



EXECUTIVE OVERVIEW

Beth Goodell and Lynn Carter collaborated to found ReServe Interactive in 1996 with a goal to design intelligent, intuitive software solutions for the hospitality industry while establishing a corporate culture of enhanced customer service and long-term relationships at all levels of the organization. Now, fifteen profitable years and more than 10,000 users later, ReServe Interactive is considered a leader in dynamic, intuitive, user-centric hospitality software solutions. The ReServe Interactive team includes a diverse group of individuals that cultivate a positive, entrepreneurial spirit enabling the company to provide a best-in-class technology and customer service solution that significantly improves customers' everyday lives, enhances their success and fosters enduring loyalty.

Beth A. Goodell – President & Chief Marketing Officer

Beth co-founded ReServe Interactive in 1996, after having spent four years at Wente Vineyards Winery and Restaurant. There she was responsible for managing the operations in restaurant sales and marketing, catering services, the visitor's center, the golf course, and Wente's world-class concert series. Beth's business acumen quadrupled sales revenues in her first year at Wente, and doubled them again in the following two years. Prior to that, Beth spent seven years with Hyatt Hotels, where she held catering and sales management positions in Scottsdale, Arizona, Denver, Colorado and Oakland, California.

Beth holds a Bachelor of Business Administration degree, with an emphasis on marketing, from Arizona State University. She also serves as an officer of the company, and is a member of its Board of Directors.

Lynn M. Carter – Executive VP & Chief Technology Officer

Prior to co-founding ReServe Interactive, Lynn served as Founder and President of Usable by Design, Inc., a consulting firm specializing in the design and development of effective user interfaces for high-tech products in a variety of industries. Lynn also spent ten years at GE Medical Systems where she led software engineering design teams and served as global user-interface subsystem leader. It was at during this time that Lynn specialized in Human Computer Interaction (HCI) and User Interface Design. She pioneered user-centered design processes for the development of new medical imaging systems and became an instructor for leading edge design techniques globally.

Lynn holds a Bachelor of Electrical and Computer Engineering degree from Arizona State University and a Master of Business Administration from Marquette University. She serves as an officer of the company, and is a member of its Board of Directors.

Ronald R. Goodell – VP & Chief Customer Relations Officer

Ron has occupied a seat on the Board of Directors for ReServe Interactive since 1996, and joined the company full-time in 1999 after spending three years as the Executive Chef at the Bellevue Club in Oakland, California. There, he managed the kitchen operations and fine-tuned his computer experience in restaurant management applications. Prior to that, Ron spent five years at Wente Vineyards Winery and Restaurant where he served as the Executive Chef for Catering and Conference Services. Ron was frequently chosen to represent Wente Bros. nationally and internationally at food and wine expositions. Throughout his career in the hospitality industry, Ron has been an early adopter of technology, understanding the competitive edge it can bring to an organization.

Ron is a graduate of the Mitchell Technical Institute. He also graduated with high honors from the California Culinary Academy, and was selected the top California Culinary Student in 1989. He serves as an officer of the company, and is a member of its Board of Directors

Michael R. Edmeyer – Vice President of Sales

Prior to joining ReServe Interactive, Mike spent seven years as a Global Account Manager for EMC Corporation, a company that develops, delivers and supports information infrastructure technologies and solutions, where he managed multi-million dollar accounts that made up 60 percent of the company's overall revenue. Mike was also a Senior Account Manager at Philips Medical Systems (formerly Picker Medical Systems) for more than six years where he sold advanced medical imaging technologies to high-profile accounts in cutting-edge markets across the country. Early in his career, Mike worked for six years in various catering and event management positions with the Hyatt Regency in Scottsdale, Arizona. He has acted as a consultant for ReServe Interactive since its inception in 1996.

Mike holds a Bachelor degree in Marketing and Business Administration from Arizona State University. He currently serves as an officer of the company and is a member of its Board of Directors.

Robert J. Edmeyer, Jr. – CEO, Chairman of the Board

Bob has occupied a seat on the Board of Directors for ReServe Interactive since its inception in 1996, and was elected Chairman in 2000. Prior to that he served as Founder and President of The Edmeyer Group, where he consulted on various business, finance, and international business development projects for such organizations as Stanford University, Martin-Marrieta and The International Group. Bob has extensive experience in sales and marketing management, acquired through his 23-year career with GE Medical Systems. While with GE, Bob chaired the Sales Training Board of Directors, where he designed and became a key instructor of the Strategic Account Management Course.

Bob holds a Bachelor of Electrical Engineering degree from the University of Minnesota and a Master of Business Administration from the University of Pittsburgh. He serves as an officer of the company, and is a member of its Board of Directors.