

Type	Release	Date	Steps Taken
Company	New Leadership Launches Technology	6/27/03	Wire
	Zonal Buys in to SIVA's Future	8/28/03	Wire
	SIVA Buys TouchMark	10/26/03	FSTEC Media Kit 2003
	SIVA Sponsors NRA Study Group	4/13/04	
	\$5.4 Million in Funding Fuels Growth	5/28/04	Wire
	SIVA Enters into Agreement to Buy Progressive	7/20/04	Wire
	Combined SIVA/Progressive Offering	7/20/04	
	SIVA Obtains Court Order in Progressive Deal	8/16/04	Wire
	SIVA, Patriarch, xpient Agree to Settlement	9/2/04	Wire
	NRA Fall MIS Study Group Sponsored by SIVA	10/15/04	Wire, FSTEC Media Kit 2004
	SIVA Supports NRA Study Group	4/12/05	
	SIVA's Support of NRA MIS Study Group Continues	10/6/05	
	SIVA Welcomes NRA Study Group	3/9/06	
Products	SIVA to Add Givex	10/26/03	Wire, FSTEC Media Kit 2003
	iSIVA POS Certified on IRES	10/24/04	Wire, FSTEC Media Kit 2004
	IntelliKitchen Now Available	7/28/03	
	Handheld Ordering Application Added	10/26/03	FSTEC Media Kit 2003
	Restaurants Respond in Real Time	8/25/03	
	SIVA Announces New Guest and Access Tech	10/24/04	FSTEC Media Kit 2004
Customers	Pasha's Expands with Next Gen Tech	10/26/03	FSTEC Media Kit 2003
	Jason's Deli Takes New Direction	7/20/04	Wire
	Darden Moves Forward with SIVA POS	9/16/04	Wire
	Arturo's Streamlines International Operations	10/24/04	Wire, FSTEC Media Kit 2004
Partners	Logic Controls and SIVA Join Forces	10/26/03	FSTEC Media Kit 2003
	SIVA Offering Available on Windows	11/6/03	
	Ingenico and SIVA Partnership	10/24/04	Wire (Paris and Canada), FSTEC Media Kit 2004
	SIVA and RetailDNA Form Strategic Alliance	10/24/04	Wire, FSTEC Media Kit 2004
	Wincor, SIVA Team to Deliver Proven Linux	10/24/04	Wire, FSTEC Media Kit 2004
	Ernex, Moneris, SIVA Announce Strategic Alliance	3/10/05	Canadian wire
	CBORD, SIVA Expand POS Functionality	7/28/05	Wire (CBORD)
Resellers	Business Technology Solutions	10/26/03	FSTEC Media Kit 2003
Personnel	Ferrante Addition to Team	4/9/04	
	Link Promoted	6/9/04	
	Kramer New Hire	6/28/04	
	Levi Named SIVA Vice President of Sales	2/25/05	
	SIVA Appoints Vilot to Chief Technology Position	10/4/05	

Type	Hit	Date	Content
iSIVA	IT Management	1/03	Expert Systems
iSIVA	Internet Retailer	9/03	Web-based POS round-up
Company	South Florida Business Journal	9/5/03	Zonal investment
iSIVA	Nilson Report	10/03	Givex release
Company	Wall Street Journal	10/16/03	Sun bashing
Company	Nation's Restaurant News	11/17/03	FSTEC Best in Show award
Company	QSR	12/03	Melvin profile
iSIVA	Midwest Foodservice News	12/03	Givex release
iSIVA	Pizza Today	1/04	Get off the PC and onto a POS
iSIVA Alerts	knoxnews.com	3/7/04	surveillance
Company	Nation's Restaurant News	3/8/04	Op ed: Riding the wave of the future
POS ²	Hospitality Technology	4/04	Unwiring Guests (no mention of SIVA)
iSIVA Alerts	Internet Retailer	5/04	Web-based niche applications
POS ²	R&I Technology Revolution	5/1/04	No mention of SIVA (policy)
Company	South Florida Business Journal	6/4/04	\$5.4 Mil in funding
Company	RSPA Show Daily	7/21/04	Progressive acquisition
Company	IT Manager's Journal	7/21/04	Interview with Ian Palmer, 905-846-9500 re: business optimization
Customers	Linuxdevices.com	7/21/04	Henry Kingman, 775 623-2574 Jason's Deli
Company	HT Alert	7/27/04	Progressive plus Jason's (e-newsletter)
Company	EyeRIS	7/04	e-newsletter: Progressive acquisition
Company	Franchise Times	8/04	\$5.4 Million Funding release pick-up
Company	Sun-Sentinel	8/2/04	Progressive acquisition
Company	NRN	8/9/04	Progressive acquisition (print and on-line)
Company	Microsoft Bcentral	8/12/04	When are you big enough to need a POS? Jeff Wuorio (jwuorio@adelphia.net)
Company	NRN On-line	8/18/04	Progressive acquisition blow-up
Company	South Florida	8/27/04	Progressive acquisition blow-up
Customers	Internet Retailer	9/04	Darden (newsletter and press release on site)
Customers	Executive Technology	9/04	Darden (home page link to article)
Customers	Nation's Restaurant News	9/04	Darden (Daily Special on web site)
Customers	Hospitality Technology	9/04	Darden (Home page link and mention in HT Alert newsletter)

Customers	Hospitality Technology	9/04	Reid Paul--Jason's
Company	NRN	9/6/04	Progressive acquisition blow-up
iSIVA	Newsforge web site	9/07/04	Gene Koprowski
Company	Accuvia	10/04	Rae Gibbons FSTEC preview and round-up issues
Customers	Nation's Restaurant News	10/04	Lisa Terry, Technology Supplement, Jason's Deli
Customers	Hospitality Technology	10/04	Pasha's: POS chat room for October issue
Customers	Today's Restaurant News	10/04	Darden release
Customers	Nation's Restaurant News	10/11/04	Darden announcement
Company	Hospitality Tech Advisor	11/04	Accuvia e-newsletter: FSTEC media kit round-up
iSIVA	Hospitality Technology	11/04	ASP POS: Ed Rubenstein
Customers	Hospitality Technology	11/04	Darden announcement
Company	Sun-Sentinel	11/22/04	Company Profile...Ian Katz
IntelliKitchen	QSR	12/04	FSTEC wrap-up (plus Restaurant Dashboard)
iSIVA	RIS News	1/05	IBM Linux supplement
Company	Linux Magazine	5/15/05	Retailers using Linux
iSIVA	QSR	6/05	POS and franchisees
Company	IT Manager's Journal	6/23/05	Why XML Certification Matters
Customers	Hospitality Technology	9/05	Jason's: Getting Maximum Return on POS
Company	Sun-Sentinel	6/06	company profile/Morgenthau

Potential Releases		Potential Piches	
Company	Morgenthau investment	Miami Herald South Florida VC pitch	
	Sonic ice machine story		
Product	4.5 product launch	SOX pitch to financial pubs if enough functionality there	
		Break rules pitch to CA	
	Portal 2.0		May not be enough there
	Pay@Table Usability Study		Not done yet - but we should recycle content when it is complete
Customers	Luby's customer announcement	Shoot for HT Profile, 1 of 2 for NRN	
	Legal customer announcement	LTK on-site story/Inc.?, 2 of 2 for NRN	
	RUI customer announcement	3 of 2 for NRN, R&I angle for this plus Legal?	
	Reseller customer Select timing TBD		
	Reseller customer Villa timing TBD	Pizza Today	
	Reseller customer Hooters franchise timing TBD		
	Reseller customer Miller's Ale House		
	Pizza Pizza on hold	Pizza Today	
	<i>Note: Can award nominations be leveraged into releases (esp. Darden)?</i>		
Partners	NCR Platinum Partner for 2nd year		
	IBM SIF Certification		
	24x7 Profile	Reseller pubs case study	
	Pending: Ubuntu Linux certification		
	Pending: Verifone certification		
Potential Op Eds and Placed Pieces		Target Publication	Status
	Guest Experience	NRN - or is there something faster?	Draft by Bob Threkeld
	The New Restaurant Marketing Technology		Julie by-line - but what would be publication?
	Luby's Real-Time Information		Based on Jonathan's FSTEC presentation? Could we use Jonathan even though he is no longer at Luby's?
	Technology Strategies for Growth		Pasha's?
	SOX Compliance and POS		Luby's? Need more development on product?
	Future tech	Guest column in HT or NRN	Supporting marketing program
	A non-technical guide to picking POS	State Restaurant Assoc pubs	Florida usually does their POS issue in January
	Restaurant Technology in a Hamburger		

	Linux		Tech pub. Wait for Jason's install?
	Pending: Technology to Support New Profit Centers		Combine with Delivery/Curbside launch
	Pending: New pricing models		Combine with Evergreen launch
	<i>Note: Need a list of pubs that run guest columns (restaurant, IT, finance)</i>		
Potential Case Studies		Status	
	RUI	Permission granted	
	Luby's	Will consider a draft	Would love to get them to agree to the fall Accuvia paid case study placement since I'd have it for FSTEC and Restaurant Finance and Development
	Legal	Not asked yet	
Programs Not Ready for Prime Time			
	Delivery product launch		
	Curbside product launch		
	Dashboard product launch		
	Kiosk product launch	Q4?	
	Evergreen pricing		
	Pizza market launch		
	Hotel market launch (2007)		
	POS2 push based on finalizing Applebee's contract	Q4?	
Half-Baked			
	Unique POS requirements for multi-concept operators		This will be a theme of the RUI case study but can we leverage into more
	Cafeterias/Buffets		Can we get institutional feeder pubs interested in the Luby's technology -- especially the modifications we did to IntelliKitchen? Is that a product press release?
	"The way restaurants differentiate themselves is either food or service – we can conform to the way they want to do service, service levels, etc"		Can this idea be built into an op ed for a TSR pub?
	Is there a story on SIVA as an example of a company starting to try and built an international presence?		

Award Name	Description	How to Enter	Cost to Enter	Entry Deadline
Codie Awards	Presented by the Software & Information Industry (SIIA), it celebrates achievement and vision in software, education technology and digital content. It has been in service for 20 years and recognizes innovative products, services and companies. For a complete list of categories, go to www.siiia.net/codies/2005/categories.asp . Several categories that may be a good fit for SIVA include: Best Business Productivity Product or Service, Best Business Software Product or Service, Best Communication or Collaboration Solution, Best Database Management Product or Service and Best Software Development Product	Fill out the form online or download the PDF and fax it to Cristina Stensvaag at 202.289.7097	SIIA Members: \$250 for 1 category per product; \$450 for 2 categories per product; \$600 for 3 categories per product. Nonmembers: \$450 for 1 category per product; \$810 for 2 categories per product; \$1080 for 3 categories per product	Nominations are due Oct. 15
ComputerWorld Innovative Technology Awards	Now Horizon Awards - SIVA doesn't fit any of the categories			n/a
Deloitte Technology Fast 500	Founded in 1995, it recognizes the 500 fastest-growing technology companies in the U.S. and Canada. The Fast 500 Rising Star program recognizes younger companies on track to make the Fast 500 list. For Rising Star Program, must have been in business for a minimum of 3 years and less than 5. For Fast 500, minimum of 5 years in business. Website is www.fast500.com	Via website or you can request a hard copy at fast500@deloitte.com	No cost	May 31 - Do have to be willing to have three years of revenues published
Fast Company Fast 50	Looking for remarkable people: courageous leaders, energetic innovators, problem solvers and troubleshooters, trend and agenda setters -- leaders who are fueled by courage, integrity, passion, and a commitment to results. What did you accomplish in the last year? What did you learn? What story would you like to share	Readers submit nominations online.	No cost	Done for 2006

Franchise Update FAB Awards	To honor outstanding achievement and innovation by franchisees. An important opportunity to publically acknowledge franchisees for outstanding performance.	For details, email Therese Thilgen at tjt@franchise-update.com .	N/A	Done for 2006 - March presentation
FSTEC Awards	Distinguished Achievement (individual), Project Excellence, Team Excellence. Project must have been completed between 8/31/05 and 5/31/06 - minimum 10 units installed.	www.fstec.com/pdf/FSTEC06_Nominations.pdf	N/A	July 14, 2006 - Luby's opportunity
Growing With Technology Awards	It is open only to small to medium-sized organizations with a total of 999 or less full-time and/or part-time employees. Sponsored by Cisco Systems. Categories include Sales and Marketing, Customer Relationships, Operational Excellence, and Public and/or Education Sector. Website is www.cisco.com/go/technology_awards . Winners are recognized at a public awards ceremony in San Francisco.	Via website	No purchase necessary	May 9 - June 25 - Fit for Legal in 2007?
Hospitality Technology Edge Award	Appears to no longer exist			
Hospitality Technology Visionaries	Honors specific restaurant operators.	Contact Reid Paul (rpaul@edgellmail.com) with a brief statement (50-200 words) about why the recipient is an industry leader	N/A	Runs in the May issue.
MUFSSO Awards - Golden Chain Award, Operator of the Year Award, Pioneer Award, Innovator Award	No submission process - all selected by the editorial board of Nation's Restaurant News	http://www.mufso.com/banquet_awards.cfm	N/A	Presented mid-October
QSR Applied Technology Awards	3 categories - operations innovations, customer convenience and endurance award. Solutions must have been installed the previous year except for endurance, which should have been in use for at least 3 years	Information on www.qsrmagazine.com or contact Sherri Daye	N/A	April 14, 2006

RIS News Fusion Award	Honors retailers who execute a business initiative with a major technology component that produces significant performance results.	Nominations are solicited by email and online beginning in April. To get on the mailing list, contact Cathy Marder at cmarder@edgellmail.com . They have added JohnstonWells to the mailing list.	No cost is listed	No info available
The International Business Awards or the American Business Awards(Stevie Awards)	Honors great performances in the workplace by executives, workers and companies nationwide. Considered the world's premier business award. Award is presented during a nationally-broadcast ceremony in New York. Categories include Best Overall Company, Best New Product or Service, Best Product Development Team, and Best Creative Team. Website is www.stevieawards.com/iba or www.inc.com .	Entries may be submitted by mail, fax (703.991.2397) or via website. Most categories require the submission of an essay describing the year's accomplishments.	\$250-\$300 depending upon category	April 30th
The South Florida Business Journal Technology Awards	This is a local award. Recognizes the accomplishments of various business industries in the South Florida marketplace, including professional services and general business. Based on revenue growth, creation of jobs, commitment to employees and community involvement. Categories include Internet Based, Rising Star, Software Technology, Business Technology Application and Best CIO. There are Technology Awards and Business of the Year Awards. Website is www.southflorida.bizjournals.com/southflorida/nominations	Fill out the form online and an application will be sent to you	No cost	June 2nd

Editorial Calendar Opportunities	Issue	Section	SIVA Angle
Business Solutions	October (ed deadline 6/14)	Channel Success Features: POS in Hospitality	24x7 (SIVA dealer) profile. Getting a new vendor/dealer relationship started. Identifying multiple profit points around a vendor solution. In a less than a year, 24x7 has been very successful in quickly ramping up SIVA sales and is now managing the problem - or opportunity - of needing to increase support capacity.
Business Week	Any 11/13	Regularly recurring "Future of Technology" section Wireless World (web only)	Technology Recipe for a Hamburger (updated) plus on-site visit to Legal Sea Foods LTK On-site visit to Legal Sea Foods LTK to see how they are using wireless Luby's or Legal. However, since this is Reed they won't mention SIVA unless we are an advertiser. Is there a delicate way to find out what the price of admission is to get our name in before we spend a lot of money setting up a story? Would a \$3,200 quarter page ad in the same issue do it?
Chain Leader	July, October	Innovative technology within chains I have a print media kit and it's missing an ed calendar, as is on-line version so I assume we just pitch into the wind.	Pasha's is right for the segment. Maybe Jason's if they ever get into a store. HOLD FOR NOW--NEED PASHA'S RUNNING SMOOTHER
Fast Casual	Any	They accept article submissions. See http://www.restaurantandlodging.com/index.cfm/referer/content.contentList/ID/241/ for guidelines.	I would rather try to get a Jim piece in on how to choose new technology or futuretech -- or recycle the guest experience op ed. If we can't sell that, then we could try a customer piece on Pasha's or Dynamic (Pranzo's and Denny's) -- but that's going to take longer and I'd like to see if we can get a quick slam dunk with this book. How Pasha's designed a technology infrastructure from day one to support franchising and growth. (However, Pasha's hasn't signed up a franchisee yet so this may not fly.) HOLD FOR NOW.
Florida Restaurant & Lodging	Any	Fast Casual franchisees	I'm not sure if I want to be in this or not. It depends on whether they are really looking at technology or if it's like their Scoreboard and they've rigged it so old, established advertisers will come out on top. What I really want is a cover story on Luby's use of POS and IK--take it as a personal challenge:) Or, for that matter, one on LTK.
Hospitality Technology	November/December Any	POS Software Technology Spotlight	

	Any	Guest Column	They do run an operator guest column, which we might be able to write for a customer. However, what I'd really like to place is a futuretech column under Jim's byline. Of course, maybe Legal could by-line a futuretech column
Information Week Integrated Solutions for Retailers	10/30	Emerging Enterprise: Systems Management	They will be researching a story on third party tools that manage enterprise systems. What SIVA could provide is a discussion with Jim of how next generation applications are building enterprise-wide system management into the application architecture.
	September	Wireless POS	Legal Sea Foods is using both wireless POS and wireless credit/debit card settlement
	December	POS Software	Obviously, we don't have a "retail" customer, but we could line up a restaurant operator if it made sense. As soon as we have two customers announced and talking
Nation's Restaurant News	Any	Technology Column	
	Any Any	Marketing Column Op Ed	The coming intersection of operations and marketing technologies in the restaurant: SIVA's futuretech spiel One submitted per quarter
Optimize	December	Managing Mobility	One of their interests is vertical apps for retail. Legal's use of POS2 and Pay@Table could be pitched here as addressing specific operational requirements wirelessly in the restaurant sub-segment of retail. Solutions will have been implemented long enough in the early stores that we should be able to provide some solid metrics. SIVA has (not launched yet) a unique Delivery application that we could pitch here. Pizza Pizza probably won't be using it until 2007, so it would have to be a straight technology product pitch.
Pizza Today	November	Carryout and Delivery issue	
	When deal is announced	Pizza Pizza profile	Pizza Pizza has been at the forefront of technology use for the past quarter century. The work they will be doing with us in terms of centralized call center management with load balancing order assignments to the individual stores is very cool. And, of course, they were smart enough to choose our POS -- and are interested in additional applications as we get them done.
	When deal is announced	Villa Pizza	This is a 24x7 customer, so I'm not sure how long it will take to get access to them for a news release

QSR Magazine	Any	They've gotten away from doing an ed calendar the last couple of years so it's not clear when they might be interested in something we do. Conversations are in order.	As far as customer angles, Pasha's is about the only live fast casual customer. There are no live true quick service sites. I don't know if they would consider Luby's to fall under their profile or not. On the horizon we have a deli, TooJay's. And, of course, some day a product launch around delivery that would be ideal for this pub. In the meantime, would they be interested in futuretech-- which is very QSR-oriented because we've done it for Wendy's and Yum--or the "What Do You Want in Your Next POS?" architecture discussion in layman's terms?
Restaurants & Institutions	August 1	Products: Wireless technology	Legal Sea Foods is using both wireless POS and wireless credit/debit card settlement. However, it's another Reed Publication so I don't want to spend time setting it up without an understanding of what I have to pay in terms of advertising to see my name in the story. Any of our table service POS users--maybe RUI is a good fit--would be good here, with the same caveat that I don't want to pursue a story my name isn't going to appear in. Jeez, a 1/4 page b/w is \$5500
Restaurant Hospitality	August 15 October Sept, Dec	Operations: Front of the House technology Feature: Streamline/20 quick ways to cut your kitchen costs Tech Talk	IntelliKitchen is in a full-service restaurant that is a dealer account. Wide-open
RIS News	October	Enterprise Operations: The Connected Store Operates in Real Time	Assuming RUI's new portal is working by then, we could provide a customer to interview for this. Or Jim could talk about how next generation POS architectures enable this goal and what to look for in a new POS
Vertical Systems Reseller	Any	Straight from their web site: VSR welcomes original articles, approximately 600 words in length, written by VARs, solution providers, ISVs and system integrators for possible inclusion in its VAR Voice section, a monthly column that serves as a VAR's platform to discuss current channel trends and technologies. http://verticalsystemsreseller.com/vsr/ArticleSubmission.shtml	We could do a submission under 24x7's byline.

Our angle on this is market acceptance -- SIVA can run as thin client POS software but so far we haven't had a customer want to do it. Jim's usual spiel here is about the different between mission critical applications like POS, where you don't want to run thin client, and mission important applications like back office, where you can afford to be off-line for a while

October
 Need to Know Technology: Thin Client Hardware and Software

Possible but Stretching	Issue	Section	SIVA Angle
Chef Magazine	Nov/Dec	Equipment Solutions - Hospitality Equipment	Roomservice application if ready for launch Luby's discovered that SOX compliance goes beyond the areas commonly focused on in SOX compliance and into the fundamental architecture of their restaurant systems.
Intelligent Enterprise	October	Tame the Governance Dragon: Smart Solutions for Regulatory Compliance	Obviously there are significant differences between restaurant and retail POS functionality so I'm not sure that they'd be interested. However, Jim could certainly talk to what retailers should be looking for in their next POS architecture.
Stores	August	Software: POS	

Current Action Items	Status
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1 Update media list. Some immediate additions I can see to the 2004 list that I have (but a quick round of additional research makes sense):

www.restaurantreport.com

Nilsen Report

CIO Insight

Fast Casual

Profitability (all guest articles and ads if they are still in business)

Baseline

Vertical Systems Reseller

Florida Restaurant & Lodging

Restaurant Business

Restaurant Startup & Growth - www.restaurantowner.com

Foodservice.com

Foodservice411.com

Entrepreneur.com

chef2chef.net

www.starchefs.com

<http://www.allbusiness.com/news/topic.asp?name=Restaurants> (newsletter)

Note: Equipment Solutions merged with Chef

Please take Convenience Store News off - old Apigent relationship, doesn't apply to SIVA

2 Get us off HT's POS Scoreboard survey again

3 Guest experience op ed completion and placement plus rewrite for consumer angle

4 Luby's press release

5 Luby's case study/construct so we can also use as FSTEC award nomination with minimal rewriting

6 VAR award/24x7 case study

7 Legal pitch now/press release later

8 RUI case study (have not asked for press release yet)

9 Legal press release plus background for case study

Due July 17th

Due July 7th

10 4.5 product launch release/Julie to write

Hold until install kinks smoothed out

Hold for Now (Not Prioritized)	Status
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1 Develop a restaurant/retail financial publications list.

2 Update messaging to match current SIVA business/market strategy.

3 Update SIVA fact sheet and corporate backgrounder based on new messaging

4 Build up on-line presence by using sites that accept white papers, case studies, etc., for starters

<http://www.bnet.com/whitepapers.html>

Hold until SOX program launch

June/July

June/July

When time/budget allows

<http://chef2chef.net/news/foodservice/Editorial-Technology/>

http://www.entrepreneur.com/franzone_?

5 Create wikkipedia listings on SIVA and Jim Melvin

6 Consider "pay to play": Accuvia, Profitability, others?

7 Case study on SIVA dealer 24x7

8 Jim Blog or Monday morning restaurant technology tip

Early 2007: Hotel market launch

When time/budget allows

I want Todd to help us out by lining up some customer releases before I help him out. Needs to launch at the same time as the new web site -- and who knows when I'll get to that