

4 North Second Street, Suite 500
San José, CA 95113-1305
phone 408-998-2787
facsimile 408-971-9458
www.artscouncil.org
www.artsopolis.com



August 26, 2009

Ian E. McKilligan, CEO
Peter J. Hanson, CTO
Up and Running Software, Inc.
www.upandrunningsoftware.com

To Whom It May Concern:

It is my pleasure to write this letter of recommendation on behalf of Up and Running Software, Inc., a valued partner that has greatly helped our organization.

Artsopolis, a program of Arts Council Silicon Valley, contracted Up and Running in an effort to combine our national network of sites into a single source solution. We began as Silicon Valley's premiere resource for Arts and Cultural information – remaining so today – and grew to include a network of sister sites for cities across the country. Before, site updates and enhancements took days of work on individual sites by a team of programmers. Now modifications may be made in minutes by our in-house staff using web-based administration tools created by Up and Running, resulting in considerable savings of time and resources.

Personalized service is one of Up and Running's many assets. I'm pleased to have a full team of contacts at Up and Running, who are accessible whenever I need assistance. They are my software development team, and I communicate with them just as if they were full-time employees who I've worked with for years. I have their emails, cell phones, IMs, and I am confident they will be available when I need them.

Up and Running has also helped us shape our business strategy and processes. We feel comfortable discussing vision, mission, strategy, and tactics at the business level and the business operational level. In a sense, I consider them my CIO in addition to my development team.

Thanks to Up and Running we now spend more time focusing on our customers, our business partners, and our product. Artsopolis is not just a local nonprofit marketing program, but is also a national Internet business, and our flexibility and growth is reliant on our technology platform and development team; certainly, Up and Running has been integral to our success.

Sincerely,

A handwritten signature in black ink that reads "Jeff Trabucco". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Jeff Trabucco
Director of Artsopolis Network
Artsopolis Marketing Partnership
4 N. 2nd St., Ste. 275
San Jose, CA 95113
jeff@artsopolis.com

Bruce W. Davis
executive director

A private nonprofit organization
in partnership with
the County of Santa Clara and
the California Arts Council