



January 8, 2024

To our valued partners,

We are excited to announce that we are officially changing our name from COWS to the High Road Strategy Center, effective January 2024. As we continue to grow as an organization, we want our name to better reflect our mission and impact.

When we first launched this organization in 1990, "COWS" was an acronym for Center on Wisconsin Strategy. Several years later, we changed our name to "COWS" – not as an acronym but as a full name because so much of our work was outside Wisconsin. While COWS is a fond holdover of history, it says nothing about what we do.

High Road Strategy is what we do and have always done. We are a think-and-do tank, applied research center, provider of technical assistance and advisory services – all aimed at moving more cities, regions, and even nations and their residents and governments toward high-road development. This is a strategy of development that increases prosperity and abundance without sacrificing commitment to fairness and inclusion in production and distribution, environmental sustainability, and accountable and efficient democratic government.

High Road Strategy Center captures that aspiration and work so, while our name is changing, our mission, purpose, and services remain the same. We hope and trust that this name change only improves our relationship with you, as our staff is fully dedicated only to improving our effectiveness in promoting and implementing the high road, everywhere.

If you have any questions or would like to learn more about our name change, please do not hesitate to reach out to us. We value your feedback and look forward to our continued partnership.

Thank you for your continued support.

**Joel Rogers**  
Director