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### **National Partnership Getting Results**

GREENSBURG, PA – The numbers are in, and while partnering with Phired Up Productions on national initiatives, **the National Fraternity of Kappa Delta Rho reports an increase of at least 20% more new members** in 2006 than in the previous year.

"Credit is due, in large part, to the fraternity's partnership with Phired Up Productions," said National President Shawn Hoke.

In 2006, Phired Up Productions led *Dynamic Recruitment Workshops* at Kappa Delta Rho's National Convention, Regional Conclave, and Midwest Chapter Retreat. The programs received high marks for overall satisfaction from undergraduates and alumni. Even more impressive is the fact that several chapters attending these programs are reporting growth rate increases of 300% or more.

Executive Director, J.R. Rees, has personally attended every Phired Up Productions *Dynamic Recruitment Workshop* this year. Addressing a group of alumni at Purdue, he said, "I believe in Phired Up's message. This stuff works. We're seeing the numbers to prove it."

What makes the 20% growth rate even more impressive is that it does *not* factor in numbers from two successful expansion efforts. Kappa Delta Rho is applying positive, values-based growth principles on many fronts.

"Growth is always top priority for all national fraternities. Phired Up is proud to partner with a group like 'KDR' that is investing in recruitment education and seeing a return on that investment," said Josh Orendi, COO of Phired Up Productions.

Phired Up Productions delivers recruitment education for membership organizations. Since 2002 Phired Up has been working to revolutionize the college fraternity and sorority world. The company has delivered high impact training and consulting services to campuses and organizations across the country. Through highly interactive programs, focused consulting services and relevant support publications, the Phired Up team strives to ignite the minds and improve the performance of fraternity and sorority members.

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