

Spider Graphics Corporation is in its tenth year as a premier Internet applications developer. Its six full-time professionals have built more than six hundred applications ranging from simple brochure websites to state-of-the-art online business management applications.

Clients range from small retailers to Fortune 500 companies. Its annual revenue is projected at \$500,000 in the year 2004. Spider is a closely-held Corporation registered in New York State. The shareholders work in the Corporation.

There are over 200 active clients - clients who spend more than \$1,000.00 per year. Much work is done for SUNY colleges and for higher education in general. At Cornell University Spider has worked with seven of the colleges and has completed over 100 projects there since January 1999.

Spider Maintains Three Specialties:

Design: We produce high quality graphic design for the web emphasizing effective communication by combining the artful tradition of typographic design with the energy of “click and go”.

Management Solutions: We produce database integrations ranging from complete e-commerce websites, accounting modules, and communication centers, to laboratory management systems, and collaborative online business management systems for architects and engineers.

Strategic Planning: We provide strategic Internet planning and intranet planning services for business and education bringing more than nine years of widely-gleaned experience to a structured participatory planning process.

Spider Approach:

All Spider production teams are trained to work directly with clients. Most projects are led by either a senior programmer or senior graphic designer. Each project's team includes, as a minimum, one of each and a third person for quality control.

Spiders form partnerships with their clients, sharing their technical and communication experiences.

Project development is done recursively at a private URL. Early designs are usually represented in face-to-face meetings. Later reviews may be conducted online-by-phone. The development website is nearly always available to the client. Agenda and minutes are issued for most meetings.

See www.spidergraphics.com for more about Spider Graphics.





Spider Shares Top Honors in Competition:

Spider Graphics Corporation shares the prestigious Gold Circle Award for its participation in the Redesign of the Tompkins County Chamber of Commerce website.

It is the top award in its category in a national competition sponsored by the American Society of Association Executives, recognizing excellence and innovation in all facets of association management.

Spider Graphics Corporation builds powerful management software for university administrators and private businesses. The software uses inexpensive technology and methods to organize and present administrative and business data. More than 600 clients have been served in ten years..

Note: Spider Graphics builds website maintenance systems that allow persons with everyday computer skills to maintain their own websites. Be aware, much text and graphics seen on the websites listed here was not edited by Spider Graphics' staff.

1995 . . . E-commerce website for book distributor, built from scratch in PERL, at www.worldwide-artbooks.com. Try this search of 60,000 records, 37 fields.

1996 . . . E-commerce website for an economics data vender with online delivery system and autonomous online subscription sales for various data packages

1997 . . . Mission-critical online data-gathering system for paper-based vender of college description information used by more than 3000 colleges for annual information updating. Website is not public.*

1998 . . . Browser-based, campus-wide website development and maintenance system with eight levels of access and userID-based permission control for a college of 3,000 students, continuing Client, the maintenance system is not public.* Graphics are now mostly by the client.

1999 . . . Mission-critical, integrated online order system and laboratory data system for a diagnostic laboratory designed to handle all daily activity including order in-processing, test scheduling, laboratory data collection and analysis, and customer report generation, continuing Client at www.optigen.com

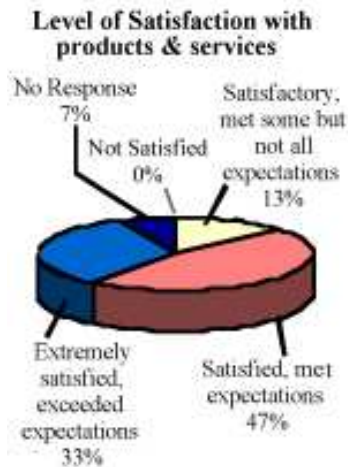
2000 . . . Corporate-wide, mission-critical project management system for architecture/engineering firm with nine linked locations in the Northeast and 300 engineers and architects.

2001 . . . Major updates to more than 20 e-commerce websites generally adding much browser-based maintenance capability, real-time inventories, and deep customer tracking, continuing Client www.avinet.com is representative.

2002 . . . Administrative data integration system with several management and publication interfaces, includes real-time feeds to a website, www.aep.cornell.edu. The website is fully editable by the Client using only web browsers.

2003...We launched a college-wide, 1,500 daily users, Leave Request program. Persons in the College of Human Ecology at Cornell University wanting to take vacation or other leave go online to view leave history, available leave accumulation, and the application window. Upon submitting the application the supervisor receives an emailed link to the request information. The supervisor's view is highly interactive with data about the requestor, peers, and related work conflicts. The request is finalized online with automatic email to concerned parties.

2004...Developed fifth in a long series of online research databases. This one for the Northeast Integrated Pest Management Center has also been sold to North Carolina State, the University of Illinois, and the US Department of Agriculture. The search tool retrieves structured data from databases at several universities for a wide audience in the realm of agriculture business and education. The search is



A survey of 25 recent AltoData.com clients at Cornell University by an independent group

only part of a widely editable website package including a collaborative newsletters, various interactive forms, and traditional brochure pages.

* For access to non-public sites: **Don Ellis, 607 275 3300 or don.ellis@spidergraphics.com**

Leadership

Spider Graphics' staff includes four Worker-Owners (Partners), potential partners, and administrative staff. The Corporation is built on the Professional Partners model seen in law firms and engineering firms. This model ensures staff stability and corporate longevity, both are critical for client businesses that rely daily on Spider Graphics' services.

The staff works full-time from its Ithaca, New York offices led by:

Don Ellis, CEO, has produced computer-based architectural and graphic design, programmed business solutions, and taught college-level computer courses.

Education:

- Bachelor of Architecture, Syracuse University, magna cum laude, 1975
- Master of Architecture, Rensselaer Polytechnic Institute, 1982

Experience:

- Various architecture firms, 1972 through 1995; Broome Community College, Civil Engineering Department and Ithaca College, Communications Department, part- and full-time, 1984 through 1995; Cornerstone Land Planning, 1986 through 1994, and Spider Graphics Corporation, 1995 to present

Linda S. Folley, Ph.D., Advanced Projects Leader, has wide experience in computer application development, statistical applications, database development, and Internet applications.

Education:

- Ph. D., University of Colorado, Boulder, CO; Molecular, Cell. & Development Biology, 1988.
- A. B., Brown University, Providence, RI; Biochemistry, magna cum laude, 1981.

Experience:

- Software: Experience including MS Word, FileMaker Pro, FMPro Server, MS Excel, SoftWindows, Novell Netware, Hypercard, and others.
- Hardware: PC under DOS, Windows, and CP/M; Macintosh; VAX (under VMS and UNIX); Control Data Cyber 720; IBM System 36; Ethernet; modems and data terminals with various transmission protocols.
- Extensive customizing and scripting in FileMaker Pro and programming in TURBOPascal (DOS) and Pascal (mainframe): programming in HTML, Hypercard Script language, PL/1, and BASIC.

Nancy L. Neumann, VP for Design

- Education: AA Graphic Design/Computer Graphics, Tompkins Cortland Community College, 1994

Experience:

- Spider Graphics Corporation, 1996 to present, including first responsibility for the design of more than 600 websites. Shares national design awards.
- Awards: Gold Circle Award, American Society of Association Executives for website design

John M. Lottey, Management Solutions Projects Leader, has wide experience in computer application development, database development, and Internet applications relating to business and technical applications.

Education:

- M.S., Cornell University, Ithaca, NY; Mechanical & Aerospace Engineering, 1980.
- B.S. University at Albany, Albany, NY; Atmospheric Sciences, magna cum laude, 1977.

Experience:

- Software: Experience including MS Office (Word, Excel, Access, PowerPoint), MS/SQL, MySQL, Tango, ColdFusion, FileMaker Pro, FMPPro Server, and others.
- Hardware: PC under DOS, Windows 9x and NT; Macintosh; VAX (under VMS and UNIX); various UNIX-based workstations from such as IBM, HP, SGI, and Sun.
- Extensive customizing and scripting in PERL along with programming experience in FORTRAN, C, and Java.

Andrew P. Pushlar, Application Programmer, has applied Computer Science education to high-end web and database programming.

Education:

- 1998, M.S. in Computer Science, University of South Carolina
- 1996, B.S. in Business Management, Ithaca College, Minors in Computer Information Systems, Mathematics

Experience:

- 1998 -2003 Chief Web Developer Aptinet, Inc., NYC (formerly New Paradigm Strategic Communications)
- Many applications in Perl, with JavaScript/HTML for the interface, on SQL Server/IIS or MySQL/Apache platforms. Extensive UNIX and Windows web and mail server administration. Projects with MS Access, MS SQL, Sybase, Oracle and other databases.

Sharon S. McGuinness, Application Programmer, has acted as senior consultant, project leader, and application developer involved with standard software development, custom software projects, e-Commerce/EDI and data mapping/integration projects.

Education:

- B.S., Lehigh University, Bethlehem, PA; Computer Engineering, 1994.

Experience:

- 1996-2003 MAPICS, Inc., Alpharetta, GA;
- 1994 - 1996 Price Waterhouse, LLP, New York, NY and Boston, MA;
- Experience: Eight years with Oracle, plus experience with Visual Basic, XML, XSLT, HTML, ASP, Javascript, C, C++, Microsoft BizTalk, Microsoft Commerce,

MS Office, Microsoft SQL Server / Transact-SQL.

Pratima Bijjala, Graphics Designer, in her fourth year as a Web Graphics Designer has developed and implemented creative and professional websites for several industries.

Education:

- Master of Fine Arts - expected to graduate by Sept 2004
Major: Computer Graphics Design
Rochester Institute of Technology, New York
Course Highlights: 3D Director, Flash Action Scripting
- Bachelor of Architecture- Graduated by April 2001
C.S.I.I.T, Jawaharlal Nehru Technological University, Andhra Pradesh, India
- Diploma in Multimedia Applications
Shivam InfoTech Institute, Andhra Pradesh, India
- Certificate Course in AutoCAD 2000
AutoDesk Training Center, India

Experience:

- Experience includes art direction, project coordination, design and implementation. Focus is translating clients needs, expectations mainly his experience into creative functional design.
- Expertise in Web Design, Development and Implementation, Information Architecture, 3D/2D Animation, 3D Modeling, Interactive Design – Flash & Director, Identity Design, Advertising, Design for Print and Video editing.

Wes Beyrent, Sales Technician. Has produced websites for various industries as an independent contractor as well as in-office and at-home tech support and computer training on the Mac and PC platforms.

Education:

- Bachelor of Fine Arts; Major: Illustration; Rochester Institute of Technology, 1999

Experience:

- Web and Graphic Design, Multimedia Design, Corporate Branding, Advertising and Design for Print.
- Tech Support in office and home environments on both Macintosh and PC platforms, including Windows 2000 Server with Active Directory Domains, Exchange Server, LAN and VPN setup.

Development Platforms

Spider Graphics develops websites and Internet-served applications under UNIX, Linux, NT, and Macintosh operating systems. The in-house system is NT-based supporting simultaneous Microsoft, Apple, and TCP/IP networking with high-speed Internet access. Spider Graphics builds and maintains its own networks and servers.

Applications are developed in PERL, in PHP with MySQL, in Cold Fusion with MySQL, in Cold Fusion with MS Access and MSSQL, in Witango with MS Access and MS/SQL, and in Witango with Primebase or Butler for Mac systems.

Hosting Platforms

Spider Graphics maintains multiple NT and UNIX server on the Internet for serving client websites and applications and has first responsibility for supporting several NT and Macintosh servers operating from client facilities. Spider Graphics runs IIS, Apache, and WebStar Internet servers, as well as RealTime and Ms Media Server video servers. It shares a server farm with iecc.com, operated by John Levine, Internet Consultant and author of more than 40 Internet technical manuals.

Spider Content Manager

Many Spider clients manage their own websites with a combination of WYSIWIG editors and middleware scripts in private menus on Spider servers. Brochure websites generally have only the WYSIWIG editor. More complex site have data upload and download tools, online inventory managers, and much more. Most clients have an email manager and webstats in their menus.

You can see a sample using the login at the left margin of the Spider Home page. Enter "demo" in the first box and "demo", again, in the lower box

DataWho

The DataWho collects visitor data from websites. Web masters paste the DataWho links into any website. Data accumulate online on a Spider server. The server includes powerful online marketing tools.

To collect valuable information about website visitors you need simple, reliable Collection Tools like the one at Wagner Vineyards. Click the bar that says, "Sign-up for our E-news".

To make good use of the data you need easy-to-use Report Tools You can see a sample using the login at the left margin of the Spider Home page. Enter "demo" in the first box and "demo", again, in the lower box

To motivate visitors to give information about them selves there must be a compelling reason to give and a web environment that engenders confidence. A high quality website is part of the formula and simple-to-use Collection Tools are another part. More information is at www.spidergraphics.com/spd3_dwc.html.

Endorsements

Spider Graphics is in its tenth year as a steadily growing professional services company. Since the second year there have been about 150 active clients at all times - companies spending more than \$1000.00 per year. This is the endorsement we prize most. From time to time clients take the trouble to send notes of endorsement. We keep them. It is a deep file. Here are a few:

Wagner Vineyards . . . www.wagnervineyards.com

"Spider Graphics provided us with a complete makeover - from our dated informative web page to a highly graphic site, complete with in house editing tools and a secure on-line shopping cart that talks to our point-of-sale system for sales

and inventory management.

The folks at Spider Graphics are a pleasure to work with -- lots of helpful suggestions during the planning phase of our projects."

Cornell University Press . . . www.cornellpress.cornell.edu

"You're a hero. Or you're an imaginative and conscientious professional. The two look a lot alike. I do appreciate the time and intelligence that were brought to bear to come up, very quickly, with an assessment of what would be involved in having the sale on the web as well as in print. Thanks for your heroic efforts. Spider Graphics has demonstrated repeatedly their loyalty in moments of crisis and their ingenuity in addressing new challenges in design."

Cornell in Washington . . . www.ciw.cornell.edu

"I always felt comfortable talking with [Spider Graphics]. I was constantly amazed how quickly you understood my concerns and even more amazed how quickly those concerns were addressed. Couldn't let the year end without adding my thanks for your superb work on our website. You made it work just the way we wanted it to. Anyone can move around the site easily and efficiently; and we change the text and photos whenever we want.

John is to be especially commended for his responsiveness and creativity. No problem was too much for him intellectually or emotionally. As I said before, we got just what we wanted."

Aquatic Nuisance Clearinghouse . . . www.aquaticinvaders.org

"Many thanks!! As usual, Spider Graphics customer support is top notch."

The Advocacy Center

"The staff loves the website. My supervisor was actually speechless for a few seconds after opening it. They love how it so closely mirrors our new materials and how professional and polished it looks."