

In 2007, Phired Up Productions partnered with Tau Kappa Epsilon to provide Dynamic Recruitment programming at each of their four Regional Leadership Conferences – St. Louis, Charlotte, Orange County, and Philadelphia. Below are the unsolicited comments received from attendees at those programs.

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*I just ordered your book and workbook. I've heard really good things about it, and can't wait to digest it. I am a TKE alumni advisor in Atlanta and saw Josh's presentation at our Regional Leadership Conference in Charlotte last month. **Josh did an awesome job, and I know that our undergraduates were excited to see a lively and fact-filled presentation.** Thanks for your great efforts on behalf of the Interfraternity world!*

- Dave Adcock, TKE alumnus

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*I was one of those who attended your recruitment presentation on Saturday. I just wanted to take the time to say **thanks again for sharing this knowledge with us. I can really see it radically improving what our chapter does with recruitment immediately and in the future.***

- Sam Moore, TKE Recruitment Chair, Pomona

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*I just wanted to say thanks again so much for this past weekend's presentation in Charlotte. **You made rush seem so easy** and have given both myself and my vice president Brad a whole new perspective. **The whole trip was worth it just to see your presentation.** Keep up the good work...*

- Chris DeSilva, TKE President, University of Wisconsin

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*Hello, I am the Vice President of the Lambda chapter of TKE at the University of Wisconsin. I was in attendance today at your presentation on recruitment and I wanted to thank you very much for all the wonderful insight and useful tactics I acquired in such a short period. **I learned ten times more in two hours than I've learned in a year and a half as an active fraternity member.** I assure you that I will bring your wealth of knowledge back with me to Wisconsin and make a difference with it. My house of mules can now be effectively reinvigorated and transformed into a house of stallions. Again, I thank you very much for your time and consideration.*

- Brad Fokers, VP of Recruitment, University of Wisconsin - Madison

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I hope you are well. I met you at the Regional Leadership Conference in St. Louis, MO. on February 4, 2007. I am certain that you met many people there, although I had stopped you on your way out before you had hit the escalator. I wanted to send you some feedback about your presentation.

I had hoped to get some input from the actives that were there from my chapter. D-N chapter members were right at the front table, although I have not heard from anyone there yet. So I wanted to send you my take on your work.

*First, observation is in regards to the wake-up call. **Getting the guys up out of their chairs and meeting the persons around them was brilliant!** As an alumni chapter chairman, I find that there is a lack of enthusiasm from most young people. They are much less likely to engage with total strangers with regards to recruitment or even meeting with alumni. So getting the blood to circulate set the stage for your presentation.*

*Secondly, **the play on words was clever and contemporary. Any age group could appreciate the humor.** What better way to influence the memory than with keywords that are common and easy to imprint into the mind. The forward approach to engaging strangers without invading someone's ego-space was stealthy. **Any personality could exercise the techniques you had implored.***

*Lastly, **providing the basic documentation and encouraging some organization was invaluable.** Using some time to create lists and getting the guys to think was important. Everything is easier to remember when individuals write-it-down in their own handwriting. Plus when the people returned to their respective chapters; they're ready to GO without much more effort.*

You know one of the undergraduates from my chapter was so excited he wanted to schedule you be come to our chapter. Do you think there is any chance that this idea is possible? I was overall impressed with your presentation, quite well executed!

[!] am very encouraged that our Fraternity employed your services for this leadership conference. I hope that you have had similar results at the other conferences. I do not know you personally although you are dynamic; your voice is engaging and carries well without a microphone. You are approachable and motivational.

- Daniel Canchola, TKE Alumni Board Advisor, NW Missouri State

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Just wanted to say thanks again for your presentation at this past weekend's TKE RLC. I've been involved with TKE for 10 years and your presentation was the most concise and useful piece I have seen. Your presentation and handouts have actually given an idea to the men, a plan to help them implement, and suggestions on how overcome objections. You add the tools that our members can refer back to time and again to aid them in recruitment.

I bought your book and plan to refer to it in my work as chapter advisor for our chapter at Wisconsin- Madison. We even made plans to send our President and Vice President to Charlotte this weekend so they can catch your presentation. I found that the message of Dynamic Recruitment is what we've been trying to convey to the members since I have been an Advisor. The ideas you present are exactly what our members will need to be successful not only in their chapters with recruitment, but also once they get into the professional world. Thanks again and I hope our paths cross again in the future.

- Andy Simon, TKE Alumnus

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The guys who run Phired Up know what they are doing and present a solid way to recruit.

- Greg Roskopf, Asst Dir for Student Activities, Loyola University New Orleans

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