

HEDNA Membership Elects New Board Members for 2007

December 22, 2006, Falls Church, Va. – The Hotel Electronic Distribution Network Association's (HEDNA) is pleased to announce a number of newly elected members to sit on its Board of Directors. The Board is instrumental in organizing projects and initiatives that shape the future of HEDNA and the hotel electronic distribution community.

Individuals joining the Board are: **Alison Aker-Valez**, Sr. Manager, Distribution Partnerships Wyndham Hotel Group; **Brian Hill**, Manager of Electronic Distribution, Hyatt Hotels & Resorts; **Melanie Ryan**, Director, Strategic Accounts and Chain Strategy, Obitz; and, **Oliver Dombey**, Vice President, Sales and Account Management, Asia Pacific, Utell, Ltd. Mr. Dombey was elected to an appointed seat representing the ASPAC Region members.

These new Board members will now serve alongside **Andrew Assante**, Vice President, National Accounts, Expedia/Hotels.com; **Stephen Fitzgerald**, Vice President, Hotel and Car Distribution Sabre Travel Network; **Keith Harrison**, Director of Operations – Hotel & Car, Galileo International; **Anwen Parry**, Director, Distribution and E-Commerce, Rocco Forte Hotels; and, **Pam Streeter**, Vice President, Electronic Distribution/Marketing, Interstate Hotels & Resorts. Ms. Parry was re-elected to an appointed seat representing the EMEA Region members.

The Acting Executive Director and Ex-Officio Board Member is **Cathi Eifert** of the Data Interchange Standards Association (DISA).

The 2007 HEDNA Board Officers are:

- President: **Tiffany Topcik**, Vice President - Hotel and Supplier Relations, ABC Corporate Services
- Vice President: **Noreen Henry**, Vice President, Hotels & Packaging, Travelocity
- Secretary: **Kristie Willmott Goshaw**, Group Director, E-business and Customer Development, Jumeirah
- Treasurer: **Linda Kent**, Vice President, Electronic Distribution, Starwood Hotels & Resorts

HEDNA President Tiffany Topcik remarked, “HEDNA is fortunate to have strong Board representation from all over the world, which will increase our global focus and enable us to address issues important to our international group of members. Furthermore, our Board members represent a wide range of companies – suppliers, the GDS, online agencies, and traditional travel agencies.”

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 +1 703 970-2052 or by visiting www.hedna.org.

