



### July 2007...A Complete Solution for Small Businesses is Born...

Just a few miles from Yellowstone National Park and up the road from a llama farm in Bozeman, Montana, you'll find the gotoBilling<sup>TM</sup> team members hard at work.

After 25 years of extensive experience in the payment processing and tech industries, Steve Roderick, Stacy Roderick, David Durick, and Jed Danner decided to fill a need.

*Why wasn't there an affordable and environmentally responsible way for small business owners to manage invoicing, documents, accounting, payments and other billing hassles?*

Well, the team decided to solve this problem. And working out of a basement in 2006, gotoBilling, [www.gotoBilling.com](http://www.gotoBilling.com), was born.

***Now, there is a paperless, software solution for small business marketing, online invoicing, electronic billing, credit card processing, gift cards, and more.***

And wouldn't you know it? Just by word-of-mouth, gotoBilling increased customers by over 300%!

Finally, people who have a passion for providing genuine customer service and reliable software...solutions that helps small business owners receive payments fast, market new customers and save trees too!

Today, the gotobilling (GTB) team members have moved out of the basement and into an environmentally friendly office in the heart of America. And unlike others, they have no debt and are not involved with any venture capital firms.

***Just down-to-earth people providing real solutions for small business owners.***



gotoBilling<sup>tm</sup>  
It's your money

### Testimonials

"A well-designed software catering to a well-defined audience."

**Thought Clusters**

"Pay Pal on Steroids - Payments, Marketing, CRM and more."

**smallbiztechnology.com**

"You are so helpful and pleasant. A great change from Authorize.net"

**RealEstateExpress.com**



come together **Media Kit**

**gotoBilling Quick Facts**

<b><u>Headquarters:</u></b>	gotoBilling,™ Inc. P.O. Box 609 Manhattan, MT 59741 Phone: 800-763-6358 Fax: 775-593-6256 Email: <a href="mailto:info@gotoBilling.com">info@gotoBilling.com</a>
<b><u>Chief Executive and Founder:</u></b>	Steve Roderick
<b><u>Founding Date:</u></b>	January 2006
<b><u>Why Unique?</u></b>	gotoBilling is the only software solution that provides a complete, paperless office for small businesses.  Customers can manage all of their invoicing, documents, accounting, payroll, credit card payments, electronic billing, online marketing, and gift cards from one simple location.  There is no need to load software, and it's an affordable, mobile application that can be accessed anywhere with an Internet connection.

**Services: New customers enjoy a 30-day free trial of all services including:**

- ACH Processing
- Accounting
- Credit Card Processing
- CRM Plugins
- Detailed Reporting
- Developer Tools
- Email Header and Footer
- Email Marketing Newsletters
- eSignature Contracts
- Gift Cards
- Instant Support
- Internal User Management
- Merchant Account
- Monthly Invoices
- Newsletters
- Online Bill Payment
- Paperless Invoicing
- Payment Gateway
- PCI Compliance
- Payroll Processing
- POS transactions
- Recurring and Remote Payments
- Shopping Cart/Web Transactions
- Single Bill Payments
- Sync to QuickBooks and More!

**Simple Policies:**

**1. No Hidden Fees**

See the software-license cost posted online. You pay for only what they need, as long as you need it.

**2. Personal Service**

Receive complete and personal training to get maximum benefit from the GotoBilling application.

**3. Rock-Solid Guarantee**

If you find our products are not for you, cancel at any time, hassle-free, penalty-free, and immediately.

## Executive Team

### **Steve Roderick, CEO & Founder**

Steve's interest in computer technology began while attending the University of South Florida's Engineering College as a mechanical engineering student. He saw the enormous advantage that computer applications offered to society and concentrated his studies and career on working with computer processes in business.

Steve's experience in the payment, software and manufacturing industry spans almost 20 years. He was instrumental in the development of check conversion systems, advanced payment networking, terminal applications, on-demand business processes, and secure wireless solutions for payment applications. Away from his desk, Steve enjoys spending time in the great outdoors with his family, skiing, fly fishing and traveling to exotic locations.



### **Stacy Roderick, AAP, CFO & Co-Founder**

Stacy began her career 12 years ago in the payment industry managing terminal applications and programming terminals for credit card acceptance. Currently, Stacy is an AAP (Accredited ACH Professional) and in charge of payment regulation compliance, application integrity, and quality control at GTB. She also focuses on the application interface and user experience.

Stacy also attended the University of South Florida as a mechanical engineer. She has extensive experience working with computer hardware, network applications and Web application security. Stacy is an AAP, Accredited ACH Professional while also being an expert at creating healthy and fast meals for her family and balancing her responsibilities as a mother, business owner, wife, and friend. She volunteers at various local charities and loves to travel with her family.

### **Jed Danner, CIO & Co-Founder**

Jed began his career in programming at the age of 17. While still in high school, he managed all of the network systems and Web design for Graceba, a regional ISP. Jed worked with GTB initially on a contract basis and later while attending college as a full-time programmer. Today, Jed is the CIO and responsible for all of GTB's programming initiatives and system security. His programming skills include PHP, MySQL, Java, HTML, and others. Jed holds a B.S. degree in risk management from Troy University.



### **David Durick, COO**

David's background includes 13 years of sales, consulting, administrative, operational and technical experience in the check verification, collection and ACH payments industries. Prior to joining GTB, he spent 10 years helping to build the National Check Network (NCN), now owned and operated by Intuit. David helped pilot some of the first electronic-check conversion programs using the NCN system for front-end authorization for point-of-sale, check conversion transactions. He assisted more than two dozen companies in converting to electronic conversion of checks at the point-of-sale.

At Rocky Mountain Retail Systems and ECHO/Intuit, he was the operations manager and oversaw all functions related to the support and service of the NCN check verification system. David also did programming for a small software company during the late 1980's while working toward a degree in computer and electrical engineering at Oklahoma State University. He currently holds a B.A. Degree in Accounting.

And David is always looking for his next adventure. In addition to being a film aficionado, he loves to cook exotic foods like sushi, Indian, Thai, Cambodian, and Korean. And when not in the kitchen, he likes to travel with his family, snowboard, camp, and hike.



come together **Media Kit**

Services

**What do you want to pay for your small business marketing, invoicing and billing services right now? How about absolutely nothing for 30 days?**

That's right. You can try out all of our small business services for 30-days – absolutely free. No fine print. No hassles. Just think... all of your small business marketing, online invoicing, documents, accounting, payroll and billing at your fingertips... any time, anywhere with an Internet connection.

**It's time to take back your life.**

No worries. No wasted hours in front of your computer screen. You can grow your business and enjoy the important things in life... Like hanging out with friends and family (well, the ones you like anyway), practicing hobbies and sports (skiing is a good one!) and just plain have more fun in life.

**And all of our services are completely paperless so you'll help the environment too!**

You see, we've been through the small business trenches and got sick of wasting time on mundane tasks too. And we know you want a choice of pricing options for your specific, small business marketing, online invoicing, and paperless billing needs.

**...so are you ready to save time and have more fun?**

Just pick the pricing option that works for you, and we'll do all the rest. And remember, you can try all of our services free for 30 days.

**Pricing Options:**

What you Get with Each Plan:	Simply Payments Plan	SOHO	Professional Plan	Enterprise Plan
30-Day Free Trial	X	X	X	X
Email Marketing Newsletters		1,000	2,500	5,000
Monthly Invoices		250	1,000	2,500
ACH Processing	X	X	X	X
Administrator Module				X
Advanced Administrator Reports				X
Click to Pay		X	X	X
Credit Card Processing	X	X	X	X
CRM Plugins			X	X
Customized Email Header and Footer			X	X
Customized Newsletter Templates			X	X
Detailed Reporting				X
Developer Tools		X	X	X
eSignature Contracts		X	X	X
FREE Merchant Account		X	X	X
FREE Payment Gateway			X	X
FREE PCI Compliance			X	X
Gift Cards	X	X	X	X
Instant Support		X	X	X
Internal User Management			X	X
Online Bill Payment	X	X	X	X
Paperless Invoicing	X	X	X	X
Payment Gateway		X		
Plugin Compatible		X		
POS transactions	X	X	X	X
Recurring Payments	X	X	X	X
Remote Payments	X	X	X	X
Shopping Cart / Web Transactions	X	X	X	X
Single Bill Payments	X	X	X	X
Standard Email Header and Footer		X		
Standard Newsletter Templates		X		
Sync to QuickBooks			X	X

## Services Continued...

### **Trouble finding a one-stop resource that offers marketing help for small business owners?**

When we first started this business, we couldn't find one either...

Then our credit-card processing clients kept asking us for a simple and cost-effective, small-business marketing solution...so we took action!

Just like you, we want to talk to our customers and make them happy. After all, building trusting-relationships is the key to business success. That's what we had in mind when we created our easy marketing tool. And now you can use it to:

- **Manage your marketing campaign from start to finish.**

Create and review the results for newsletters, coupons, new product announcements, e-mail marketing campaigns, and much more from one simple location.

- **Reach out to customers to build sales and loyalty.**

Access an updated list any time to talk to customers who have paid you, received an invoice, bought gift cards, or simply visited your Web site.

- **Project a professional image and boost confidence.**

Add your copy, images and graphics to one of our user-friendly templates. You'll have a memorable and effective e-mail message in minutes.

- **Stop worrying about spam.**

Besides tracking results, our system will automatically manage bounces, dead e-mail addresses and opt-out requests for you.

- **Help save the environment.**

Run a complete, small business marketing campaign without using any paper.

- **Get help right away.**

You have better things to do than deal with marketing and e-mail issues. That's why we provide easy access to video tutorials and self-help.

But even more important, you can talk to one of our experienced staff members right here in Bozeman, Montana at your convenience. That's right. A real human will answer your questions and give you the service you deserve!

***There's no fine print. Just a simple, small business marketing solution to help you increase sales now.***

***As small business owners ourselves, we know how much you have to deal with and are here to help!***



**Client Testimonials**

"A well-designed software catering to a well-defined audience."

Thought Clusters

"You are so helpful and pleasant. A great change from Authorize.net."

RealEstateExpress.com

"I have owned my Tax & Accounting Business since 1983. GotoBilling is really brilliant; I don't know what I would do without it."

Sharon Hyder, Hyder Accounting

"I love it! It's so much easier than using a terminal and much more user friendly. No batching out--each transaction processes as you enter it. I love printing receipts online for my customer as well."

Renee Rand, Party Gals

"If you take checks, owning this isn't a luxury, it's a necessity! It has virtually eliminated our bad check problem, easily paying for itself in the first month. Fact is, I don't think there is one piece of equipment you could buy that would pay itself off so quickly."

Jeff Windorski, Cattleman's Casino

"When dealing with patients the last thing we need to worry about is our billing software and any problems associated with automatic billing. GotoBilling has been the answer for our office."

Dr. Justin Anderson, Anderson Family Chiropractic

"As my business has grown, the need for accurate and timely processing of transactions has grown with it. With the great help I received from PaymentAccess, I have saved hundreds of hours in processing time in just the last few months."

Doug Badenoch, The Wine Gallery

**Media Mentions**



<http://www.dmnews.com/What-does-a-hiring-company-do-if-a-candidate-asks-for-more-time-to-consider-a-position/article/128183/>



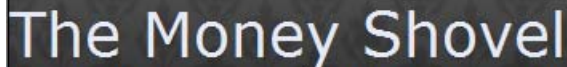
[http://www.latimes.com/business/la-fi-inbox2-2009feb02\\_0,4533316.story](http://www.latimes.com/business/la-fi-inbox2-2009feb02_0,4533316.story)



OCTOBER 17, 2007  
**GoToBilling.com - PayPal on Steroids. Marketing, CRM, Payments, and more**  
<http://smallbiztechnology.com/archive/2007/10/gotoBillingcom-paypal-on-steroids.html>



<http://www.globaltalkradio.com/shows/callingallauthors/>



Best Opportunities to Make Money from Home

<http://www.moneyshovelblog.com/8022/steve-roderick-wwwgotoBillingcom-slow-and-steady-leads-to-success/>



<http://www.scrippsnews.com/node/42822>,



<http://www.startupnation.com/blogs/index.php/2009/03/03/steve-roderick-wwwgotoBillingcom/>,  
<http://www.startupnation.com/blogs/index.php/2009/04/09/gotobillingcoms-mom-entrepreneur-offers-success-tips/>