



Keith Harrison of Travelport GDS;
photo by Michael Blackwell, Dallas
Darkroom

HEDNA's 2010 Award of Excellence Given to Keith Harrison of Travelport GDS

FORT WORTH, TEXAS, December 8, 2010 -- HEDNA, the Hotel Electronic Distribution Network Association, has given its 2010 Award of Excellence to Keith Harrison of Travelport GDS. Melanie Ryan, HEDNA's president, presented the award to Harrison on behalf of HEDNA and the electronic distribution industry at HEDNA's Winter Meeting in Fort Worth, Texas.

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.

Harrison has worked diligently over the years, giving back to the hospitality industry through his involvement in HEDNA. Elected to the Board of Directors in 2004, Harrison served five years on the board as a director and as treasurer.

Harrison was very involved in the early years of HEDNA within the Education Committee. Keith was an instrumental player in HEDNA U, one of HEDNA's most successful initiatives. As part of the committee, Harrison devoted his time to assisting with the writing and delivery of the curriculum and the ultimate outsourcing of the program.

During his tenure on the board, he supported the various association committees by overseeing each group and acting as the liaison to the board. He played an instrumental role while serving on the executive committee in 2007 during HEDNA's transition to a new management company. As treasurer, he oversaw the association's financials to

ensure that HEDNA remained able to deliver the conferences and implement the programs that the association needed and the members expected.

“Both HEDNA and the industry overall are better because of Keith and his countless hours of hard work and his tireless dedication,” said Melanie Ryan, HEDNA president and Orbitz Worldwide. “We thank him for being a positive force in moving the industry forward.”

Harrison wasn’t expecting this acknowledgment of his dedication. “Thanks so much! I'm very shocked and honored to receive this prestigious award,” Harrison said as he accepted his plaque. “HEDNA is where I came to learn about electronic distribution. Throughout my tenure with HEDNA, I wanted to make sure we continued to provide that value to our industry. I'd like to express my gratitude to HEDNA for this award.”

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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