

April 15, 2016

Re: Letter of Introduction – Dean McCurry Auction Services

Ladies and Gentlemen:

Let me begin with a confession: we did not know what we were doing.

The “we” in that sentence is the Exchange Club of East Dallas. We are a men’s service organization with the noble mission of supporting the educational needs of the public school children of East Dallas. Our kids need our help. Many are first generation. For most, English is a second language. For many, the idea of college is just a dream.

In the past, the money to support the Club’s mission came largely from the pockets of Exchange Club members. Then one day someone came up with the bright idea of putting on a “signature event” to attract money from the pockets of others. The idea sounded good in theory. But....we did not know how to go about it.

Enter Dean McCurry. Dean is personal friends with a number of members of the Exchange Club. I checked his references and he came highly recommended. But....I was skeptical. In my mind, I pictured Dean as a used car salesman. Instead, Dean proved to be a trusted advisor and friend.

Dean doesn’t just show up on the day of the event to do his thing. He met with the Planning Committee over an 8 month period to review progress and to provide suggestions. He built in an “opt out” date into his contract in case our efforts proved to be overly ambitious. He met with us to explain how his team would register attendees, capture credit card information, and assist with checkout. Although the Exchange Club chose not to use a phone-based application for the Silent Auction, Dean can provide that technology. (In hindsight, we should have used the technology – we left money on the table).

We saved 12 of our most attractive auction items/packages for the “Live Auction.” Dean took the stage after our Guest of Honor (Rangers broadcaster Eric Nadel). He immediately captured the audience with a game of “Heads or Tails” and never looked back. We’d hoped to raise \$20-25,000 in the Live Auction. With Dean's help we raised \$43,000. Overall, our event netted \$98,000 (table, sales, silent auction, live auction, “heads or tails,” and raffle) for the educational needs of the public school children of East Dallas.



There are still many, many things about a signature event that the Exchange Club can do better. It was very much a learning experience. With Dean's help, our first event was a success and we look forward to a future partnership with him.

Kindest regards,



Michael R. Buchanan

P.S. Dean's staff is also terrific. I drove Ace Assistant Kayla Aalbers crazy with last minute additions to the silent auction. Kayla's calm temperament throughout the planning process and the evening of the event kept me from oversteering.

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