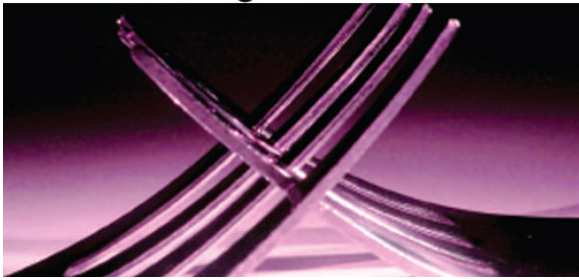


# 2010 Restaurant Marketing Summit



FLORIDA  
RESTAURANT  
& LODGING  
ASSOCIATION

Monday, May 17  
Renaissance Vinoy, St. Pete



We know what your customers  
are saying about you... **do you?**

**Tickets** = \$49 members; \$59 non-members

*Includes: Breakfast, lunch, summit and 2 drink tickets at Reception*

**Reception and Regional Showcase only = \$20**

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## AGENDA

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### Sunday, May 16<sup>th</sup>

6:30 – 8:30

**FRLA Marketing Council VIP Reception** – an evening of cocktails and conversation with members of FRLA’s Marketing Council: Evelyn Bjornson, *Coca-Cola*; Ursula Boll, *Miles 360*; Julie Bracken, *Sysco South Florida*; Conrad Carney, *CMSText*; Rhett Fischer, *Rusty's Seafood*; Mike Hartsaw, *Sysco West Coast*; Lorrie Hero, *Columbia Restaurant Group*; Chris Lynch, *PrimeNet Marketing Services, Inc.*; Tracey Mills, *Sysco West Coast FL*; Roger Miles, *Miles Media*; Jimmy Moore, *Heartland Payment Systems*; Dave Reid, *Miller's Ale House Restaurants*; Will Seccombe, *VISIT FLORIDA*; Scott Shaw, *FishBowl Marketing*

### Monday, May 17<sup>th</sup>

8:15 – 9:00 p.m.

**Continental Breakfast and Registration**

9:00 – 10:00 a.m.

**Keynote Address - Marketing FutureCast** – *presented by C.A. Clark, Vice President, Miles360* – A visionary, visual look at Connecting with Your Customers in the Online World. This high-level look into the future will take you from handheld, to laptop to social sites, geotagging and beyond. Join us for this broad view of the current digital marketing landscape and the opportunities for marketers in the years to come.

10:15-11:00 a.m.

**Email Marketing – Affordable, Effective, Easy** – *presented by Scott Shaw, FishBowl Marketing* - Find out how to increase customer frequency, guest loyalty and profits through the creation, design, and distribution of a email campaigns. Discover tactics to grow your list of customers who want to receive your emails and how to ensure optimum deliverability. Hear about the significant return on investment generated by tried and true marketing campaigns. And find about how to integrate and leverage your email and social media programs together.

- 11:00 – 11:45 a.m. **Social Media 101** – *co-presented by Barbara Valentino, Tropical Smoothie and Sherri Fishman, Fishman Public Relations* - Learn the basics needed to get started with the free social media tools – from Facebook to Twitter to LinkedIn. What are the opportunities and the pitfalls of wagging a social media campaign. We will take you from How-To to Viral as you learn how to make these free marketing medium work for your restaurant.
- Noon – 12:45 p.m. **Online Reviews** - *presented by Luther Lowe, Yelp* – Word-of-mouth is moving online, and user generated content websites like Yelp.com are becoming increasingly powerful as consumer guides. How do you ensure your reputation is strong? No business is perfect -- how will your restaurant respond when it receives its first negative review? Everything you need to know from unlocking your free business tools to managing your online reputation.
- 12:45 - 2:15 p.m. **Lunch**  
**Industry Insight Restaurant Panel** – Hear from top industry insiders about shifts in their marketing strategy in this world of online opportunity. To include first-hand accounts of effective use of social media and grassroots campaigns that cost little but return big results.  
**Panelists include:** *Dave Reid, Millers Ale House; Monique Yeager, Sonny's Barbeque; Barbara Valentino, Tropical Smoothie; Lorrie Hero, Columbia Restaurant Group; Eddie Nickell, Funky Monkey Wine Company*
- 2:30 – 3:00 p.m. **Text Message Marketing** – *presented by Conrad Carney, CMSText* – Learn what's new in the world of mobile marketing, who in this industry is using it well and what is working. From how to start your own turnkey mobile marketing program or create a mobile VIP customer loyalty club to how to develop a database that will provide instant access to your customers. Find out what's working with restaurants nationwide with actual restaurants case studies.
- 3:00 – 3:45 p.m. **Be Discoverable with Online Search** - *presented by Mark McMaster of Google, Inc.* How does your business appear when online users are searching for a destination? What makes some restaurants easy to find, and others seem non-existent? Worldwide search leader Google will outline the basics of search strategy for hospitality businesses. Learn tactics to make your business more visible across the Web, drive store traffic, conduct promotions and build awareness using map locations, paid search (SEM), and free, easy tools to help better understand your customers.
- 3:45 – 4:30 p.m. **Marketing the Independent Restaurant** – *presented by Julie Bracken.* From gift cards and loyalty programs to targeted direct mail and more. Reaching and retaining customers and building loyalty are still a major part of the marketing mix. Leave this session with grassroots ideas that you can implement immediately to increase traffic.

4:30 p.m.

**Closing Remarks** – Lorrie Hero, *Columbia Restaurant Group*

4:30 – 7:00 p.m.

**Networking Reception and Regional Member Showcase**

Mingle with presenters, panelists, sponsors and guests while you enjoy the showcase displays of regional FRLA members including local restaurants, hotels and industry suppliers. Presenters and panelists will be on-hand to answer your questions from the days events.

### Gold Sponsors



### Silver Sponsors



### Bronze Sponsors



### Contributing Sponsors



## SPEAKERS

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**C.A. Clark, Vice President**  
**Miles360**

C.A. is responsible for guiding the integration of design, architecture and technology for Miles360's destination resort customers. He works collaboratively with clients across the U.S. to develop custom, innovative, electronic programs that are competitive and constantly evolving, ultimately resulting in higher user satisfaction and greater conversion. For the past 15 years C.A. has worked exclusively in electronic publishing and has experience with every aspect of website production from the first concept sketch down to the last code review. In that time he has personally built or been instrumental in the creation of more than 180 client websites and electronic programs. After working exclusively with Destination Marketing Organizations across the country for 10 years, C.A. has switched gears with Miles360 and focuses on helping destination resorts create content-rich websites and integrated programs that maximize both traffic and conversions.



**Scott Shaw, Founder & Chief Executive Officer**  
**Fishbowl**

Prior to founding Fishbowl, Scott 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. Scott has been a guest speaker at numerous industry events, including the Restaurant Finance Monitor's annual conference, the National Restaurant Association annual conference, the Multi-Unit Restaurant Technology Conference, the Restaurant and Bar Show, the Neighborhood Marketing War College, the NRA's Marketing Executive Group conference, and M&C Reports UK Restaurants 2006 Conference.



**Barbara Valentino, Vice President of Marketing and Communications**  
**Tropical Smoothie**

Barbara Valentino is a seasoned marketing veteran and has been Vice President of Marketing and Communications of Tropical Smoothie Café since October 2008. Before that, she was Director of Marketing and Communications of Tropical Smoothie Café since joining the team in June 2006. Ms. Valentino previously served for seven years as Senior Director of Brand for Cold Stone Creamery in Scottsdale, Arizona where she and her team built the brand from 100 units to over 1,500 and also worked on the international expansion.



**Sherri Fishman, President**  
**Fishman Public Relations**

Since 1984, Fishman Public Relations' President Sherri Fishman has been generating high-level publicity on behalf of more than 300 leading franchise concepts throughout the U.S. and Canada, including such brand giants as Bojangles, Beef O' Brady's, Einstein Bros Bagels and of course, Tropical Smoothie Café, among others. A noted expert on franchise PR, Sherri has authored several articles as well as been quoted as a franchise industry expert in trade publications, including Franchise Update, Franchise Times, The Franchise Handbook, and Franchising World.



**Conrad R. Carney II, *Founder and CEO***  
**CMSText**

Conrad Carney started his telecommunication career at McCaw in 1987. McCaw Communications, known then as Cellular One, was the world's largest cellular telecommunications company. At age 23, Mr. Carney headed a sales division in Kentucky and was one of the youngest executives at the company. He worked at McCaw Communications before entering and having a very successful career in the financial services industry. Mr. Carney re-entered the telecommunications after recognizing the potential applications and growth in the mobile marketing arena and is regarded as an expert in mobile marketing. He has been a featured speaker for General Motors, Realty World International and the National Association of Convenience Stores, among many others. Mr. Carney's focus is helping smaller companies understand and implement successful mobile marketing campaigns that deliver substantial increases in revenues.



**Luther Lowe, *Business Outreach Manager***  
**Yelp**

Yelp is the leading social media platform specifically dedicated to connecting people with great local businesses. With over 30 million monthly unique visitors and 10 million reviews, it is the leading local review website in the U.S. Luther Lowe has been with Yelp since 2008 and works to educate local business owners about the valuable role they play on Yelp. He meets often with business owners across the country and works closely with the different divisions within Yelp to develop and execute products and best practices that speak to the needs of local businesses. Previously, Luther worked as a Special Assistant to retired 4-star General Wesley Clark.



**Mark McMaster, *Manager***  
**Advertising Sales, Google**

Mark McMaster manages client service teams for Google's advertising partners including restaurants, local services, education and legal services. He has been with Google for three years, including roles in business development, research and advertising strategy. Prior to joining Google, Mark led product strategy for clients such as Shell Oil, Jim Beam, Nestle Purina, and the U.S. Army while at Omnicom agency The Beanstalk Group, and covered marketing trends as an editor and reporter at business publisher VNU. He is a graduate of the University of Kansas and the Medill School at Northwestern University, where he also served as editor-in-chief of the *Journal of Integrated Marketing Communications*.



**Julie Bracken, *Vice President of Customer Resources***  
**Sysco South Florida**

Julie Bracken has 30 years of experience in the foodservice industry as a marketing professional and restaurant owner. She has a BBA in Marketing and International Business from Florida International University. She is a member of Women's Foodservice Forum, past Sponsor & President of Toastmaster's International local chapter, Competent Toastmaster, FRLA Board Member South Florida, serves on the board of AMI Kids, a non-profit organization that works with at risk children, and certified as a trainer by The Ken Blanchard Companies for Raving Fans and Fish! In her role with Sysco, she is responsible for Marketing, Business Development and Business Review.

## PANELISTS

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**Lorrie G. Hero, Director of Sales**  
**Columbia Restaurant Group**

Lorrie is the Director of Sales based out of the Columbia Restaurant Group Corporate Offices in Ybor City, responsible for overseeing the sales and marketing efforts of the 6 Columbia Restaurants, 2 Cha Cha Coconuts and the Columbia Café at the Tampa Bay History Center. As the exclusive caterer of the History Center, her efforts bring groups, conventions and meetings to this unique venue for very special waterfront events. Lorrie is President of the Pinellas Chapter of FRLA and co-chairs the FRLA Marketing Council. She is Vice President of Skål, an international hospitality and tourism executive group, does committee work with Meeting Professionals International and is an active participant in

multiple Greater Tampa Chamber of Commerce committees and working groups.



**Dave Reid, Executive Vice President of Operations**  
**Miller's Ale House Restaurants**

Dave Reid has been with Miller's Ale House for 17 years. As Vice President of Operations, Mr. Reid oversees all operations for the chain's 50 units located in 6 states and is responsible for 4,500 employees and 250 managers. He is directly responsible for the marketing efforts of Miller's Ale House including overseeing all advertising expenditures, social media platforms, mapping, blogs, web site content and design, SEO, branding and strategic marketing campaigns including email, radio, TV, newspaper and direct mail. Dave also oversees customer loyalty, feedback and guest satisfaction initiatives. Dave's other responsibilities include food and beverage program development, and internal

management training and leadership programs. After obtaining a PHR certification in Human Resources, Dave created and implemented three video training programs and authored the staff and management handbooks for Miller's Ale House Restaurants. His 25 Years of industry service include having worked with T.G.I. Fridays, Pier 66 Hotel and Limelight Atlanta. Dave has served on the Board of Directors for the FRLA for the past 8 years, twice has been appointed to the FRLA's Executive Committee and currently serves as the FRLA Chairman-Elect.



**Monique R. Yeager, Director of Public Relations**  
**Sonny's Franchise Company**

Monique Yeager has over 15 years of marketing and public relations experience. In her current role, she is responsible for overseeing Sonny's Franchise Company's system-wide public relations efforts including brand positioning; social media; internal and external communication strategies. Additionally, Monique acts as the company spokesperson to media and public outlets and directs all policies and objectives involving matters of government and legislative issues. Prior to joining Sonny's Franchise Company, Ms. Yeager was the Marketing Manager for Baker Hostetler where she was responsible for the firm's marketing and community relations initiatives.



**Eddie Nickell, Owner**  
**Funkey Monkey Wine Company**

Eddie has worked in luxury hotels and fine dining restaurants including L'Auberge Restaurant in Dayton Ohio, Leonce Picot's 2 famed restaurants The Down Under, and La Vielle Mason in Boca Raton. In Central Florida, Eddie opened Primo Restaurant working with James Beard award winning Chef Mellissa Kelly in the JW Marriott completing a 12 year Marriott stint, Eddie became Hotel Sommelier and GM of the 4 star Dux Restaurant in the Peabody Hotel before creating his own award winning concept The Funky Monkey Wine Company. A veteran restaurateur and sommelier, Eddie is President of the Tasters Guild Orlando and is President Elect for the Central Florida FRLA. The Funky Monkey Wine Company currently has 2 locations in the Orlando Market with 50 employees.

**2010 Restaurant Marketing Summit  
Attendee Registration Form**

Please return to [Susana@FRLA.org](mailto:Susana@FRLA.org) or fax: 850-224-2871

Name of Company: \_\_\_\_\_

Name: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Choose number of registrants below:

Members \_\_\_\_\_ Tickets at \$49 each

Non-Members \_\_\_\_\_ Tickets at \$59 each

Payment should be made payable to:

FRLA

Attn: Susan Aronson

P.O. Box 1779

Tallahassee, FL 32302

Deadline is 5/12/10

Please include names of all attending:

|       |
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| _____ |
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| _____ |

Method of Payment:

Credit Card:    Visa                    MC                    AmEx

Credit Card #: \_\_\_\_\_ Exp Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Paid by Check #: \_\_\_\_\_

**For information, please call Susan Aronson: 888-372-9119, ext. 226  
or email [Susana@FRLA.org](mailto:Susana@FRLA.org) fax: 850 224-2871**

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**Hotel Reservations**

When arranging your reservation please be sure to mention you are with the  
**FRLA Restaurant Marketing Summit**. A room block is reserved for May 16<sup>th</sup> with a special rate  
of \$99. This rate will be honored on the 17<sup>th</sup> on a space-available basis.

**Renaissance Vinoy, St. Petersburg**

501 5th Avenue Northeast, St. Petersburg, FL 33701

(888) 303-4430 Group Code FRLFRLA

# 2010 Restaurant Marketing Summit Regional Showcase Display Registration Form

Please return to [dannette@FRLA.org](mailto:dannette@FRLA.org) or fax: 727-953-6803

**SHOWCASE DISPLAY: \$50 for members only (includes table and table covering)**

**Fax or Mail payment to:** FRLA, Pinellas Chapter, P.O. Box 554, Largo, FL 33779 Fax (727) 953-6803  
For further info, contact Dannette Lynch, Regional Director FRLA 727 642-3404 or email [dannette@FRLA.org](mailto:dannette@FRLA.org)

**Sunday, May 16<sup>th</sup>**

**FRLA Marketing Council VIP Reception:** 6:30 pm – 8:30 pm  
(complimentary with Summit Admission)

**Monday, May 17<sup>th</sup>**

**Restaurant Marketing Summit:** 8:15 am – 4:30 pm  
**Networking Reception and Showcase:** 4:30 pm – 7:00 pm

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**To Attend the 2010 Restaurant Marketing Summit,**  
contact [Susana@frla.org](mailto:Susana@frla.org) or 888-372-9119 ext 226  
**SUMMIT TICKETS: \$49 members, \$59 non-members, \$29 for Showcase participants**

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**Please plan to attend. It will be a great way to get to know your fellow members, and their products, services and specials. There will also be appetizers served and a cash bar available.**

## SHOWCASE REGISTRATION

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_

I need access to electricity *(spaces limited so will make every effort to accommodate/early registration a plus).*  I need wireless internet if available.

*Locations will be assigned, set-up will begin at 2:00 pm. Showcase opens at 3pm Special request contact Dannette prior to showcase*

## PAYMENT INFO

Total # of attendees: \_\_\_\_\_ Showcase?  Yes  No Total Amount: \$ \_\_\_\_\_

Check # \_\_\_\_\_ *(make checks payable to FRLA Pinellas Chapter)*  Credit Card: MC Visa Am/Ex

Credit Card #: \_\_\_\_\_ Exp date: \_\_\_\_\_

Signature: \_\_\_\_\_

(Signature authorizes charge to credit card in the amount printed above)