

**Minutes of the Executive Committee Meeting
 held on Tuesday, December 8th, 2009, 10:00 hrs.
 at Silom Room, Dusit Thani Hotel**

Present:

| | |
|----------------------------|---|
| Mr. Luzi A. Matzig | Chairman, Executive Committee & Chairman, Marketing Committee |
| M.L. Hathaijanok Kritakara | Hon. Secretary & Chairman, Programme Committee |
| Mr. Ken Scott | Chairman, P.R. Committee |
| Mr. Danny McCafferty | Committee |
| Mr. Blair Speers | Committee |
| Mr. Jamlong Ratanapan | Committee |
| Ms. Ben Montgomery | Director, PATA Chapters, PATA HQ |
| Mrs. Joan Sarasin | Secretariat |

Excused:

| | |
|------------------------------|--|
| Mr. Kusa Panyarachun | Vice Chairman & Hon. Treasurer |
| Mr. Nino E. Jotikasthira | Chairman, Membership Committee |
| Mr. Vincent Tabuteau | Chairman, Green Projects Committee |
| Mr. Bert Van Walbeek | Co-Chairman, Education Committee |
| Mr. Danai Wansom | Chairman, Industry Development Committee |
| Mr. Bob James | Co-Chairman, Education Committee |
| Mr. James Reed | Committee |
| Mr. Ashley Monteiro | Committee |
| Mr. Pichai Chunganuwad | Committee |
| Ms. Ornuma Tisapramotekul | Associate Director – Membership Services, PATA HQ |
| Ms. Paveena Niemwongse | Manager – Communications, PATA HQ |
| Ms. Rochana Maiyaroj | Manager – Membership Service, PATA HQ |
| Ms. Patsupa Lelanaparn | Assistant Director – The Americas Market Division, TAT |
| Mr. Chalongchai Hiranyalekha | Director, Sales Management, THAI |
| Ms. Supaporn Chinpasnan | Convention/Incentive Sales Promotion, THAI |
| Mr. Apichai Sakulsureeyadej | Advisor, TTC |

Luzi Matzig, Chairman, Executive Committee & Chairman, Marketing Committee, opened the meeting at 1035 hrs.

1. Minutes of the Executive Committee Meeting held on October 28th, 2009

The Minutes were reviewed and approved.

2. Pending Matters

Additional Database for Members

The PATA Secretariat will add the additional names we have received from our members to the PATA Thailand Chapter website so that all future mailings will also be sent to these staff of our members.

Ben informed that meeting she will now send all our mailings to the 15,000 PATA Chapter members throughout the world.

3. Committee Reports

Marketing Committee

Joan reported that we have 105 members of PATA Thailand Chapter and SKAL attending the Joint PATA/SKAL Xmas Luncheon. We also have a good number of door prizes as well as travel packages for the Silent Auction.

Annual General Meeting & Elections, January 20th, 2010

The PATA Secretariat will send out the circular to our members announcing the AGM & Elections to be held on January 20th, 2010.

The meeting approved we will send an invitation to Blair Speers (for the e-Commerce category) and Ashley Monteiro (for the Indian market) to run for office on the Executive Committee for 2010-2011.

Membership Committee

The PATA Secretariat informed the meeting that Asian Oasis Co., Ltd. has cancelled their membership for 2010.

The PATA Secretariat will send out the Membership Renewal form to all the members so that we will be able to update our Membership List at the beginning of next year. Khun Kusa will also be able to issue the Membership invoices as soon as possible.

Ben informed the meeting that PATA HQ has a good relationship with Prof. Sutthichai Jitapunkul, Chula Unisearch, Chulalongkorn University and she suggested that we should invite Prof. Sutthichai Jitapunkul to serve on the Education Committee. The meeting also proposed that Bert Van Walbeek should continue to serve as the Education Committee as well as to run for the office of Chairman of the PATA Thailand Chapter.

The incoming Membership Committee will be requested to invite the major universities to join PATA Thailand Chapter as well as to serve on the Education Committee.

Ben informed the meeting that PATA HQ plans to work closely with the academic world and to invite them to join the Young Tourism Professional.

She proposed that one of the best marketing tools for the universities will be to organize an internship programme with our members. It was decided we will only offer this internship programme to any university which is a member of PATA Thailand Chapter. She informed the meeting that Bert is already working closely with PATA HQ on this programme.

Danny stated that he will invite Dusit College to become a member of the Thailand Chapter in order to join the above internship programme.

Joan informed the meeting that the internship programme should take into consideration that the students should be given a small daily allowance so that students who have to support themselves will have the chance to join this internship programme.

Education Committee

In the absence of Bert the meeting reviewed the SOTA International Conference Thailand and it will be proposed to Bert that the date of February 3rd, should be amended to later in the month.

The meeting noted that to date Bert has not been able to finalise the budget for this meeting with SOTA and it was agreed we will not proceed with this event until the financial arrangements are finalized.

Financial Report for December 2009

In the absence of Khun Kusa the meeting reviewed the Financial Report for December 2009.

The meeting requested that a comparison be prepared for the accounts for 2008 and 2009.

The meeting inquired on the status of registering two additional signatures which was discussed a few months ago and the PATA Secretariat will follow up on this matter.

The meeting proposed that Joan should also be registered as one of the signatures.

P.R. Committee

Ken informed the meeting he has been abroad for the past month and will now be issuing the next Product and Member e-Newsletter in January.

Blaire offered to assist in preparing the layout of the e-Newsletter and the meeting thanked him for the great job he has done with the new layout of the PATA website.

Blaire offered to handle the Membership Renewal Form to be sent our members so that we can update the PATA members database.

TTA/PATA Social Media Marketing Seminar, November 11th, 2009

The PATA Secretariat reported that 16 PATA Thailand Chapter members registered for this seminar and TTA will make a contribution of Baht 5,600.

4. Any Other Business

Khun Jamlong informed the meeting that the newly appointed TAT Governor, Khun Suraphon Svetasreni will attend the Christmas Lunch.

The meeting requested the PATA Secretariat to send a letter of invitation for the TAT Governor to be the Honorary Advisor of PATA Thailand Chapter so that we can amend this information in the PATA Membership List in the PATA Website.

There being no further business the meeting adjourned at 1150 hrs.