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FOR IMMEDIATE RELEASE

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TRI-SIGMA SORORITY ALUMNAE GET PHIRED UP

WOODSTOCK, VIRGINIA – Following the August 2008 *Sigma Sigma Sigma Alumnae Training Institute*, the national sorority has released glowing evaluations of the Phired Up Productions recruitment program led by Jessica Gendron, Director of Women’s Education.

Marcia Cutter, Executive Director of Sigma Sigma Sigma said, "Our chapter advisors, recruitment advisors, and other recruitment volunteers were inspired and motivated to utilize the information Phired Up presented and become "coaches" in the recruitment process. Our collaborative follow up efforts are helping to maintain the message. We are hopeful to see our chapters’ recruitment efforts blossom by utilizing their dynamic recruitment approach."

An overwhelming 97.4% of the alumnae participants rated Jessica’s program, which was the featured curriculum of the whole weekend, "EXCELLENT," but the real proof of the programs value came in the form of attendee comments.

What was the best part of the weekend?

"I am very impressed that our national organization has made a commitment to this program."

"I really enjoyed Jessica. She was so funny and so on point with her examples of recruiting."

"Jessica was a great speaker. The program itself was great. It was a very high energy program which is great for such a short event with so much travel involved."

"Besides all the knowledge I gained, coming to the realization that what we did/do for recruitment is not normal. This made me have weights lifted off my shoulder from previous years as well as an 'aha!'"

"Having those 'ah-ha' moments where you realized you knew deep down that there was more out there about recruitment than formal/static recruitment."

"The information on coaching, teaching by direct mentorship, and context before content. I learned a lot about Dynamic Recruitment from the book, but the Saturday information helped bridge the gap between information and implementation."

How will the information be helpful in your role?

“Eventually, I think this can have a huge impact on Greek Life in general. It’s a cultural change that has been a long time coming.”

“I will use the workbook to create some powerful workshops for the women on conversation skills, and use the book to help my recruitment chair to create a recruitment team for this year.”

“This information is of GREAT benefit to the colonies and new chapters that must continue their recruitment efforts after colonization.”

What specific information did you take from the seminar?

“Names list – Loved it. Mules/Horses – Loved it. You can’t recruit who you don’t know – Loved it. All the information that was given was good but these really stick out to use with the collegiate.”

“Phired Up! was an incredible experience. The first thing I want my chapters to work on is a ‘names list’ and then really using ‘normal friend events’ to get to know the women on that list. I think that this is perfect for my chapters since they are all northeast schools where there tend to be a varying type of recruitment styles.”

“I took 24 pages of notes.”

“There were so many great points I can’t just list one. It was awesome!”

“Great info, loved all the S.P.A.M., the water pitcher, names list and flow charts.”

“The seminar was informative and presented well. The book was an easy read and should keep collegiate members’ attention. What a great way to present year round recruitment.”

“Extremely informative. As a new chapter I feel sure we will grow with these techniques.”

Phired Up productions is proud of its partnership with many inter/national sororities and fraternities. From alumnae/alumni trainings like this one, to national conferences, to regional programming, to publication licensing, to long-term coaching solutions delivered to chapters in need, Phired Up is proud to be the #1 provider of recruitment education to the Greek community.

Phired Up Productions is an education firm providing recruitment services to membership organizations. Our message is for customers that desire a higher quantity of higher quality individuals involved in their organization(s) – and who are interested in long-term, limitless success.

Phired Up Productions has delivered training and programming to the college fraternity/sorority community, and to other membership organizations, since 2002. With the publication of the books Good Guys in 2006 and I Heart Recruitment in 2007, the company has become widely recognized as The Recruitment Experts.