



April 30, 2009

Mr. Kevin Graham, President,
Lookout Management Inc.
23 Chestnut Hill
London ON N6K 4J5

Dear Kevin,

It is my pleasure to write this letter of support and endorsement of your professional services. Having had the pleasure of working closely with you and seeing the results of your survey work and expert analysis during my years as Vice-Principal (Advancement) at Upper Canada College earlier this decade, I made sure that enlisting your services for the benefit of Advancement activities at Crescent School when I arrived as Chief Advancement Officer in 2006 was high on our priority list.

As we have discussed on several occasions, bringing the business model to the independent school sector can sometimes have its challenges, but we know that our schools are businesses, and our alumni, parents and friends are our 'customers' and/or 'clients.' Seeking their input and advice on past, current and future plans in a wide array of school activities seems to make eminent sense to me. I know that the independent schools with which I have been associated have benefited tremendously from proactively seeking advice (which is always appreciated), acting upon that advice, as appropriate, and then clearly communicating the results back to our community members (we asked, we listened, we responded).

Based upon the positive results of your most recent work for Crescent School, I am confident that we will continue to work closely together in the years ahead as we seek to further understand the attitudes and opinions of our various constituency groups. We also wish to track the responses to key initiatives, on an ongoing basis, to determine if the changes that we have implemented in response to what we have learned are having the desired positive impact on the attitudes and beliefs of our family members. As key partners in the education process, we owe our alumni, parents and friends this courtesy, as a minimum.

Please do not hesitate to have those who wish to learn more about the positive impact of your professional services upon their organizations contact me.

Sincerely yours,

John L. Lynch
Chief Advancement Officer

Men of Character from Boys of Promise