



Deep in the heart of Texas - Part Two

Previously, we told you the story of the Herculean tasks that Larry Brasel and his wife, Jan Dice, faced in putting on a charity golf tournament for the victims of the September 11th attack. When November 14th — the day of the tournament — arrived, incredibly everything was ready. It wouldn't be all that unusual to speculate about whether Larry and Jan wondered if the investment of all the hours, all the work, all the worry and all the energy would pay off in what resulted on that one critical day.

The first hour was devoted to registering, getting in some time on the driving range and putting green and viewing the items destined for auction — more about that in a moment. The shotgun tee off, at 10:00 A.M. sharp, officially began the *Swing for Survivors* charity golf tournament at the Castle Hills Golf Course in Dallas, TX.

Fifty five golfers from all parts of the greater Dallas area showed their support for the tournament and — commensurate with their skill levels — hacked or finessed their way around 18 holes of golf on one of the premier courses in the Dallas area. Throughout the day, thoughts of winning were secondary to thoughts of supporting the cause. A box lunch fed the body during the play day and knowing the purpose of the tournament fed the souls of each player and non-playing attendee.

As with other golf tournaments, there were awards given out for the longest drive, the closest to the pin and the straightest drive of the day. There was even a hole-in-one contest. When the golf day was done and the box lunch fully digested, however, a sit-down meal was served as a highly palatable prelude to an auction, done Texas-style. In true Big D — as in “donate” — fashion, everything went on the block; from sports items such as Texas Rangers' baseballs and jerseys, Dallas Cowboys' memorabilia to a three-liter bottle of rare wine that would have made a Parisian sommelier weep for joy. Every last item was auctioned off and the day came to a close as the golfers and guests departed knowing they had somehow made a difference.

Was it all worthwhile for Larry and Jan? Did the investment pay off? The check representing the **entire** proceeds from the tournament and auction found its way into the Robin Hood Relief Fund in New York. So, we assume that, yes, the investment paid off.

We salute Larry and Jan for living out the credo of the true financial professional — using the medium of money to make a positive difference in people's lives.