



APCA 2023 SPEAKER OF THE YEAR
IFC / CHAPTER ACCOUNTABILITY PROPOSAL

FRATERNITY & SORORITY LIFE · IFC · CHAPTER LEADERSHIP

The Greek *Guard*TM

LEADERSHIP · COACHING · RISK MITIGATION · CULTURE

Turn the keynote into a culture.

The keynote creates the conversation. The Greek GuardTM creates the operating system that keeps the conversation alive after Ethan leaves campus — a menu of practical accountability programs for IFC presidents, chapter leaders and university partners, from a focused executive-board intensive to a campus-wide leadership cohort.

750+

PAID
KEYNOTES

300+

COLLEGE
CAMPUSES

160+

STUDENT-LIFE /
FSL EVENTS

3

NATIONAL TOURNAMENT
APPEARANCES AS A
COACH

WHY ETHAN? He doesn't teach accountability from a textbook. He has lived it — as a college athlete and coach, bootcamp squad leader, firefighter captain, team captain and a speaker who has spent years working with student leaders.

Coach Fish brings a point-guard mindset: see the floor, communicate early, make the right decision, and own the outcome.



THE ACCOUNTABILITY MODEL

The 5 Keys: *the foundation* of Ethan's turnaround.

Before the 5 Keys were a curriculum, they were Ethan's own comeback plan. They are the foundation that took him from a 0.00 GPA to a 4.0 — and of everything he has built since: playing and coaching college basketball, training pro athletes and coaching student leaders in Greek life.

0.00 ➔ 4.0 GPA TURNAROUND	College Hoops PLAYER & COACH	Pro Athletes TRAINING	Greek Life STUDENT-LEADER COACHING
-------------------------------------	--	---------------------------------	--

A	KEY 01 Accountability	Own the outcome. Replace excuses with clear ownership for events, members and chapter decisions.
B	KEY 02 Setting Goals	Translate chapter values into measurable academic, philanthropic, leadership and risk-management goals.
F	KEY 03 Choices & Decisions	Train leaders to recognize compounding risk and act before a bad decision becomes a crisis.
A	KEY 04 Perseverance	Build the ability to recover from setbacks, conflict or probation without abandoning standards.
E	KEY 05 Faith	Reconnect brotherhood and sisterhood to service, character, purpose and the values the chapter claims to live by.

The 5 Keys come from Ethan's book, *From Failure to Success*, distributed through Simon & Schuster — the same framework he uses in every coaching relationship.



FROM ONE KEYNOTE TO A REPEATABLE LEADERSHIP SYSTEM

What this can look like *on your campus.*

OFFICERS Chapter Executive Board	Focused coaching for the President, VP, Risk Manager, Social Chair and other key officers.
MEMBERSHIP Full Chapter	A semester-long alignment process that reaches the entire membership — new members included — and creates recurring accountability.
COUNCIL IFC Presidents / Council	A campus cohort that puts chapter presidents in the same room and moves the conversation from individual houses to shared culture.
CAMPUS PARTNERS FSL / Student-Life Leaders	Workshops for councils, Greek leadership teams and student organizations that need more than a one-time keynote.
CROSSOVER Athletics / Team Leaders	Leadership coaching for captains and student-athletes — many of whom are also chapter members — around standards, communication and decision-making.



The Keynote

Creates the conversation across every chapter.



The Coaching

Equips officers and advisors to lead it.



The Accountability

Keeps it alive every day, all semester.

One keynote opens the door. A system changes the culture.



RETURN ON RISK MITIGATION · PREVENTIVE RISK INFRASTRUCTURE

The cost of *one miss*.

Greek communities don't have to live through a catastrophic event to justify prevention. They only have to recognize that the financial exposure already exists.

\$14.2M Federal value assigned to reducing one statistical fatality USDOT · 2025	\$68.9B Annual U.S. economic cost of alcohol-involved crashes NHTSA · 2019 DATA	>\$10M Societal and health-care costs saved by each prevented suicide CDC
\$1.02T U.S. economic burden of fatal opioid overdose and opioid use disorder CDC · 2017 ANALYSIS	\$9M+ Losses from 162 Greek-related claims — fraternities drove 83% of them UNITED EDUCATORS · 2010-14	~\$372K Average fraternity claim in that study, vs. about \$40K for sororities UNITED EDUCATORS

The scale of the exposure

Greek Guard™ investment vs. documented benchmarks and Greek-life case outcomes. These are observed figures, not predicted losses.

Chapter Exec Board Intensive Greek Guard™ Tier 1		\$4,500
IFC Campus Cohort Greek Guard™ Tier 3		\$15,000
Average fraternity claim United Educators study		\$372K
Hazing-death settlement Delta Chi & members, VCU (2024)		\$4.2M
Hazing-death jury award LSU fraternity case (2023)		\$6.1M
Hazing-death jury verdict Bloomsburg rush party case (2026)		\$7.8M
Federal value of one life USDOT, 2025 base year		\$14.2M

The Greek Guard™ doesn't promise to eliminate risk. It gives the people closest to the risk more chances to recognize it, talk about it and intervene — before a preventable decision becomes a catastrophic event.



FINANCIAL EXPOSURE VS. PREVENTION INVESTMENT

What does it cost to leave the highest-risk moments to chance?

RISK	DOCUMENTED FINANCIAL BENCHMARK	GREEK GUARD™ RESPONSE
Fatality	\$14.2M Federal value of reducing one statistical fatality (USDOT)	Choices & Decisions, intervention language, accountability, officer leadership
Alcohol-impaired driving	\$68.9B / year U.S. cost of alcohol-involved crashes (NHTSA); 21–24-year-olds were the largest share of impaired drivers in 2023 fatal crashes	Social-event decision training, safe-exit protocols, peer intervention
Suicide	>\$10M Societal and health-care costs saved per prevented suicide (CDC)	Mental-health conversations, warning-sign training, advisor access, ongoing accountability
Opioid overdose / OUD	\$1.02T U.S. economic burden in CDC's 2017 analysis	Substance-use decision-making, peer intervention, accountability
Greek claims	\$9M+ Losses across 162 Greek claims; vehicle accidents were the most severe (United Educators)	Chapter Risk Audit, officer coaching, Advisor & FSL Staff Intensive
Fraternity claims	~\$372K Average fraternity claim in the same study	Exec Board Intensive (\$4,500) and Full Chapter Alignment (\$9,500)
Catastrophic hazing	\$4.2M · \$6.1M · \$7.8M Recent hazing-death settlement and jury awards. Campuses paid too: VCU \$995K, LSU \$875K.	Hazing prevention, leadership standards, new member protections, intervention protocols

One average fraternity claim (~\$372K) equals... EXPOSURE BENCHMARK VS. PROGRAM FEE — NOT A PROMISED RETURN	83× EXEC BOARD INTENSIVE · \$4,500	39× FULL CHAPTER ALIGNMENT · \$9,500	25× IFC CAMPUS COHORT · \$15,000
---	--	--	--

The human evidence: Ethan has received hundreds of documented letters from students describing how his message affected their decisions around mental health, substance use, accountability and suicide prevention.

Sources: U.S. DOT, VSL Guidance (2025 base year); NHTSA, Economic and Societal Impact of Motor Vehicle Crashes, 2019, and Alcohol-Impaired Driving: 2023 Data; CDC, About Suicide Prevention (2026); CDC Injury Center, Economics of Injury and Violence Prevention (opioid burden, 2017); United Educators, Fraternities, Sororities, and Risk: Lessons From Claims (162 claims, 2010–14); WRIC & CBS News (VCU / Delta Chi, 2022–2024); CNN (LSU, 2023); Philadelphia Inquirer (Bloomsburg, 2026). Value-of-life figures are federal economic benchmarks, not costs billed to a chapter or campus. Case figures are public reports; many parties settled for undisclosed or different amounts. No program can guarantee an incident is prevented.



THE GREEK GUARD™ ACCOUNTABILITY PLATFORM

Accountability that runs every day. *Not just keynote day.*

A custom-built version for the campuses and chapters that register — turning the 5 Keys into a daily habit your officers, advisors and FSL office can see and support.

0–100

Greek Guard Index (GGI)

A composite score built on the 5 Keys — designed to reward honesty over perfection.

The 90-second daily check-in

- ✓ Chapter meeting & event attendance
- ✓ Study hours & GPA standing
- ✓ Honesty slider
- ✓ Social decision log
- ✓ Next commitment

GREEN

YELLOW

RED

Chapter presidents and risk managers see risk states — **never private journal entries**. FSL offices and IFC receive aggregate chapter trends.

Built for *the moment* it matters

The Out

Face-saving exit texts for parties and pressure situations

The Call

One-tap contact to a big, chapter advisor or mentor

The Ride

Safe ride home from socials and date functions

Play the Tape Forward

Decision tree for alcohol, hazing and social-event choices

Ask Coach Fish AI

24/7 coaching concept

How a campus *rolls it out*

01

Keynote

The message lands with every chapter at once.

02

Onboarding

Officers and new members learn the 5 Keys language.

03

Daily Check-ins

90 seconds a day builds the habit.

04

FSL Dashboard

FSL and IFC leadership track aggregate chapter trends all year.

CAMPUS BUILD: The Greek Guard™ platform is being custom-built for the campuses, councils and chapters that register — aligned to your risk-management policy, hazing-prevention standards and national headquarters expectations. Feature set, rollout timeline and pricing are finalized with your campus during scoping.



WHY THIS IS DIFFERENT

Built on leadership experience — *not just presentation experience.*

THE COURT

Athlete » Coach

Ethan helped turn around a **3–30** basketball program that went on to **3 national tournament appearances**, and won **3 conference titles in 3 years** — two as a player, one as a coach. The point-guard mindset became a coaching system.

THE STANDARD

Command » Service

Bootcamp squad leader. Firefighter captain. Captain on nearly every team he played on. Environments that demanded standards, communication and responsibility under pressure.

THE CLASSROOM

0.00 » Honors

From a **0.00 GPA** to **two bachelor's degrees, three minors and an MBA with honors** — the 5 Keys, proven on himself first.

THE ROW

Student Life » FSL

More than **160 student-life, FSL and Greek-related** speaking engagements.

THE STAGE

Speaker » Author

2023 APCA Speaker of the Year; 750+ paid keynotes across 300+ college campuses and 400+ total institutions; author of *From Failure to Success*, distributed through Simon & Schuster.

THE STORY

Lived Experience

At **23** — at his fifth college — Ethan drove drunk after a party and a crash took an innocent man's life. What followed: state correctional bootcamp, wildland firefighting service and a complete rebuild. Today: **23 years of continuous sobriety.**

The *Point-Guard* Test

See it.

Identify risk before it becomes an incident.

Call it.

Give leaders the language to intervene.

Move it.

Put the right decision into action.

Own it.

Follow through after the moment passes.



GREEK GUARD™ PROGRAMS

Choose your level *of engagement.*

Three formal Greek Guard™ tiers — from one executive board to an entire IFC — plus leadership extensions to build around them.

TIER 1 Chapter Exec Board Intensive 30 DAYS	◇ 4x weekly virtual coaching sessions ◇ Chapter Risk Audit + Values Alignment ◇ Custom Crisis Operating Manual + social exit protocols ◇ 5 signed copies of From Failure to Success	\$4,500 PER CHAPTER
TIER 2 Full Chapter Alignment ONE SEMESTER	◇ Everything in Tier 1 ◇ 60-minute chapter-wide Choices, Consequences & Risk Mitigation workshop ◇ Bi-weekly check-ins with Risk Managers ◇ 15 signed copies for chapter leadership	\$9,500 PER CHAPTER
TIER 3 IFC Campus Cohort 60 DAYS	◇ Group coaching for up to 12 Chapter Presidents ◇ Campus-wide Greek safety-culture work ◇ Leadership accountability across houses ◇ 100 signed copies distributed across participating chapters	\$15,000 PER CAMPUS / IFC

OPTIONAL LEADERSHIP EXTENSIONS

Chapter Leadership Workshop

A facilitated session for executive boards and emerging leaders built around the 5 Keys.

30-Day Leadership Debrief

Follow-up accountability after the keynote or workshop to turn commitments into measurable action.

Athletics Leadership Workshop

Culture, standards, communication, captain development and team decision-making.



YEAR-ROUND ACCOUNTABILITY

The Greek Life *Accountability Menu.*

Choose one piece — or build a year-round system for your chapters and council.

01CHAPTER
LEADERS

Elite 1:1 Leadership Coaching Track

Private coaching built on the 5 Keys for the officers who carry the most weight in the chapter — presidents, risk managers and new member educators.

- ◇ GPA standards, academic probation and study accountability
- ◇ Recruitment pressure, social-event decisions and risk-management calls
- ◇ Hazing prevention, conduct recovery and the mental side of leading peers

\$9,000

3 MONTHS

\$29,995

12 MONTHS

02ADVISORS
& FSL STAFF

Advisor & FSL Staff Intensive

Equips the adults around your chapters to spot problems early and hold the line on chapter standards.

- ◇ **Two 90-minute workshops** for FSL staff, chapter advisors and house directors — risk factors, substance-use and hazing warning signs, chapter accountability
- ◇ **2 advisor calls per semester, included** — any FSL staff member or advisor can book time with Ethan to implement the programs or talk through how to approach a member facing an issue

\$5,500

PER CAMPUS

Covers your FSL office and chapter advisors — not priced per chapter.

03CAMPUS
& COUNCIL

Greek Guard™ Accountability Platform

A custom-built program for the campuses, councils and chapters that register — accountability that runs every day, not just keynote day.

- ◇ 12-month platform + keynote + member onboarding
- ◇ Daily check-ins, GGI scoring and decision interventions
- ◇ FSL / IFC dashboard with aggregate chapter trends

TBD

ANNUAL CONTRACT

Scoped and priced to your council and number of registered chapters.

Build it around your campus

Start with the keynote and a Chapter Exec Board Intensive, add 1:1 coaching for high-impact officers, then pilot the Greek Guard™ platform for ongoing accountability.

KEYNOTE



EXEC BOARD INTENSIVE



1:1 COACHING



GREEK GUARD™ PLATFORM

NEXT STEPS

Don't let the keynote *be the end.*

Make it the starting point for a leadership system.

THREE PILOT SLOTS PER CAMPUS / SEMESTER

IN PERSON

Connect with Ethan right
after the keynote.

EMAIL

efisher@ethan-fisher.com

CALL

970-227-1182

ONLINE

efishspeaks.com

Book Ethan

