



Hotel Electronic Distribution
Network Association

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HEDNA Insights

Summer 2010

Dear Ann,

Over the past seven months, HEDNA's Board and I have been busy listening - listening to you, HEDNA's valued members.

In emails, one-on-one conversations and at the June HEDNA Speak Up session in London, HEDNA's Board and I received suggestions and comments about the Association. The message we're hearing from the membership is this: "Let's get back to basics."

You want HEDNA to focus on education, networking and standardization in the electronic distribution industry. We've heard that loud and clear. The Board, Standing Committees and I will do our best to focus on these essentials for our members.

The Speak Up session was one of the highlights of the successful Spring Meeting in London. While the London meeting was smaller than usual, it was huge in terms of generating good ideas from members. The Board left London with resolve to see those member-generated ideas become reality for HEDNA. We've also gathered many instructive responses from the members' survey that was sent out to all members after the Spring Meeting.

Education is an essential area for HEDNA. I'm thrilled to tell you that the revamped HEDNA U, held August 19 in Omaha, was extremely well received. This educational event is impactful not only for HEDNA but for the industry as a whole. Knowledge about electronic distribution gives new employees a foundation for success in their jobs. HEDNA U's one-day format covers the history of electronic distribution and the practicalities of the industry so participants can use their newly acquired knowledge immediately upon returning to their jobs.

As an organization, HEDNA relies on give and take between the members and the Board. HEDNA's Board is committed to serving the



Melanie
Ryan,
HEDNA
President

membership, but the Board can't do it alone. We need the active involvement of HEDNA's members in order to accomplish our mission. By serving on the HEDNA Board or on one of HEDNA's Committees, you can play a much needed role in guiding the Association and networking with your HEDNA peers. It's a fabulous opportunity for everyone involved in hotel electronic distribution.

Several of HEDNA's Board positions will be up for election this December. Nominations open in early November for these positions. Why not consider yourself or one of your colleagues for a Board position? HEDNA is here for its members. Won't you reciprocate and give back to the Association? We welcome your active participation in HEDNA.

Finally, I'm pleased to announce that Felix LaBoy, President and General Manager of Sabre Hospitality Solutions, will be one of our keynote speakers at the Winter Meeting in Fort Worth. Our Winter Meeting is always an important event and I look forward to seeing you in Texas.

At your service,

Melanie

HEDNA U in
Singapore

October 21, 2010

Watch your email for
more about this great
educational event!

HEDNA U in
Fort Worth, Texas

December 6, 2010

Details will be
available soon at
www.hedna.org.

HEDNA's Winter
Meeting 2010

December 6-8, 2010
The Omni Fort Worth
Hotel
Fort Worth, Texas



HEDNA U Relaunches with Successful Session in Omaha

History and Social Media sessions called very valuable by attendees

The new HEDNA U held its first session on August 19 in Omaha and was termed a fabulous success by all who attended.

HEDNA U is designed to educate industry up-and-comers about electronic distribution. The interactive one-day seminar began with a history of electronic distribution followed by sessions on content, system functionality, the Internet and social media.

[Read more](#)

HEDNA forms Industry Advisory Council

HEDNA's President Melanie Ryan is pleased to announce the formation of the HEDNA Industry Advisory Council.

"In an effort to ensure that the organization is focused on the key areas that deliver the most value to our members, the HEDNA Board of

Directors has decided to form the Advisory Council," Ryan says.

The Industry Advisory Council is contacting decision-making managers from HEDNA's member companies about participation on the Council. The advisory body will meet quarterly - by phone or in person - to review the activities of the organization, discuss the HEDNA value proposition, and provide advisory feedback to the HEDNA Board of Directors to consider specific initiatives to address industry needs, identify areas of opportunities and promote our strengths.

The first Industry Advisory Council meeting will be held in conjunction with the HEDNA December Members Conference in Fort Worth, Texas, December 6-8, 2010.

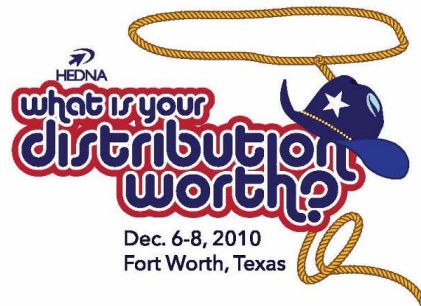
For more information on the Industry Advisory Council, please contact: Reed Hitchcock, HEDNA Executive Director, at rhitchcock@kellencompany.com or phone: +1 202-204-8400. Melanie Ryan, Orbitz Worldwide and HEDNA President, at mryan@orbitz.com or phone: +1 312-894-6839.

"What's Your Distribution Worth?" Find out at HEDNA's Winter Meeting, Dec. 6-8, 2010

Join HEDNA in Fort Worth,
Texas on December 6-8,
2010 to find out "What's
Your Distribution Worth?"

The meeting will be held at
The Omni Hotel.

[Read more](#)



HEDNA Committee Reports

HEDNA Committees are hard at work, addressing the issues important to the various segments of the electronic distribution industry. To read the updates on the activities of the Payment Technologies, Standards, Tour and UGI Committees, [click here](#).

HEDNA's Spring Meeting Focused on Trends Impacting Electronic Distribution Now



From innovative uses of social media to how world affairs are impacting business, attendees at HEDNA's Spring Meeting gained valuable insights into the trends shaping the electronic distribution business

now, underscoring the meeting's theme - Timing is Everything in Distribution. The meeting was held at the Hilton London Metropole on 28-30 June 2010.

[Read more](#)

HEDNA Board Updates

Board of Directors approves two changes to HEDNA's By-laws

The HEDNA Board of Directors met on June 28, 2010 in London. At that meeting, The Board discussed and voted its approval on two changes to the Association's by-laws.

[Read more](#)

Quick Links

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Get Involved with HEDNA!

HEDNA's Committees are very active in promoting electronic distribution. Learn more about the industry and get involved in shaping its future. Join a committee today! Find out more [here](#).