MARRIOTT INTERNATIONAL, INC. (NYSE: MAR) is a leading lodging company with more than 2,800 lodging properties in the United States and 67 other countries and territories. Marriott International operates and franchises hotels under the *Marriott*, *JW Marriott*, *The Ritz-Carlton*, *Renaissance*, *Residence Inn*, *Courtyard*, *TownePlace Suites*, *Fairfield Inn*, *SpringHill Suites* and *Bulgari* brand names; develops and operates vacation ownership resorts under the *Marriott Vacation Club International*, *Horizons*, *The Ritz-Carlton Club* and *Grand Residences by Marriott* brands; operates *Marriott Executive Apartments*; provides furnished corporate housing through its *Marriott ExecuStay* division; and operates conference centers and golf courses. The company is headquartered in Washington, D.C., and had approximately 143,000 employees at 2005 year-end. It is ranked as the lodging industry's most admired company and one of the best places to work for by FORTUNE®. The company is also a 2006 U.S. Environmental Protection Agency (EPA) ENERGY STAR® Partner. In fiscal year 2005, Marriott International reported sales from continuing operations of \$11.6 billion. For more information or reservations, please visit our web site at [www.marriott.com](http://www.marriott.com).