

## Dynamic Network Services Inc.

On any given day you can find employees at Dynamic Network Services knocking an eight ball into the corner pocket, zipping around on a Segway or doing battle with Nerf guns. Let's face it; this is a company that knows how to have fun.

But before you roll your eyes and write it off as a frat house without the keg (you old fuddy duddy), take a closer look. This growing company of 21 employees serves 2.5 million users. It's a company that works just as hard as it plays. And at a time when many companies are struggling to attract a younger workforce, the average age among Dynamics' employees is in the mid-30s.

"You have to strike a balance between work, having a personal life and having fun," says Tom Daly, president and chief technology officer (CTO).

Dynamic has high expectations for its workers, but in return, Jeremy Hitchcock, CEO and CFO, and Daly pay close attention to the needs of their employees. And when your business is packed with tech geeks, that means big toys. The company already

has a Segway, a pool table and a pinball machine. At the end of each year, Hitchcock and Daly solicit ideas from their employees on what will be the next office toy they buy (and there is heavy lobbying).

"We tend to work hard and play hard. We have a stockpile of Nerf guns for when things are done and we need to let off some steam. People can be seen all day long just churning output and then you'll hear the break of a new pool game, and you know that they are having some fun," Hitchcock says.

The company gives sizable, annual bonuses at the end of the year and treats employees to several company outings, including one to Smuttynose Brewery.

It also brings in deli meats for employees to enjoy on weekly "Sandwich Tuesdays," and the whole company is taken out to lunch on the first Thursday of each month.

And you know you've built a strong culture when you employees don't want to leave come Friday. Several employees stay for a Friday Night Movie Night where they

watch a bad sci-fi flick on a projector in the conference room, order pizza and take apart old electronic gadgets. It's become so popular they have invited family and friends to join in.

Employees have input far beyond the next toy to buy. When the need for better communication was brought up as a concern, Hitchcock and Daly moved out of their offices and into the same work area as the staff, which immediately helped with communication. Dynamic also has a company "chat channel" whereby employees stay constantly in contact with each other.

Flexibility is another key element to Dynamic's dynamic culture. "Everyone works to live, not the other way around. The company is extremely flexible for needing to come in late or leave early for errands. Since we are outcome-oriented, not process oriented, it makes management a lot easier," Hitchcock states.

The company also provides flexibility by giving a generous vacation package. Employees receive three weeks' vacation when they are hired and earn four weeks of vacation on their fifth anniversary.

While Dynamic may be a small company, its benefits rival that of many large ones. It pays 100 percent of health and dental insurance premium costs for employees, their families and domestic partners.

And though it used to have a three-month waiting period to be eligible for benefits, it recently did away with that and benefits now kick in on the date of hire.

It also reminds its employees of the significant investment the company is making in them. "We put the cost of their health, dental and disability on their pay stub," Hitchcock says. "It's there as a reminder we're picking this up."

Hitchcock and Daly want to make sure their employees feel challenged and that Dynamic can provide them with the opportunities they are looking for. That process begins during the interview for a job at Dynamic. "It's a lot more about personalizing (the job). They have ambitions and we try to figure out what those ambitions are during the interview process and whether we can provide those opportunities in a year or two. We want employees to grow with the company," Hitchcock says. "People want different ways to be challenged. Some of our employees have individual education plans."

Dynamic Network Services puts its money where its mouth is when it comes to training, providing employees with up to \$4,000 a year for tuition reimbursement. New employees are also paired with a mentor. "We show people what they are going to learn and what kind of responsibilities they will take on over time." ■



From left: Tom Daly, Jeremy P. Hitchcock and Alan Ellis

CHRISTINE CARIGNAN

"As the company has grown, it has allowed us to all grow with it, unlike any place else I have worked. I have been able to sit down with the president and CEO of that company to discuss any issues at any time and not only is it acceptable, it is encouraged!"

— Alan Ellis, Customer Support Technician

### Dynamic Network Network Services Inc.

1230 Elm St., Manchester, NH 03101

www.dyndns.com

CEO/CFO: Jeremy P. Hitchcock

President/CTO: Tom Daly

Years in Business: 6

NH Employees: 21

Total Employees: 21

Years on List: 1

**Company Description:** Providers of domain name system (DNS) services

**Benefits Highlights:** Company pays 100 percent of health and dental insurance premiums for employees, their families and domestic partners; \$100,000 life insurance; three weeks vacation upon hire and four weeks after five years; fully stocked break room