

New Houston Technology Consulting Company, DOMITECH, Aims for Joy At Work

Decentralized Management Approach Will Guide DOMITECH

For Immediate Release

HOUSTON/EWORLDWIRE/Nov. 30, 2006 --- The founders of DOMITECH, L.L.C., a new technology consulting company based in Houston, Texas, announced Thursday that they will model their start-up on the controversial management approach presented in the book, "Joy at Work: A Revolutionary Approach to Fun on the Job."

The author of "Joy at Work," Dennis W. Bakke, found while serving as CEO of energy giant AES that his employees were happiest and most productive when allowed to make their own decisions and take responsibility for their own results while being guided by strong company values like integrity, fairness and fun.

In his 2005 national best-seller, Bakke reports how he created a happy workplace by implementing a decentralized management structure, with self-managed teams and only three to four levels of line management for all 40,000 AES employees across 31 countries.

DOMITECH's founders, Billy and Hilary Catherall, said Thursday that Bakke's approach will guide their own company no matter its growth curve.

"The last thing we want to do with DOMITECH is create another typical workplace where internal politics are more important than providing the best solution," said Hilary Catherall, president of DOMITECH.

"That's why we're so excited about using Mr. Bakke's findings in our company," added Billy Catherall, vice-president of DOMITECH. "By starting with a values-based, self-managed team approach right from the beginning, we'll be able to create a workplace that earns the loyalty of the best people, and where the solution that makes the most sense is the one that gets implemented - no matter how large we grow."

DOMITECH, which incorporated in July, has other plans to support the "Joy at Work" approach: the Catheralls say they intend to keep it a telecommute-only company and to provide full company-paid coverage for holistic health care.

"We believe that business owners have a debt to their communities to make sure their employees and clients are as happy as possible. They need to recognize the ripple effect that occurs throughout all of society when too many people are frustrated and unfulfilled by what they do for a living. We hope to serve as a source of inspiration to other companies in this as we become more and more successful," said Mrs. Catherall.

About DOMITECH, L.L.C.

Founded by two professionals with nineteen years of combined technology experience, DOMITECH is a new full-service technology consulting company with emphasis in custom Web sites and Web applications. DOMITECH's vision is to become the most effective, admired and trusted technology consulting company in the world by solving important problems with ingenious technology solutions and earning the loyalty of the world's best technology consultants. For additional information, see <http://www.dom-itech.com/>.

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