



30 June 2008

To Whom It May Concern,

I have had the pleasure of working with Chris Jordan over a number of years; he currently works for me as webmaster at the National Center for Bicycling & Walking (NCBW), a national not-for-profit organization.

Chris began working with the NCBW in March of 2006, and came on board as our first full-time webmaster. He completely redesigned both our organization's web sites: the NCBW web site ([www.bikewalk.org](http://www.bikewalk.org)) and our Active Living Resource Center web site ([www.activelivingresources.org](http://www.activelivingresources.org)). Over a period of months he added a variety of interactive elements to the web sites, and tracked the increase in visitation to both sites. He designs and implements quickly, and is flexible in meeting the suggestions of other staff members.

If there's one trait that stands out when I think of working with Chris, it is his speed. The NCBW operates with a dispersed staff, with offices in New Jersey, Maryland, Colorado, Montana, and Oregon. It's important to stay in touch with each other via the Internet and phone. In many instances I wrote or structured content for our two web sites. When I sent the content items to Chris I could usually count on having the online content updated within a half hour or less, far faster than it was updated when the organization staff was all working under one roof.

Chris is attentive to detail and is always looking for ways to improve our sites. He is also not afraid to step outside his standard duties. When we needed to update dozens of online documents to interact with a new search engine we were installing, Chris jumped in, learned the software, and had the task wrapped up in a matter of days. Another example: when the organization decided to implement an on-line collaboration element, Chris spent many hours researching, analyzing, and testing a variety of products, and summarizing his findings in memos.

For whatever type of work Chris decides to pursue, he brings valuable personal traits to the task. He has a wonderful work ethic and a strong desire to do his very best at any task.

Please feel free to call me if you have any questions or need additional information.

Sincerely,

A handwritten signature in black ink that reads "Bill Wilkinson" with a long, sweeping underline.

Bill Wilkinson  
Executive Director  
National Center for Bicycling & Walking