

Duke University Department of Athletics

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January 5, 2007

Grant Teaff, Executive Director
American Football Coaches Association
100 Legends Lane
Waco, TX 76706

Dear Mr. Teaff:

Phil Olsen has asked me to write to you in support of Professional DynaMetric Programs (PDP). I am happy to do so, because I have found this assessment tool to be invaluable in working with student-athletes, staff members, and prospective employees. When Phil first approached me about PDP three years ago, I must admit I was skeptical. I was at the time, however, in the process of hiring a compliance officer for the Department of Athletics. Phil allowed me to administer the Pro-Scan assessment tool to the final candidates and I was pleasantly surprised by how useful and informative it was in evaluating the complexities of the various candidates' personalities and motivations.

As a result, the Duke Department of Athletics made the decision to purchase PDP; it has turned out to be a very productive decision. While my colleagues use Pro-Scan to work primarily with student-athletes, I have found it invaluable in making personnel decisions. In fact, we are in the process of compiling a data base of the scans of particularly effective employees so that we can compare them to the profiles of job candidates as we make hiring decisions.

While the program itself has proven to be very valuable for us, a good deal of its value is derived from the service that Phil Olsen provides in training and in supporting our on-going initiatives. He is a pleasure to work with and truly enhances the benefits of PDP. I cannot recommend him, and the program, highly enough.

Sincerely,

Chris Kennedy

Chris Kennedy
Senior Associate Director of Athletics