Picture This Communications

April Ettere
Picture This Communications
(678) 648-9679

Picture This Communications Appoints Director to Oversee Development of MembersAndEvents.com Association Management System

ATLANTA – (February 11, 2007) – Picture This Communications, a leading Internet Interactive services company, announced today that Jason Morley-Nikfar will join the company to lead development of its core web-based software applications. In conjunction with supervising development on key projects, Jason's main focus will be on MembersAndEvents.com (see www.MembersAndEvents.com). MembersAndEvents.com is an integrated association management solution that provides a smart blend of membership management, event management and do-it-yourself content management, through an intuitive web-based interface.

"We are excited about the expertise and experience Jason brings to our ongoing development plans, especially for MembersAndEvents.com. MembersAndEvents.com fills a major gap for both for-profit and non-profit associations and chambers of commerce that don't have the time or financial resources to build a system on their own; or to try and 'retro-fit' an off-the-shelf solution.", said James F. Harris, Vice-President, Picture This Communications.

Jason Morley-Nikfar has over 10 years of software development experience, with 8 years working in non-profit association and donor management systems. Prior to joining Picture This Communications, Jason worked as a developer in customer relationship management (CRM) software systems at the Arthritis Foundation, Headquartered in Atlanta, Georgia.

"I'm extremely excited about the opportunity to work with MembersAndEvents.com. I have spent the last 8 years working with different association and non-profit management systems that seem to always miss the mark. Some are powerful, but are too difficult to use and often incredibly expensive. Others are easy to use, but lack necessary features and are extremely limited in scope. After seeing MembersAndEvents.com, I knew that PTC had the best of both worlds—an affordable solution that is both powerful and easy to use for the end user, all for a reasonable price! I'm thrilled to be working on this project and I'm looking forward to our plans to make MembersAndEvents.com even better."

MembersAndEvents.com

MembersAndEvents.com offers a full suite of association management, event management, and e-mail marketing and communication tools. MembersAndEvents.com provides substantial benefits – because any association can be rapidly set up - and clients don't need to fiddle with trying to become amateur programmers. Once the system is set up to the association's specifications, membership dues, meetings and events, news, etc., can be self-managed with ease.

Flat Pricing

MembersAndEvents.com has NO per-transaction charges for using the system. Picture This Communications found that most organizations do not want to be surprised at the end of each month with fees associated with event registrations/RSVP's, email charges, or other transactions fees. Their one-flat fee, with no surprises, means their clients can budget accordingly.

Seamless Integration

MembersAndEvents.com enables all major facets of website management, membership management, event registrations/RSVP's, e-commerce (online credit card processing), and email marketing to be "connected" and managed in one place. Each client site is completely customized, so members are not sent to a third-party site "processing" website. And, all member event activity is always tracked directly back to the members' history!

About Picture This Communications
Picture This Communications, was founded in 1997, and is an accomplished provider of web-based Intranet services. Core services include MembersAndEvents.com - Association Management and Event Management system, PTCLibrary.com – online document management system, and Flash-based interactive applications and games. PTC also develops custom applications using proprietary software technologies.

For more information, visit:
www.MembersAndEvents.com – Association and Event Management Website
www.picturethis.org – Corporate Website