



OUR JOB IS TO MAKE YOU MORE MONEY THAN YOU PAY US.

10 Jan 09 Page 1 of 1

100 BONNER STREET DAYTON OH 45410 FAX 228-4111 937-228-4433

Dear Members of the Board of Education,

While I am the first to realize that my firm's talents are worth more in places like Chicago or Tampa, there are some areas of our practice that I would never try to provide outside our base of operations.

PR services and Media buying, to be done most effectively in a small market, are best accomplished by local firms. Knowing the lay of the land, the key people and influencers in the community aren't things that can get picked up over the phone. I've spent the last 25 years of my life in Dayton building a network and realize how valuable being able to call people on their cell phone can be.

With that being said, the awarding of any no-bid contract is a political powder keg, especially for services that many may consider unnecessary in light of teacher lay-offs, athletic department cuts, and tough economic times.

Before you enter into any type of vague contract with a political campaign consultant from Cleveland, I thought I would offer a proposal that provides a rational draft for discussion. I believe that you owe it to yourselves to compare these two offers- and to solicit others to compare. I provide a list of my competition on my site for that very reason: [Agencies that aren't The Next Wave](#)

No matter who you award this consulting/marketing contract to, it is sure to cause ill will among voters. I don't envy your position.

The reality is that each additional student who attends DPS is additional funding from State and Federal funds and your cost base is generally fixed. Using \$4,000 per student for simplicity's sake, and assuming half of that money goes to provide services, it only takes an additional 60 students to choose DPS over Charter or Private schools to repay this contract.

I stand before you to answer questions about how to repair years of neglect to a once proud brand. My team would consider it an honor to be involved in a renaissance of the Dayton Public Schools.

Sincerely,

David Esrati