



**Minutes of the Executive Committee Meeting  
held on Tuesday, December 8<sup>th</sup>, 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 Lelanapaparn	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 28<sup>th</sup>, 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 20<sup>th</sup>, 2010**

The PATA Secretariat will send out the circular to our members announcing the AGM & Elections to be held on January 20<sup>th</sup>, 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 3<sup>rd</sup>, 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 11<sup>th</sup>, 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.