



# McKenzie Family Presidents Leadership Conference 2025 Schedule: Recruitment Track

## Thursday, January 9, 2025

- 10:00 a.m. **Registration Opens:** Concourse Hall
- 6:00 p.m. **Opening General Session:** Penthouse Ballroom  
*Conference Kick-off and Transmit Greatness*  
Jim Rosencrans, Vice President of Growth and People
- 7:00 p.m. **Dinner:** Concourse CD
- 7:45 p.m. **General Session:** Penthouse Ballroom  
*Normalizing Recruitment*  
Brian Lyke, Senior Growth Coordinator, Phi Delta Theta
- 9:00 p.m. **Chapter Meeting #1:** Various Locations  
*Introductions/The Role of the Recruitment Chairmen*
- 10:15 p.m. **Casino Night and Yard Games :** Concourse CD  
Snacks, beverages, and brotherhood



@phideltatheta



phideltatheta



phide.lt/pdtlinkedir



phideltathetaghq



phideltathetaghq

## Friday, January 10, 2025

- 8:00 a.m. **Breakfast:** Concourse CD
- 9:00 a.m. **General Session:** Penthouse Ballroom  
*Recruitment by the Numbers*  
Jim Rosencrans, Vice President of Growth and People
- 10:15 a.m. **Chapter Meeting #2:** Various Locations  
*A Foundation for Growth*
- 12:15 p.m. **Lunch:** Concourse CD
- 1:30 p.m. **General Session:** Penthouse Ballroom  
*A Deep Dive into Inclusive Recruitment Practices*  
Austin Deray, Diversity and Inclusion Commissioner
- 3:00 p.m. **Snack Break:** Concourse Hall
- 3:30 p.m. **Chapter Meeting #3:** Various Locations  
*Identifying 5-Star Recruits*



- 5:30 p.m. **Dinner:** Concourse CD
- 6:30 p.m. **General Session:** Penthouse Ballroom  
*Sell Me This*  
Michael Boulter, Survey Commissioner
- 8:00 p.m. **Chapter Meeting #4:** Various Locations  
*Building Authentic Relationships with Potential New Members*
- 10:15 p.m. **Recruitment Roundtable Discussions:** Concourse CD  
Learn from other officers around Phi Delt Nation



---

## Saturday, January 11, 2025

- 8:00 a.m. **Breakfast:** Concourse CD
- 9:00 a.m. **Education Session Rotation:** Concourse AB  
*Introduction*
- Developing an Alumni Mentorship Program:**  
Heathrow AB  
Zach Hilliard, Senior Director of Alumni Engagement
- Financial Support for Your Chapter and Members:** Gatwick AB  
Andrew Cole, Senior Vice President of Advancement and Katie Rufener, Senior Director of Annual Giving and Advancement Communications
- Transmit Greatness Through Recruitment:** Orly AB  
Jim Rosencrans, Vice President of Growth and People, Senior Growth Coordinators Drew Harkins and Brian Lyke
- Engaging Your Chapter Through Philanthropy:** Concourse AB  
Wendy Faust, Executive Director of Live Like Lou Foundation  
Steve Good, Executive Director of Iron Phi Foundation
- 12:30 p.m. **Lunch:** Concourse CD
- 1:30 p.m. **Robert A. Biggs Leadership Forum:**  
Concourse AB  
*The Importance of Having a Recruitment System*  
RJ Taylor, CEO of Phired Up and TechniPhi
- 2:30 p.m. **Recruitment Coaching Consultations:** Penthouse Ballroom  
See next page for locations
- 3:15 p.m. **Chapter Meeting #5:** Various Locations  
Qualifying and Closing
- 5:00 p.m. **Dinner:** Concourse CD
- 6:00 p.m. **General Session:** Penthouse Ballroom  
*Taking it Home*  
Dr. Charley Pride, Past President of the General Council
- 7:30 p.m. **Chapter Meeting #6:** Various Locations  
*Taking it Home*

10:00 p.m. **Playoff Football:** Concourse AB  
Snacks, beverages, and brotherhood



---

## Sunday, January 12, 2025

11:00 a.m. **Hotel Check Out:** Hotel Lobby

### Chapter Support Coordinator Regional Meeting Locations

Emily Wolfzorn (Northeast): Concourse C

Mark Austin (South/Central Texas and  
West Coast): Concourse D

Brandon Counts (Southeast): Concourse AB

Mason Rice (Central and Midwest): Lambert B