



Mr. Bill Coleman  
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Dear Bill,

Thank you for connecting with us about your run in the Google Network Derby. Our mission, as you know, is to make ROWE the Status Quo. ROWE stands for Results-Only Work Environment and sets the foundation for employees in companies to do whatever they want whenever they want, as long as the work gets done.

One of the fundamental mindset shifts in a ROWE is this: Work isn't a place you **go**; it's something you **do**. As we wrote in our book ***Why Work Sucks and How to Fix It***:

*"The funny thing about work is that every day most of us go to a physical place to do virtual work. We go to our assigned cubes and put our butts in our assigned to send and receive e-mails that only exist as electronic packets of information. We talk on a phone attached to a cord plugged into a wall so we can have conversations that are beamed via satellite to people across the globe. We work on a laptop that never leaves its docking station. We use the neurons in our brains to work with ideas that will hopefully stimulate the neurons in other people's brains."*

It's time to set people free to live their lives and do their best work – in an untethered fashion. Dakota County is poised to be a community that takes on ROWE in a big way and, in turn, not only utilizes the potential Gb network, but touts its success with it. With a number of large companies in the area – Thomson Reuters, Ecolab, Lockheed Martin, and Blue Cross Blue Shield – there could be thousands of employees over the next year or two who start taking advantage of broadband services to work wherever they please.

In a ROWE, the world is your office...and we see your work as in integral piece of making that statement a reality for Dakota County. With the demands on companies today to do more with less, but at the same time not bring employees to the brink of insanity, ROWE is the answer.

Please let us know what you need from us to make Dakota County's run successful!

Warm Regards,

Cali Ressler and Jody Thompson

to learn more about a results-only work environment, visit us at [www.gorowe.com](http://www.gorowe.com)

