

## **HEDNA Contracts with Solutionz Group International for Creation of 2005 White Paper Series**

**June 22, 2005, Falls Church, Va.** - The Hotel Electronic Distribution Network Association (HEDNA) has formally contracted Solutionz Group International to research and write several White Papers on significant distribution challenges for hotels in 2005. The White Papers will include such timely topics as multi-channel distribution, meta travel search, content management, dynamic packaging, GDS deregulation and the impact on distribution channels, brand protection and search engine optimization.

HEDNA President and Kimpton Hotels Vice President, Jimmy Suh, HEDNA Vice President and ABC Corporate Services Vice President, Tiffany Topcik, and HEDNA Treasurer and Travelocity Director, Noreen Henry, will also contribute to each paper. Furthermore, travel, hotel and distribution industry executives will be interviewed for each paper to reflect their perspectives.

Jimmy Suh, HEDNA President, said of the partnership "HEDNA is confident that this White Paper Series will be a valuable resource to the entire hotel electronic distribution industry. There has always been a need for good research that clarifies and explains complex issues; Solutionz Group International will have their team of experts tackle the topics that our members want to learn about".

Caryl Helsel, Director of the Solutionz Hospitality Practice, commented, "We are truly excited to enter into this partnership with HEDNA, the most well-known organization furthering the electronic distribution of hotels. Solutionz prides itself in our professional writing experience and expertise. We are thrilled that HEDNA has selected us to provide education and additional value to their members, as well as the hotel distribution community as a whole."

The first white paper, **Hotel Distribution Nirvana: A Multi-Channel Approach**, is available for sale on [www.hedna.org](http://www.hedna.org). The second, **Travel Search Engines Redefine Distribution**, will be available for sale in June 2005.

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

### **About Solutionz Group International**

The Solutionz Group is a business development and strategic consulting group headquartered in Tampa, Florida, with resources around the world. Led by travel industry veteran Chicke Fitzgerald, Solutionz has practices in travel, hospitality, technology and transformation management. Caryl Helsel and Kathleen Cullen are the authors of the white paper series and are hospitality industry veterans, both holding executive positions with leading hotel companies during their hotel careers. Caryl was a past HEDNA president and served on the HEDNA Board of Directors for six years. Kathleen was a past HEDNA vice president and served on the HEDNA Board of Directors for three years. Additional information on Solutionz Group International is available by visiting [www.solutionz.com](http://www.solutionz.com).

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