



OFFICE OF ALUMNI RELATIONS

May 15, 2009

We at the University of New Haven are honored and pleased to recommend Barry Cherwin as an auctioneer. The skill, experience, flexibility and enthusiasm Barry brought to the University of New Haven's Annual Alumni Scholarship Ball made for an evening successful beyond our imaginations. This was the first year we chose to use a professional auctioneer, but it will certainly not be our last. Barry brought in \$30,600 from our live auction, compared to \$9,600 in 2008, more than tripling our proceeds. But more important, he raised more than \$200,000 for the University's new student scholarship initiative, Fund a Future, in just 30 minutes. We have never enjoyed such results in 26 years of scholarship balls. That evening, the president of our university, flush with success, quickly offered Barry another challenge—raise an additional \$25,000. Barry didn't blink, and within minutes had donors opening their wallets to meet the challenge. Honestly, we were stupefied at his results.

Barry also succeeded in entertaining everyone in the audience, whether or not they were bidding. He has an elegant countenance that belies a dry wit and a warm sense of humor. He demonstrated flexibility and professionalism at all times, even as numerous details changed over the course of several weeks, and even on the evening of the event. He was generous with suggestions and ideas, and suggested many tactics we had not previously considered. We recommend him highly, but hope that he still has time to work for us at next year's ball. He is worth far more than his fee suggests.

Barry came to us with spotless credentials and peerless references. We are proud to now be among those who highly recommend his services.

Sincerely,

*Paula Mortali*

Paula Mortali  
University of New Haven  
Alumni Relations Associate  
Scholarship Ball Auction Chair