

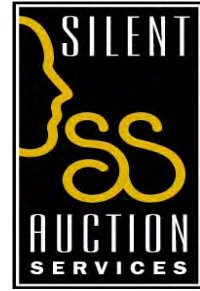
## Silent Auction Services September 2011

As I write this school has just started, Houston's record streak of 100 degree days has ended and hurricane Irene is roiling up the East coast. Summers are usually our slow time, but not this summer. We signed a license to use Qtego's technology that allows guests to use their cell phones to bid in auctions. We signed a partnership with HotShot Delivery to arrange for post-event package delivery to winning guests. And three merchants have asked us to manage their charity/silent auction donation program. Our newest employee, Ilia Forouzan, is handling the operational side of this new business.

It's hard to believe, but the gala season might be relaxing in comparison. We are looking forward to working with some new clients, and old, including: Round Top Family Library, St. Ambrose Catholic School, and Food and Beverage Managers Association of Houston.

We hope you had a great summer and will have a superb autumn. Oh, and check out our brand new promotional video while you're at it.

S & E



Qtego is our newest service that provides the opportunity for guests to bid thru text message, on any type of phone, from any location! So, whether they are sitting in their seats at an event or on a golf course, participants can enter their bids. Cell phone bidding instigates competition amongst participants and increases the value of auction items.

Let us know if you would like this service at YOUR next event!

### Get to know Ilia!

Ilia Forouzan was born in Columbus, Ohio and has since spent most of her life in either Pittsburgh or New Orleans. After studying journalism at the University of Pittsburgh, she wrote for a local newspaper and then moved to Los Angeles and worked as a costume assistant in film. Ms. Forouzan looks forward to the fast-paced work environment SAS provides and learning about Houston from its many charity events. Please contact Ilia for any of your donation management needs.

### Merchant Donor Service

We are so excited to have newly launched our Merchant Donor Service! We help businesses donate more effectively to local silent auctions.

Our first service is a Channel Optimization which is an assessment and recommendation consultation. We sit down with key members of your team to discuss marketing goals and current practices, then advise you of best practices regarding donation and identifying the characteristics of the events that will best showcase your brand in light of your goals. This one-time service will give you to information you need for you, us or anyone else to manage your donation program.

Our other service Donation Management is the management of your donation program. We find the best opportunities for donation, take care of all the logistics the day of the event, and follow up afterwards with the organization to retrieve collateral and winning bidder information. The Donation Management service can be used alone, with or without the Channel Optimization, depending on your needs.