

**FOR IMMEDIATE RELEASE:**

## **PerformerTrack – 'Union Members Save Time & Money With PerformerTrack'**

**Los Angeles, CA February 18, 2010** – The AFTRA (American Federation of Television and Radio Artists) Membership Department has just announced to its membership that the Income Statements have been mailed. The Income Statements will assist AFTRA in calculating their 2010 dues.



AFTRA Members who subscribe to PerformerTrack ([www.PerformerTrack.com](http://www.PerformerTrack.com)) to manage their careers can quickly and easily run a full income report for 2009 by Union Affiliation (AFTRA, SAG, IATSE, etc). In mere seconds they can see the income they have earned which has been attributed to AFTRA. They then can instantly report that amount to the union's website to receive the correct calculations for their 2010 dues.

Longtime AFTRA member and CEO of Holdon Log, Brian Vermeire says, "No need to waste valuable time searching through old files, folders or paperwork. Gone are the days of paying expensive bookkeepers. We are pleased to be able to offer our members a timesaving, turnkey solution so that they can get back to doing what they do best, performing."

PerformerTrack, the Webware designed to "Simplify the Business of Show", retails for an average monthly subscription of only \$9.95 USD, which includes all new updates and features, as well as client data redundantly stored on secure, 24/7 fully-managed dedicated servers at a tier 4 data center.

### **About Holdon Log, The Standard In Performer Organizational Tools:**

Holdon Log, LLC ([www.HoldonLog.com](http://www.HoldonLog.com)), the parent company of PerformerTrack, was founded in 2001 by performers who realized the need for organizational tools specifically designed for entertainers. The company launched with a single, paper-based audition organizer entitled, "Actors' Holdon Log". They have since expanded their paper-based product line to include Young Actors, Background Artists, Models, Live Performers and Pageant Contestants, along with Submission Tracker, Events & Training and Booked Projects logbooks.

In 2003, the company revolutionized the Performing Industry by releasing the one-of-a-kind software, ActorTrack ~ "The Standard In Career Management Software For Actors". ActorTrack was the #1 selling performer-related software program for over 5 years, having assisted thousands of entertainers daily with being better organized!

Now, with PerformerTrack (their web-based business tool for entertainers) Holdon Log has proven their dedication to provide the creative community with bold and innovative solutions that assists performers with not only being organized but in discovering ways to leverage their unique career details; running their careers 'like a business'. Now performers of all types (actors, models, comedians, voice over artists, musicians, singers, dancers, motion/performance capture artists, etc.) can better maximize their potential in "the business of show".

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