

Hi Sandy,

For 22 years I've been "Joe Target," meaning I've talked the talk, walked the walk, and tried to add a lot of value. It's been a great career that allowed me opportunities through 15 different leadership positions and 5 moves throughout the Midwest. That's a lot of days in red and khaki, Target's colors.

However, the environment has changed. There have been sweeping changes at the top. The key leaders and mentors I've grown up with are no longer here. My role has also changed to more of an implementer rather than a leader. The opportunities to personally drive new ideas and improvements are not there anymore, so I'm leaving Target on February 8<sup>th</sup>.

I'm writing to ask for your thoughts and ideas about my transition.

I'm looking for a marketing or operations position in sports, service, product or retail with a company that's big, but not too big. A mid-to-large organization, but not a Fortune 50. I'm steering clear of giants like Walmart, Macy's and JCPenney.

I'm highly-interested in sports teams like the Twins, Vikings, Timberwolves, and the University of Minnesota Athletics. And other companies like these:

Buffalo Wild Wings	General Mills	Medtronic
Polaris	Lifetime Fitness	Caribou Coffee
Gander Mountain	Ecolab	MOM Brands

My time with Target has allowed me to build and grow teams in a fast-paced, work-hard, play-hard environment. I want to continue driving outstanding results.

As you know I've never been a "checklist leader," or simply an executor. The right fit for me will allow me to push my team and department beyond the predictable, and to lead by innovation when possible.

I have a reputation of being an outstanding boss who surrounds himself with outstanding talent while leaving every team and work center in a better position than I found it. I know there's a company looking for someone like me to take their marketing or retail team to the next level. We just need to connect.

I plan to call you within the next 10 days to be sure you received this letter and to ask if you have any thoughts or ideas about people I should contact, or specific positions or opportunities I should pursue. I appreciate your taking the time to consider my situation, and I look forward to talking to you soon.

Joe

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