



HEDNA Gives its 2009 Excellence Award to Wyndham Hotel Group's Tammy Peter

LAS VEGAS, NEVADA, December 9, 2009 -- HEDNA, the Hotel Electronic Distribution Network Association, has announced that Tammy Peter of Wyndham Hotel Group is the recipient of the 2009 Award of Excellence. Melanie Ryan, HEDNA's president, presented the award to Tammy on December 8, 2009 on behalf of HEDNA and the electronic distribution industry at HEDNA's Winter Meeting in Las Vegas, Nevada.

The award honors an individual whose career has made remarkable contributions toward the advancement of hotel electronic distribution and involvement with HEDNA. The recipient of the Award of Excellence is honored by the general membership of HEDNA at its Winter Meeting.

Tammy is known as a leader within both HEDNA and the hotel electronic distribution network industry. During her tenure with HEDNA, Tammy chaired the Education Committee, which developed HEDNA U, one of the Association's greatest accomplishments. She was responsible for all HEDNA U curriculums and its delivery at all conferences. When HEDNA decided to completely refresh the training materials, Tammy personally shepherded the effort. The amount of time and attention to detail of this effort reflected Tammy's passion to grow the education portion of HEDNA. She understands how much HEDNA U gave to the membership. When it was decided to take HEDNA U on the road, Tammy oversaw the entire program, which was extremely successful. Tammy continues to be an advocate of HEDNA within the industry and her own organization.

"Tammy is known as a HEDNA pioneer. She has devoted many years and countless hours to growing the Association," said HEDNA's President Melanie Ryan of Orbitz Worldwide. "Tammy's leadership is invaluable and has helped to advance HEDNA's educational initiatives," Ryan said.

A 24 year veteran of the travel industry, Tammy began her career with Embassy Suites, moving on to work for various hotel representation firms. In those jobs she managed distribution functions from technology and operations to electronic and relationship management. Tammy spend six years with the company now known as Pegasus Solutions and was a key distribution contributor during its growth years.

Tammy currently holds the position of Vice President, eCommerce New Business Development with the Wyndham Hotel Group (WHG) in the Parsippany, N.J. office, where she has been since June of 2000. In that capacity, she is responsible for evaluating and implementing online revenue generation opportunities for all 11 WHG brands. She also handles reservation technology, channel management, social media, and oversees several corporate ecommerce programs.

She is a graduate of the University of Michigan and holds a bachelor's degree in human resource management.

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 +1 202-204-8400 or by visiting www.hedna.org.

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