

**Online Industry Leaders Discuss
“Restaurant Marketing in a Digital World” at the
2008 National Restaurant Association Show in Chicago**

May 5, 2008 – Online industry leaders will gather at the 2008 National Restaurant Association Restaurant to discuss the state of Internet marketing in the restaurant industry. Scott Shaw, president and CEO of Fishbowl; Patrick Eldon, CEO of OrderTalk; Niklas Eklund, CEO of Livebookings, and Kate Stanford, Head of Marketing, Classifieds & Local for Google will take part in the panel discussion “Restaurant Marketing in a Digital World,” one of the several educational sessions held at this year’s 2008 National Restaurant Association Restaurant, Hotel-Motel Show in Chicago. The panel discussion is set for Saturday, May 17 at 2pm at the McCormick Place’s North Hall, 3th Floor.

The panelists will talk about how to use, leverage and combine emerging forms of media, including email, mobile, online ordering, online reservations, social networking, viral marketing and the web – to respond to today’s time-pressed consumers and downturned economy. They will also explore the opportunities and risks attendant to marketing in this new medium. The panel will be moderated by Peter Romeo, executive editor of Nation’s Restaurant News.

Scott Shaw is CEO, president and founder of Fishbowl, the leader in online marketing to the restaurant industry, specializing in email marketing and other interactive solutions for restaurants of any size. Prior to founding Fishbowl, Shaw spent 17 years with three start-up foodservice companies. He was co-founder and President of Amy’s Ice Creams, based in Austin, Texas; Partner & Chief Operating Officer of CAFÉ TU TU TANGO, a Nation’s Restaurant News “Hot Concepts” award-winner; and Chief Operating Officer of the Austin Grill, an award-winning seven-unit chain, based in Washington, DC. Shaw received a B.A. from Yale University with a major in Latin American Studies.

Patrick Eldon is the CEO of orderTalk Inc., an outsourced dotcom business for the food industry, specializing in online ordering for restaurants. Eldon has been the CEO of orderTalk since inception, which was established in the UK in 2004 and now has offices in the US and South Africa. Prior to oderTalk, Eldon practiced as an attorney, specializing in maritime law, in South Africa for more than 6 years at a large South African law firm and was one of four managing partners.

Niklas Eklund co-founded Livebookings Network in 2005, and has been CEO of the Livebookings Network since 2006. He is an experienced internet services entrepreneur who has built successes in closely related businesses such as online golf booking systems provider and Internet destination sites. Prior to joining Livebookings, Eklund founded Epani Systems, an internet booking and software administration systems provider to the golf industry. Eklund lives in Sweden and studied Computer Science at Chalmers Technical University in Gothenburg and Business Administration at Lund University, in Sweden. He has also served as an officer (lieutenant) in the Swedish Army and has received several Entrepreneurial accolades and awards.

Kate Stanford is Google’s Head of Marketing for Classifieds & Local, a category that includes restaurants. Stanford manages national marketing for Google’s team working closely with restaurant companies, advising restaurant marketers on how to effectively use online and offline platforms effectively to build connections with consumers, drive store traffic, build brand awareness and achieve other marketing objectives. Prior to joining Google, Stanford ran strategic planning for classified advertising at the Philadelphia Inquirer and Daily News

and held business development, marketing and production roles at various television companies including Zilo Networks and CNN. Stanford holds a BA from Princeton University magna cum laude and an MBA with distinction from the Kellogg School of Management at Northwestern University.

Peter Romeo is the executive editor of Nation's Restaurant News/Online, with responsibility for the content of the weekly newspaper's website and e-newsletters. He also contributes a column, news stories and features to the publication, and speaks on behalf of NRN at industry events. Romeo re-joined NRN in January 2006 after serving for 10 years as editor of Restaurant Business magazine. He has twice received the American Business Media's Jesse H. Neal Award, the Pulitzer Prize of business publishing, for his columns. He is a magna cum laude graduate of New York University, with a degree in journalism and American history, and is a member of Phi Beta Kappa.

**[National Restaurant Association
Restaurant, Hotel-Motel Show](#)**

May 17 – 20, 2008

McCormick Place, Chicago

The NRA Show is the industry's largest single gathering of more than 74,000 restaurant and hospitality professionals, and the number-one venue for networking, education, watching trends and building business-to-business connections and relationships.

About Fishbowl

Alexandria, VA-based Fishbowl is the leader in on-demand email marketing software solutions for the restaurant industry. Fishbowl serves over 800 restaurant companies in North America and Europe powering email marketing to over 28,000 restaurant locations. Fishbowl's solutions make it easy for our restaurant partners to identify their restaurant guests, manage their guest database, deliver high quality email marketing campaigns to drive repeat visits and generate revenue. For more information on Fishbowl, email press@fishbowl.com, visit www.fishbowl.com, or call 703-836-3421.

Visit Fishbowl at the **National Restaurant Association Show** on May 17-21 at Booth # **6469**.