

News for Immediate Release



HEDNA Selects Stringfellow Management Group

Forest Hill, MD (January 5, 2022) – Stringfellow Management Group, Inc. (SMG) has been selected to provide association management services and headquarters operations for HEDNA , a trade association representing the global community of hospitality professionals, technology providers, educators, and consultants passionate about elevating the role of distribution. HEDNA’s mission is to simplify hospitality distribution.

“Stringfellow Management Group was the most obvious choice,” HEDNA President Sebastien Leitner stated. “Not only do they excel at the basics, they are best in class with their educational program expertise and conference execution,” he continued. “We are thrilled to have them representing HEDNA and are already seeing a tremendous impact.”

SMG is partnering with HEDNA by providing full-service management and support services including operations management, governance support, event management, professional development management, financial management, membership coordination, website management, and administrative support. SMG is also providing marketing-communications services including social media marketing and event marketing. With HEDNA’s 2023 Global Distribution Conference scheduled for January 23-25, 2023, the SMG team has taken the lead on conference planning as part of the transition.

SMG President, Fred Stringfellow, CAE, expressing his regard for SMG’s newest partner, remarked, “We’re honored to have been selected as HEDNA’s Association Management Company and to have the opportunity to partner with such a global leader in the hospitality distribution space. SMG’s experience with transitioning clients that have significant immediate deadlines is an area of strength for us. We’re confident in our ability to pull off a great event for HEDNA, and we’re looking forward to a long strategic partnership.”

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About HEDNA:

HEDNA is a global community of hospitality professionals, technology providers, educators, and consultants passionate about elevating the role of distribution. Through influence, collaboration and networking, HEDNA elevates careers, harnesses new business opportunities, and drives the business of hospitality forward, together. Through global conferences, local networking events and industry working groups, HEDNA helps stakeholders appreciate the nuances of today's technologies, gauge the impact of today's trends, and prepare for the challenges of tomorrow. To learn more, visit www.hedna.org

About Stringfellow Management Group

Stringfellow Management Group (SMG) provides headquarters operations, professional management services, specialized financial management, and conference coordination to 25 non-profit associations and foundations with its staff of 50 association professionals. SMG is an Accredited Association Management Company. Administered by the AMC Institute, AMC Institute Accreditation is recognized and supported by ASAE & The Center for Association Leadership and is based on the ANSI Standard of Good Practices for the AMC Industry. For more information on Stringfellow Management Group, please visit www.stringfellowgroup.net

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