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**HEDNA Board Selects New Association Officers**

**February 8, 2006, Falls Church, Va.** - The Board of Directors of the Hotel Electronic Distribution Network Association (HEDNA) appointed new Officers to lead the association in 2006.

Unanimously selected by the Board of Directors, the new president is Tiffany Topcik, Vice President of Supplier Relations, ABC Corporate Services. Ms. Topcik had previously served for over a year as Vice President of HEDNA, crafting two successful Conferences in Barcelona and San Francisco. "I am deeply honored to be chosen as the new HEDNA President," remarked Ms. Topcik. "This new role provides me the unique ability to advance the mission of HEDNA and articulate the positive distribution relationship linking the agency community with hoteliers worldwide." This is the first time in HEDNA's 15 year history that a Board member from a travel agency organization leads the association.

Other Officers include, Vice President: Noreen Henry, vice president, hotels for Travelocity; Secretary: Kristie Willmott, Director, Distribution and Ecommerce, Jumeirah; and Treasurer: Andrew Rubinacci, Director, Distribution Planning, InterContinental Hotels Group.

The unexpected change in Officers was prompted by the resignation of Jimmy Suh who announced that he is joining the executive management team at Club Quarters in a role not related to hotel distribution. Mr. Suh commented, "I will continue to cheer on HEDNA from wherever I stand!"

**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](http://www.hedna.org).

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