

HEDNA – UNIQUE GLOBAL IDENTIFIERS SUB COMMITTEE

Meeting Notes 6th of July, 2007	
Participants	Alley Dombey Tim Henthorn Anton Hell Peter Hazel Laury Behrens
Call Notes:	
Summary	<ul style="list-style-type: none"> •Review of funding for project, and future affiliates and marketing strategy. •Review candidate interview tools. • www.hedna.org has been updated with Survey results and Cost Benefits Summary analysis. (http://www.hedna.org/communicate/standards_committee.shtml)
Funding	<p>The HEDNA board is excited about this project and all looks well that they will sign-off on this expense. However final approval will not occur until Aug board meeting. Therefore funds will be available until Mid-Aug to start engagement.</p> <p>With this in mind it is proposed to push-back entire time-line accordingly. This means we would not cut into the durations allotted for data collection and interviews, but would not have the completed entire study prior to HEDNA-Arizona. We would have first draft which should be enough info to present in Arizona.</p> <ul style="list-style-type: none"> •This piece of news will be communicated to candidates during interview. New proposed timeline is as follows: <p style="text-align: center;">Aug 15th 2007 –communication to successful candidate Oct 30th – Submission of first draft of all documents Nov 30th – submission of all final documents</p>
Projected Time Line	<ul style="list-style-type: none"> ▪ July 10th Candidate interview with IBS ▪ TBD– Candidate interview with Raspberrysky. ▪ Aug 3rd – UGI Committee conference call to analyze results and select candidate. Selection will be announced HEDNA board review.

Meeting Notes 6th of July, 2007	
Participants	Alley Dombey Tim Henthorn Anton Hell Peter Hazel Laury Behrens
3rd party interview	<p>Alley has volunteered to schedule and coordinate candidate interviews and the following list of items was sent to each candidate.</p> <p>Present on the call from our side will be Anton, Laury Anne, and Alley, plus a representative from Kellen Company the executive management of HEDNA</p> <p>Demonstration of your understanding and experience in the global distribution arena</p> <ul style="list-style-type: none"> • Demonstration of your understanding of the project, its importance and its impact on the industry • Experience of running similar projects in terms of methodology, international coverage • Your ability to achieve global reach for the project • Your approach to the project • Key risks of the project • What approach will you use to find the appropriate person or persons within each organization when conducting interviews and at what management level would you target to ensure thorough coverage of costs and benefits? • How will you ensure that a Global analysis is achieved? • What interview methodology/ies will be used for this research? • What involvement do you anticipate the HEDNA committee members will have during the interview process, what forms of communication will take place and their frequency? •
RFQ checklist	• Complete - Peter completes final version with rankings and definitions..
UGI Marketing and Future affiliates	• Discussion around Version 2 and enhancements incorporated and included in Version 3
House Keeping	<ul style="list-style-type: none"> • Committee Schedule Conference calls - 10:00 CST / 17:00 CET <li style="padding-left: 20px;">CANCELLED - Thursday July 12 <li style="padding-left: 20px;">NEW - Thursday Aug 2nd <li style="padding-left: 20px; color: red;">Dial in +34 91 398 38 52 - Passcode: 109002
Next Steps	Complete interviews and make selection

Meeting Notes 28st of June, 2007	
Participants	Anton Hell Peter Hazel Laury Behrens
Call Notes:	
Summary	• Review of RFQ Check list, interview questions and future affiliates and UGI marketing.
Projected Time Line	<ul style="list-style-type: none"> ▪ Now thru July 10th Interviews with candidates ▪ July 12 – conference call to analyze results and select candidate ▪ July 15th Announce Candidate

Meeting Notes 28st of June, 2007	
Participants	Anton Hell Peter Hazel Laury Behrens
3rd party interview	<p>Anton another committee member and Valerie from Kellen Company will schedule and conduct candidates interviews with RFQ Check list and the blow list of open ended questions.</p> <ul style="list-style-type: none"> •What roles or titles within an organization do you believe necessary to interview? <i>Correct Answer: Top management with the following roles Sales/Marketing (for benefit), Financial/Accounting, Costs (for benefit) and IT (for costs):.</i> • •How will you find the "right" person in an organization, especially when you do not have relationships with the organization or company. •Who / How do you get in the front door. •How will you ensure that you obtain a Global analysis? •Can you re-brief on the interview methodology you will be using for this research? How will you involve the committee members during the interview process and what checkpoints will they be involved? <i>Correct Answer: The interview process is key and on regular basis we will report to the committee results to ensure that the information being gathered is correct.</i>
RFQ checklist	•Complete. Enhancements and Importance Ratings added. Peter will send out final document.
UGI Marketing and Future affiliates	•Version 2 created.
Proposal Funding	•Conference call pending with Laury, Roland and Tiffany
House Keeping	•Committee Schedule Conference calls 10:00 CST / 17:00 CET Thursday July 5 th Thursday July 12 Dial in +34 91 398 38 52 - Passcode: 109002
Next Steps	Next weeks call will try and complete UGI Marketing and future affiliates list. Confirm 2 nd committee member to schedule and participate in interviews.

Meeting Notes 21st of June, 2007	
Participants	Beth Koesser Peter Hazel Laury Behrens
Call Notes:	
Summary	<ul style="list-style-type: none"> •Brainstorm around method to evaluate and select preferred candidates. •It was agreed that the evaluation of the consultants themselves, their knowledge and experience in the industry, their interviewing/survey strategy, their contact in the industry to get to the correct individuals and their know-how to prod to get the information they need are key to the results of this study. •It was a agreed that we should interview the prospects before making any final decisions.
Projected Time Line	▪ Ok

Meeting Notes 21st of June, 2007	
Participants	Beth Koesser Peter Hazel Laury Behrens
3rd party interview and survey process	<ul style="list-style-type: none"> •Survey's should be as international as possible. In each of the identified groups (Hotel chains, CRS, PMS vendors) and there should be at least one representative from each of the three major geographical areas (US, Europe, ARAC)
House Keeping	<ul style="list-style-type: none"> •When corresponding via email please include all committee members. •With the July 15th deadline the following three conference calls have been scheduled for 10:00 CST / 17:00 CET <ul style="list-style-type: none"> Thursday June 28th Thursday July 5th Thursday July 12 <p style="color: red; text-align: center;">Dial in +34 91 398 38 52 - Passcode: 109002</p>
Next Steps	<p>Volunteers have agreed to prior to next week conference call</p> <ul style="list-style-type: none"> •Email out <u>draft summary evaluation of two proposals</u>. (Pete) •Email out <u>draft list of interview questions</u>. (Beth) •Research back in previous committee notes, create list of industry organizations and contact and <u>create draft list identifying industry organization we might want to consider contacting</u>. (Laury) <ul style="list-style-type: none"> ▪ Upon further information about funding and timing, we will <u>contact and schedule interview dates/times</u>. (Beth) ▪ <u>Meeting minutes to be posted on HEDNA web site</u>. (Valerie Cooper from Kellen Company) <p style="text-align: center;"><u>Everyone please set aside a little time to review and comment back on the above three works prior to next Thursdays conference call.</u></p>

Meeting Agenda 21 de Julio

10:00 CST / 17:00 CET

Dial in +34 91 398 38 52

Passcode: 109002

Projected Time Line

RFQ-June 15th 2007 – deadline for submission of candidates

Prior to July 15th

- UGI Committee present pro/cons. any possible changes needing to be made and finalize selecting preferred candidate.
- Laury, Roland and HEDNA Board review funding alternatives and present solution(s).
- RFQ-July 15th 2007 – selection and communication to successful candidate
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Prior to July 30th.

- Contractual agreement closed for analysis to begin.
- UGI Committee complete list of industry organizations to be contacted match committee member and HEDNA board member to each organization.
- Create marketing material(s) to use when contacting and presenting to each organization.

Aug/Sept

- UGI Committee participate in information gathering for cost / benefit analysis
- UGI Committee present UGI initiative to industry organizations.
- RFQ-Sept 30th – Submission of first draft of all documents

Oct

- UGI Committee review and provide comments to cost / benefit materials
- RFQ- Oct 30th – submission of all final documents

Dec

- UGI Committee prepare for HEDNA and present results.

Additional Supporting Documents

- Peter from Pegasus has provided attached document to be added to the repository. See attached.

Next Steps

- Modify Plan where necessary
- Volunteers to produce document for review
- Logistical and conference call scheduling.

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