

Adam Graves responds to Brent Regan in Huckleberries comments – 7.2.13

I loath responding to this apparent sour-grape attack but, I should enlighten the public on this drivel before someone actually buys into it. I am not speaking for the School or the Magnet Committee here but personally...

The auction this year brought in a total of \$95,455.97. The total spent for marketing the event was \$5,666.95 not the lessor amount Brent said.

So, roughly around 6% of the gross sales of the event went to market the event. This is well under the typical % of gross sales allocated for marketing a niche-target event.

Every marketing item has an estimate submitted and purchased order created after it is decided on and approved by the auction/magnet funds committee. My time as Chair and the hours and hours of time spent strategizing, planning, meeting, organizing, procuring, etc. is all donated as a volunteer.

The Post Office does not donate, neither do the paper companies or the printers that we contract to perform the labor and printing of the tens of thousands of needed print pieces that actually account for the vast majority of the marketing expense. We bid to only local vendors to keep the dollars in CdA even though we could save roughly half going elsewhere. This was a unanimous Magnet Committee decision.

Furthermore, Range negotiates and sells sponsorships/ads with the Press for all the print ads and large special section insert valued in the range of \$6-7,000 for no cost to Sorensen.

While Range makes every effort to donate as much of our professional services to local causes as possible and for Sorensen this includes only billing for a fraction of our time, we are a business and have employees and overhead to pay. If we did it all for free and paid for the costs we wouldn't be around long to help the next cause.

For Brent Regan to "not accuse" me of misappropriation of funds is laughable and quite sad at the same time. My family alone spent \$5,300 at the auction just this year. We donated auction items this year that sold for a total of \$2,250.

Perhaps Brent should try less being a "public figure" as he calls himself on Facebook, espousing what is bad, corrupt, or black and scary, and spend more time in the real world, actually building a better community. Maybe he wouldn't be so sour then. I hear Borah needs new playground equipment. Perhaps he can start small and just raise \$35,000? We did the first year for Sorensen but Brent is way smarter than me...