

# Iowa Motor Truck Association

To whom it may concern,

This letter is to express our satisfaction working with Computility for the past 2 1/2 years.

The Iowa Motor Truck Association (IMTA) strives to be recognized as the 'voice' of trucking. We currently have over 700 member companies and we continue to work on strengthening our foundation by enrolling additional members. As with many associations we are faced with the daunting challenge of doing more with less. Prior to our relationship with Computility we were struggling with numerous issues ranging from stagnant member and acquisition growth to slow and inadequate IT systems. Basically our technology was working against us, rather than for us. We knew there were better tools out there to help us with our IT needs. After doing some research on the types of software programs available we decided that we needed to invest in a comprehensive association management system that was not only affordable and easy to use, but would also improve marketing efforts and communication with members, staff, and directors.

We chose Computility because they were able to configure their association management system to meet our unique demands. For example, they were able to integrate the system with our current accounting software. We also liked the fact that everything runs through one fully integrated system that is Web based and thus accessible virtually anywhere. Computility worked with us to integrate a 'best practice' member recruiting and retention process into our system. We are now able to more effectively manage this critical process, generate reports, and forecast our future growth. This has enabled us to streamline our internal procedures and controls and maintain continuity within our organization. We also love fact that we can easily update member and prospect information and keep well documented notes on past activity and communication - this used to be an extremely cumbersome process for us. Now we can quickly view all of this information on one single screen. The association management system also allows us to track membership dues, generate invoices, send mass emails, provide online surveys, and manage events.

Computility is an excellent resource for the Iowa Motor Truck Association. I would highly recommend Computility's association management system to any organization looking to create more value with fewer resources. Computility understands our challenges and has gone above and beyond to meet our needs and ensure our continued success.

Sincerely,



Brenda Neville, CAE

Vice President Iowa Motor Truck Association