

August 16, 2024

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 many, English is a second language. For far too 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. Dean’s “A-Team” provides many “add-on” services, including mobile phone bidding applications, raffle ticket sales enhancements, and breathtaking travel opportunities.

Annually, we save our most attractive items/experiences for the “Live Auction.” When the time for the “Live” arrives, Dean does not take the stage – he commands it with a winning combination of humor, energy, and passion.

Our 2024 signature event will be our 8th. With Dean’s considerable help, the Exchange Club of East Dallas in the aggregate has raised over \$1 million to enhance educational outcomes for 7000-plus public school children in East Dallas. We look forward to working with Dean at our 2025 fundraiser.



# exchange

The Exchange Club of East Dallas

P.O. BOX 720297 • DALLAS, TX 75372

Kindest regards,



Michael R. Buchanan

P.S. I earlier mentioned Dean's "A-Team." Anchoring the A-Team are Kayla Albers and her son Dustin, two longtime team members of DM Auction Services. When one or both are at an event, professionalism is off the charts.



Our mission: to pursue programs that benefit public school kids in need in our East Dallas community.