



HEDNA Board of Directors Nominee Qualifications & Role Description

Do you know someone among your HEDNA colleagues who you believe is interested in serving their professional association, and who can commit the time necessary to positively contribute as a member of HEDNA's Board of Directors? Could you?

HEDNA's Board of Directors consists of a diverse group of strategically oriented, qualified and dedicated industry professionals who leverage our disciplines, committees, and staff to achieve the association's mission. HEDNA is seeking qualified candidates for Board service beginning in January 2027.

The individual must meet the following criteria to be eligible for a director nomination:

Current Employment – *Required*

- Focused on an aspect of distribution within or related to the hotel industry.
- Must be a full-time employee of a HEDNA member company in good standing.
- Must be at manager level or above / in a decision-making role.
- Portrays leadership skills either through actions or experience.
- Must have international purview and/or company approvals to travel abroad for conferences. Board attendance at HEDNA's North America and Europe conferences is required. APAC conference attendance is encouraged.

Industry Participation – *Required*

- Should have at least five years' experience within the travel industry, preferably one year related to hospitality.

HEDNA Participation – *Preferred*

- Has attended more than one HEDNA conference in the past three years.
- Has had active participation in a HEDNA Discipline or Committee in the past three years.

HEDNA Director, Commitments & Responsibilities

- Regularly attends board meetings (in-person & bi-monthly calls), HEDNA conferences and important meetings. Attending HEDNA conferences in North American and Europe is required. Attendance at an APAC conference is encouraged.
- Makes commitment to participate actively in committee* and board approved initiatives. Projects will be implemented in collaboration with HEDNA staff.
- Volunteers for and willingly accepts tasks and completes them thoroughly and on time.
- Chairs, co-chairs or provides Board liaison leadership for a committee.*
- Serves as liaison between the board and committees*, prepares themselves well for meetings and reviews and comments on minutes and reports.



- Gets to know other committee* members and builds a collegial working relationship that contributes to consensus.
- Is an active participant in HEDNA's annual evaluation and planning efforts.
- Participates in sponsorship solicitations for the organization, as appropriate.
- Is an ambassador for HEDNA and facilitates connection with new/prospective/current members.
- Represents HEDNA on stage and on camera at HEDNA facilitated events.

*Committees may include:

- HEDNA disciplines or initiatives
- Conference planning committees
- Committees formed for specific deliverables
- Member sponsored initiatives and projects

HEDNA is a non-profit volunteer organization and as such, benefits from your leadership, expertise and time engaged in Board of Directors meetings, disciplines, committees and conferences held 2-3 times a year.

Your company must support your participation as a HEDNA Board member and underwrite the cost of all HEDNA related activities. HEDNA requires 4-5 hours per week of your time. Cost will vary based on meeting location.

For questions, please contact Jen Thornton at HEDNA - jen@hedna.org.