



APCA

16TH ANNUAL

LEADERSHIP *ON*
BROADWAY

JULY 21-23, 2022 | NEW YORK CITY

MARRIOTT MARQUIS
Times Square



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APCA'S 2023
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CONFERENCE

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MARCH 16 - 19, 2023

2023 NATIONAL CAMPUS ACTIVITIES
PLANNING CONFERENCE

- Cooperative Buying/Block Booking
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- Community Service
- Live Showcases



APCA

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WELCOME
TO APCA'S
16TH ANNUAL
LEADERSHIP
ON BROADWAY
EXPERIENCE

**LEAVING A
LEGACY**



On behalf of the entire APCA family, welcome to the 16th Annual APCA Leadership on Broadway Experience, "Leaving a Legacy!". APCA has a great experience in store for you. We want you to leave this event with a clear vision of how to establish a legacy of engagement and success for future generations of students! In this program, you will find your session details, schedule of events, and layout of the hotel facility. We encourage you to immerse yourself in this workshop and to make memories and connections that will last a lifetime. If there is anything my staff or I can do to assist, we are glad to help. I look forward to meeting each of you.

ERIC LAMBERT
EXECUTIVE DIRECTOR
ASSOCIATION FOR THE PROMOTION OF CAMPUS ACTIVITIES



2022 APCA STAFF



ERIC LAMBERT
Executive Director
elambert@apca.com



HEATHER LAMBERT
Vice President
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RONNIE CURRENT
Director of Operations
ronnie@apca.com



KRISTY LAVELLA
Media Specialist
kristy@apca.com

WEDNESDAY, JULY 20, 2022

3:00-5:00 PM	Early Registration	Harlem (7th Floor)
5:00-6:30 PM	Advisor Welcome Reception	Sardi's Restaurant

THURSDAY, JULY 21, 2022

8:00 AM	Conference Registration	Harlem (7th Floor)
9:00 AM	Conference Kick-off/Opening Keynote	Astor Ballroom (7th Floor)
10:00 AM	Student Educational Sessions	Marquis A, B, C (9th Floor)
10:00 AM	Featured Advisor Keynote: Tiki Ayiku - NASPA	Astor Ballroom (7th Floor)
11:00 AM	Conference Keynote	Astor Ballroom (7th Floor)
11:30 AM	Sardi's Professional Luncheon (Must pre-register)	Sardi's Restaurant

OR Lunch on Your Own

1:45 PM	Advisor / Student Educational Sessions	9th Floor
2:45 PM	Advisor / Student Educational Sessions	9th Floor
3:30 PM	Exhibit Hall	Astor Pre-function
4:30 PM	Conference Keynote	Astor Ballroom (7th Floor)

**Pick up Hamilton Tickets at the end of this session!*

5:00 PM	Dinner on Your Own	
7:00 PM	Hamilton	Richard Rodgers Theater

FRIDAY, JULY 22, 2022

8:00 AM	Conference Registration / APCA Serves	Harlem (7th Floor)
9:00 AM	Conference Keynote	Astor Ballroom (7th Floor)
9:30 AM	Student Educational Sessions	Marquis A, B, C (9th Floor)
9:30 AM	Featured Advisor Keynote: bill harclerod	Astor Ballroom (7th Floor)
10:30 AM	Conference Keynote	Astor Ballroom (7th Floor)
11:00 AM	Lunch on Your Own	
12:45 PM	Mainstage Showcase	Astor Ballroom (7th Floor)
2:30 PM	Exhibit Hall	Astor Pre-function
3:30 PM	Conference Keynote	Astor Ballroom (7th Floor)
4:00 PM	Advisor / Student Educational Sessions	9th Floor
5:00 PM	Closing Keynote	Astor Ballroom (7th Floor)

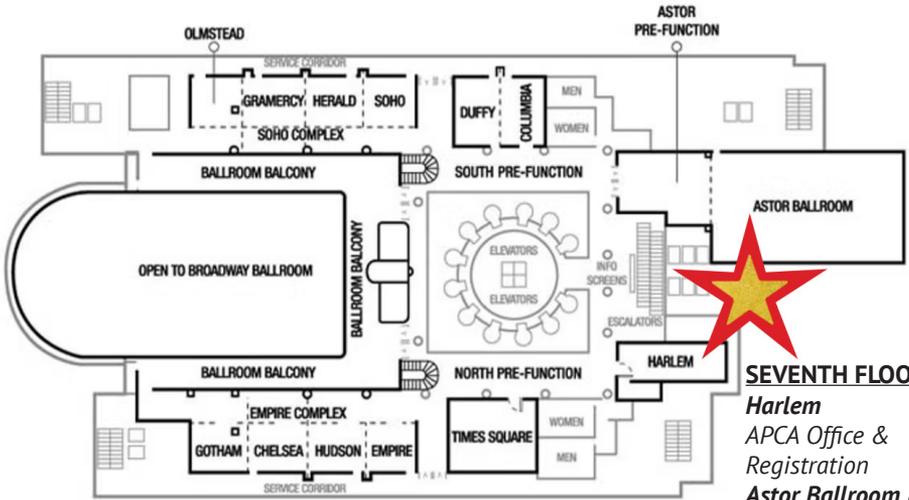
**Pick up your conference certificates at the end of this session!*

SATURDAY, JULY 23, 2022

10:30 AM	Conference Wrap-up	Astor Ballroom (7th Floor)
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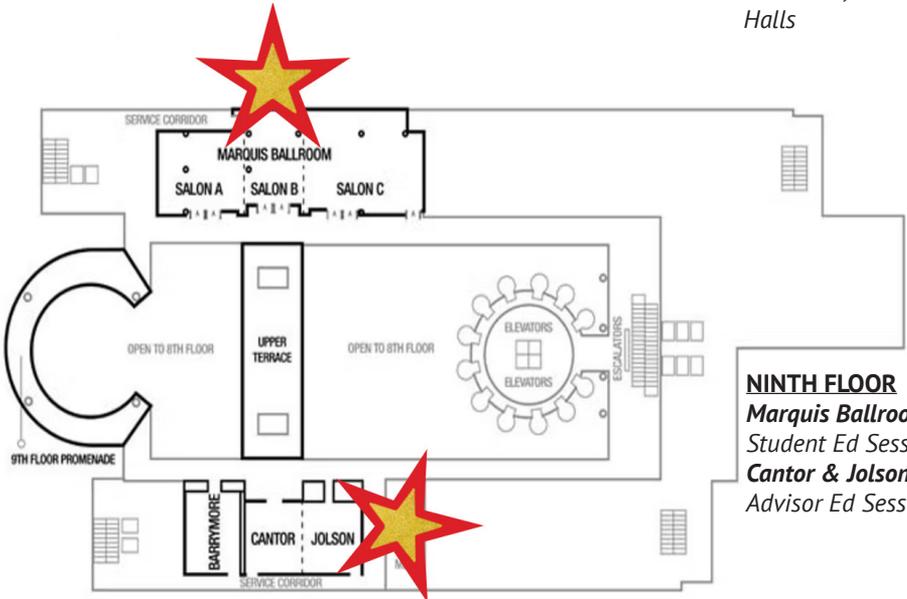
CONFERENCE SCHEDULE

CONFERENCE LAYOUT AND LOGISTICS



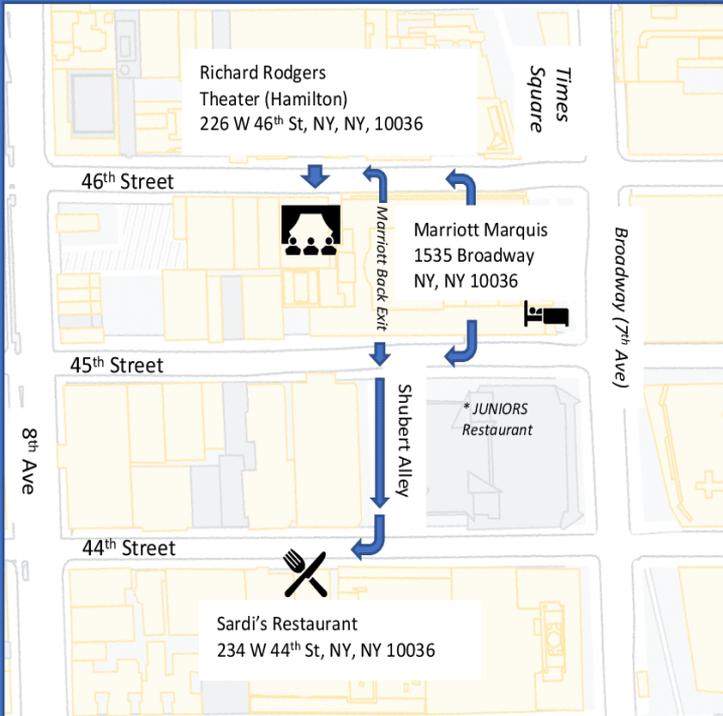
SEVENTH FLOOR

Harlem
APCA Office & Registration
Astor Ballroom & Pre-Function
Conference Keynotes, Showcase, Exhibit Halls



NINTH FLOOR

Marquis Ballrooms
Student Ed Sessions
Cantor & Jolson
Advisor Ed Sessions



Directions to Offsite Events

Sardi's (Professional Luncheon – must be pre-registered) - Thurs, July 21 @ 11:30am

Exit the Marriott hotel out of either the driveway or back exits onto 45th Street. Cross 45th St. towards Junior's Restaurant and Shubert Alley. (Shubert Alley is directly across from the Marriott back exit). Walk down Shubert Alley to 44th St and take a right, walking towards 8th Ave. Sardi's is directly across the street on your left.

Hamilton - Thursday, July 21 @ 7pm

To attend Hamilton, exit the Marriott hotel out of either the driveway or back exits onto 46th Street. Take a left and walk towards 8th Ave. The Richard Rodgers Theater will be about 200 ft away on your left. Please arrive at least 15 minutes early. Late arrivals will have to wait until the ushers allow seating, after the opening number.

CONFERENCE EXPECTATIONS & HELPFUL HINTS

When you're at the conference:

Please be on time and present at every Keynote, Showcase, Exhibit Hall, and Educational Session! 10-15 minute breaks between sessions should give you plenty of time to use the restroom and get to your next session.

All conference sessions are on the 7th and 9th floors. When moving between floors, you can use the elevators OR you can travel up and down the escalators. Escalators might be faster than sharing the elevators with many hotel guests!

Bring high energy and stay engaged! The speakers and entertainers here are ready to give you their all and share their talents and expertise with YOU!

Take lots of notes and share the information you learn here with your fellow colleagues and student leaders on your campus. Have a great year Leaving Your Legacy!



When you're at a Broadway Theater:

Arrive EARLY! Shows begin promptly at their listed start time. If you're not in your seat when the show begins, you will not be seated until there is a break in the action - usually approximately 15 minutes after curtain! Sometimes theaters don't seat audience members late at all.

Do NOT take your cell phones out for any reason. No photography or videos are allowed. Do not text or look at your phones during the show. It is incredibly distracting to those around you and considered highly inappropriate.

No talking! Even whispers can be distracting to those around you and to the performers on stage. Definitely clap and cheer when appropriate, and have a great time!

There is no dress code, but many people enjoy dressing up for Broadway. However, jeans or casual clothing is allowed, and you'll see people dressed in all ways. Be comfortable, but look appropriate for the theater.

Currently, there are no covid requirements and masks are optional on Broadway.



When you're out and about in New York City:

Please use caution when crossing the street! Traffic is extremely busy and extremely fast. Do not walk out in front of oncoming traffic or dart out in between parked cars! Use the crosswalks and always look both ways, even if it's a one-way street! Cars/cabs/bicycles/pedicabs or rickshaws are everywhere!

There are many places to grab a quick inexpensive meal! Street carts, kiosks in Times Square, Carve, etc. Google "Cheap Eats in Times Square" for a great listing.

We recommend that you do not stray far from the hotel unless accompanied by your Advisor. Please stay together and don't go out alone, especially after dark. Buddy system is best!



KEYNOTE SPEAKERS & EDUCATIONAL SESSION PRESENTERS

AJ WILKERSON

Yugar Productions
david@yugarproductions.com • 412.956.0392



AJ Wilkerson is a stand-up comedian based out of a van, down by the retention pond, likely behind a truck stop. Don't worry, he's alive, he's just from Florida, has parent-cousins, and he's Autistic. Not kidding, diagnosed and everything! With his nervous charm, endearing smile, and appendix-bursting material (seriously, that happened!), AJ has become one of the most relevant young comedians in America, making appearances this year at Limestone Comedy Festival, Nashville Comedy Festival, Atlanta's West End Comedy Festival, and in videos reaching millions of views on virtually every social media platform (except for Twitter, that place is a WARZONE).

BILL HARCLEROAD

Director of Campus Activities and Leadership, SUNY Oneonta
bill.harcleroad@oneonta.edu • 607.436.2550



bill harcleroad is a lifelong activities professional with service at University of Rochester, Alfred State College, and SUNY Oneonta, where he has been for 17 years. A lifelong learner, bill is an avid podcast listener, and he has recently completed programs in "Emerging Trends in Global Services and Retail Management" and "Diversity, Equity and Inclusion in the Workplace." He has served at the highest levels of NACA, ACUI, and SUNY CUCAP, and he's received numerous awards including the SUNY Chancellor's Award for Professional Service. He is most proud of raising an amazing human being who is currently enrolled at SUNY Broome Community College.

CHEYENNE OLSON

Hillsborough Community College- SouthShore
colson13@hccfl.edu • 813.259.6120



Cheyenne Olson is the Student Activities Coordinator at Hillsborough Community College SouthShore Campus by day and a Plus Size Fashion and Lifestyle Blogger by night! She has been growing an organic following on social media for 5 years, and over the past year she's gained 20,000+ followers. She has all the tips and secrets to making your social media the best of the best. She'll share tips on how to gain followers and keep them engaged, the importance of sharing valuable content, and using social media hacks to create connections and meaningful moments.

DANIEL CARON

Original Play, LLC
daniel@danielsprograms.com • 740.314.9198



Daniel Caron is a speaker focusing on the leadership, civility, and wellness qualities that shape students and professionals. His program engagements have taken him across North America with clients that include colleges, the military, community groups, and healthcare professionals. His past roles as a college wellness program director and adjunct faculty member provide an understanding of the challenges students face. In addition, Daniel is an award-winning photographer. His passion for photography enhances programs with vivid imagery that make events creative and memorable. Daniel's current interest is the simple, everyday behaviors people can rely on to feel connected during challenging times.

KEYNOTE SPEAKERS & EDUCATIONAL SESSION PRESENTERS

DAVE KELLY

America's Student Leadership Trainer
davekelly@gonzospeaks.com • 404.403.1481



Dave Kelly is a professional student leadership expert, experienced campus, state, and international student leader and advisor, motivator, author, trainer, and coach. He focuses on leadership development for students, running better campus organizations, and building awesome student governments. Dave's presentations are high energy, interactive, fun, and, most importantly, content rich. Dave is the Coordinator of *APCA Serves™*, APCA's community service initiative. Dave's twice received APCA Campus Speaker of the Year honors (2019 & 2022)! Check out his Affordable Pricing Model for virtual & in-person events!

DEL SUGGS, M.S.ED.

del@delsuggs.com • 800.323.1976



Del Suggs was named one of the "Five Top Performers of the Last 25 years" by *Campus Activities Magazine*. Del is a true "Life Hacker". His leadership programs engage and empower student leaders by using the technology they love. From high school student body president to founding the Florida Chapter of the Recording Academy (Grammy Awards), Del has served in many different leadership roles. Del's latest book is *The Student Handbook for Campus Activities Boards*, and his best-selling book is *Truly Leading: Lessons in Leadership*. Del innovated "Instant Assessment" where students complete a program assessment on their cell phones!

DR. JOSHUA FREDENBURG

Metropolis Management
joyce@metropolismangement.com • 510.585.5585



Dr. Joshua Fredenburg is a dynamic, inspirational, high-energy speaker who has spoken in 47 different states and two countries delivering transformational programs that revolve around leadership, diversity and inclusion, virtual leadership, retention, healthy relationships, career success, millennials, and creating generational synergy amongst multiple generations of people.

ERIKA PETRELLI BAYH

The Leadership Program
erika@tlpny.com • 212.625.8001



With experience and perspective drawn from a Masters in Secondary Education, over twenty-five years of leadership development experience, and her role as The Leadership Program's Senior Vice President of Leadership Development, Erika Petrelli Bayh focuses on human-centered leadership—as a keynote speaker and featured presenter at conferences, a trainer and coach within organizations, an author, and a leadership-whisperer to individuals. Erika wrote an interactive journal designed for personal growth, *On Wings & Whimsy: Finding the Extraordinary Within the Ordinary*, now available on Amazon. The legacy Erika strives to create daily is to be the runway upon which others take flight.

KEYNOTE SPEAKERS & EDUCATIONAL SESSION PRESENTERS

HEATHER TRUMBLE AND NORMAN LEE

Niagara County C.C. • hlsaba@niagaracc.suny.edu • 716.614.6218
Cayuga C.C. • leen@cayuga-cc.edu • 315.294.8412



Norman Lee is the Director of Student Activities at Cayuga Community College. He serves as advisor of clubs/orgs and coordinator of NSO, leadership initiatives, and cultural programming. A tenured Professor of college success and business, Norm has facilitated numerous sessions for NODA, APCA, and other organizations. Heather Trumble is the Coordinator of Student Life at Niagara County Community College. She serves as SGA Advisor and oversees NSO, clubs/orgs, leadership, and programming. She also works with campus safety, assessment & equity, and inclusion & diversity. A long-time APCA member, she has held many volunteer roles, including Northeast Regional Area Coordinator.

MITZI SINNOTT

Metropolis Management
joyce@metropolismanagement.com • 510.585.5585



Carmen Mitzi Sinnott speaker-performer-community leader ignites change in communities through her own art and the art created by those who work with her. She was named one of the "top five best diversity speakers in America" by *Campus Activities Magazine*. Her unique family saga "SNAPSHOT: a true story of love interrupted by invasion" has been featured repeatedly on PBS nationwide, and on stage in South Africa, Scotland, Sweden, Brooklyn, and campuses across America. Mitzi was born to convene conversations about race, class, and violence across industries and interests, building more tolerant communities, learning from the past, re-imagining our future, one story at a time.

RON JONES

Dialogues on Diversity
ron@dialoguesondiversity.com • 617.828.7491



Ron Jones has been an educator, writer, actor, and social activist for over 25 years. He is an EMMY Award winner who is currently Executive Director of Dialogues on Diversity. "The Black-Jew Dialogues" was the winner of both *Campus Activities Magazine* and The Association for the Promotion of Campus Activities (APCA) 2013-2014 & 2016-2017 "Best Cultural Program" Award.

SAILESH JIAWAN

Metropolis Management
joyce@metropolismanagement.com • 510.585.5585



Sailesh The Hypnotist has been named APCA's Hypnotist of the Year AND Entertainer of the Year. He is also *Campus Activities Magazine's* Entertainer of the Year, and in the past two years has been named Runner Up for Best Male Entertainer of the Year, Hypnotist of the Year, and Best Novelty Act. Sailesh makes audience members the stars of the show, taking the entire audience on a journey using hypnosis, improv, music, and interactivity to create a whole lot of laughter and a ton of fun!

KEYNOTE SPEAKERS & EDUCATIONAL SESSION PRESENTERS

STORYTELLER ODD?ROD

Metropolis Management

joyce@metropolismanagement.com • 510.585.5585



KEYNOTE SPEAKER

4x-voted Spokenword Artist of the Year, Storyteller Odd?Rod had a troublesome upbringing that cost most of his friends their lives. Growing up in the drug-infested streets of Jacksonville, FL offered him a recipe for prison and death, but he used his mind to create options he couldn't yet see. It was a series of positive choices beyond traumatic experiences that guided him into two fully-funded college degrees and a successful career of helping others reach their potential. By coining the mantra, "Our Losses Carry Wins", Storyteller Odd?Rod is positioned to becoming one of the world's most incredible presenters of our time.

TAJAY ASHMEADE

Taking the LEAP with Tajay Ashmeade

pr@takingtheleapwithtj.com • 347.371.0705



KEYNOTE SPEAKER

I am an athlete, immigrant, strong Jamaican woman. Once in special education, ADHD is now my Superpower! I'm pursuing my Ph.D. in Organizational Leadership from Carolina University. I am persistent and powerful. I am strong but not bullet-proof. I am determined but not unbreakable. I am fortunate to say I played professional basketball overseas for seven years. Everything I have experienced and learned has molded me into the leader I am today. Join me by Taking The LEAP... if you want to be your best self, you NEED to have a team and a plan behind you.

TIKI AYIKU

Assistant Vice President for Professional Development, NASPA

tayiku@naspa.org



KEYNOTE SPEAKER

Tiki serves as the AVP for Professional Development at NASPA (Student Affairs Administrators in Higher Education). She leads the professional development, meetings, online learning, and program execution teams for 25-30 national conferences annually. Tiki is also responsible for NASPA's international efforts and serves as liaison to the Middle East and Latin America advisory boards. Prior to joining NASPA, Tiki served as the Assoc. Dean of Students at St. Timothy's School, Asst Director of Student Programs at Northfield Mt. Hermon School, and Program & Advising Coordinator at the University of Maryland. She holds a B.A. in Spanish & Secondary Education from Morgan State University, and an M.A. in Student Affairs Administration from the University of Maryland.

TYLER KORSO

Wally's World of Entertainment

wally@houseofwally.com • 615.824.8453



Featured on Fox News, The Improv, and The Chicago Magic Lounge, Tyler Korsó offers an escape from the mundane with clever humor and dazzling illusions. After honing his act for a decade, he toured his one-man show "A Man and His Dillusions" from coast to coast and has opened for comedians like Tommy Davidson, Jimmy "JJ" Walker and Carlos Mencia.

EXHIBITING VENDORS/NOVELTY ARTISTS

NAMES AND FACES *Everything But The Mime*
carol@everythingbutthemime.com • 407.856.2412



This husband and wife team brings unique, personalized artwork to your campus or event! Caricatures by Jeff Mandell offers six exciting styles such as digital, Carica-tees, Stuck on You magnets, mugs, and traditional. Pippi uses authentic leather brushes and completes this creative keepsake in mere minutes. A work of art that links your name with good luck.

ROB EINHORN *Promotions & Unicorns, Too*
marni.promounicorns@gmail.com • 732.780.3832



Promotions & Unicorns, Too is APCA's longest standing associate member for promotional products. Rob Einhorn was a student programmer who understands what your budget is not, and we will work with you to get exactly what your campus needs. When you need quality promotional products, work with us, we understand how programming boards work and we have the know-how to get what you want at great prices.

APCA ASSOCIATES/EXHIBITOR LISTING

<p>AMERICA'S STUDENT LEADERSHIP TRAINER Dave Kelly davekelly@gonzospeaks.com 404.403.1481 Booth 2</p> <p style="text-align: right;"></p>	<p>DEL SUGGS, M.S.ED. Del Suggs, M.S.Ed. del@delsuggs.com 800.323.1976 Booth 1</p> <p style="text-align: right;"></p>	<p>DIALOGUES ON DIVERSITY Ron Jones ron@dialoguesondiversity.com 617.828.7491 Booth 11</p> <p style="text-align: right;"></p>	<p>EVERYTHING BUT THE MIME Carol Studer carol@everythingbutthemime.com 407.856.2412 Booth 6</p> <p style="text-align: right;"></p>
<p>METROPOLIS MANAGEMENT Joyce Jiawan joyce@metropolismmanagement.com 510.585.5585 Booth 7 & 8</p> <p style="text-align: right;"></p>	<p>ORIGINAL PLAY, LLC Daniel Caron daniel@danielsprograms.com 740.314.9198 Booth 4</p> <p style="text-align: right;"></p>	<p>PROMOTIONS & UNICORNS, TOO Rob Einhorn marni@promounicorns@gmail.com 732.780.3832 Booth 10</p> <p style="text-align: right;"></p>	<p>TAKING THE LEAP WITH TAJAY ASHMEADE Tajay Ashmeade pr@takingtheleapwithtj.com 347.371.0705 Booth 12</p>
<p>THE LEADERSHIP PROGRAM Erika Petrelli Bayh erika@tlpny.com 212.625.8001 Booth 5</p>	<p>WALLY'S WORLD OF ENTERTAINMENT Wally Saukerson wally@houseofwally.com 615.824.8453 Booth 3</p> <p style="text-align: right;"></p>	<p>YUGAR PRODUCTIONS David Yugar david@yugarproductions.com 412.956.0392 Booth 9</p> <p style="text-align: right;"></p>	



RUBY
3 YR MEMBER



EMERALD
5 YR MEMBER



SAPPHIRE
10 YR MEMBER



DIAMOND
15 YR MEMBER

JOIN US!

APCA offers campus activities planning conferences during the fall and spring semesters. Each event boasts a diverse educational curriculum, stellar live showcase line-up, novelty vendors, well-known and recognizable speakers, student activities training, networking opportunities, and community service components. You will also be able to participate in Cooperative Buying with the other schools in your region to save your budget!

2022 FALL CONFERENCES

Houston, TX - Sept 30-Oct 2, 2022

Syracuse, NY - October 21-23, 2022

Chicago, IL - Nov 11-12, 2022



2023 SPRING CONFERENCES

National Conference: Hershey, PA - March 16-19, 2023

Southeast Spring Regional: TBA

LIVE SHOWCASES • KEYNOTES • EDUCATIONAL SESSIONS • CO-OP BUYING & MORE!



DON'T GIVE UP MY SHOT *Bingo*

SING A HAMILTON SONG	<i>Attend an ed session</i>	JOIN APCA SERVICE PROJECT	<i>Post a Tik Tok or IG at Hamilton. Tag Dialogues on Diversity</i>	MEET SOMEONE NEW
<i>Take selfie of your school group</i>	PAY SOMEONE A COMPLIMENT	<i>Get a Dialogues on Diversity brochure</i>	ATTEND ED. SESSION	<i>DM Ron your ethnic heritage</i>
TELL RON YOUR SCHOOL MASCOT	<i>Learn something about a stranger</i>		<i>Do something nice for your advisor</i>	EAT A CLASSIC NYC FOOD
<i>Have dinner at a NYC restaurant</i>	ATTEND HAMILTON LIVE	<i>Sing school song to Ron</i>	FOLLOW US ON IG	<i>Take picture in front of NYC landmark</i>
TAKE A MENTAL HEALTH BREAK	<i>Follow us on social media</i>	NAME A HAMILTON SONG FROM RON'S SPEECH	<i>Take a selfie with Ron</i>	RON JONES USES A METAPHOR



Please show your winning bingo card to Ron Jones at the Dialogues on Diversity booth. Don't tear out of your booklet.

Deliver in person during APCA Annual Leadership conference to collect your prize.



9:00 AM KICK-OFF & OPENING KEYNOTE • ASTOR BALLROOM

ERIC LAMBERT
APCA Executive Director
elambert@apca.com



HEATHER LAMBERT
APCA Vice President
heather@apca.com



Don't miss this informative session to make the most of your conference experience! Get important details, all your questions answered, and fired up to LEAVE YOUR LEGACY!



RON JONES

Your "Shot" for Creating Intersectional Programming

"I'm just like my country. I'm young, scrappy, and hungry. And I'm not throwing away my shot..."

Ron Jones will equip professionals and student leaders with the tools needed to build a legacy through Intersectional Programming! 1) Examples from the Broadway Musical Hamilton will be addressed, along with how these themes can help create effective programming. 2) Attendees will be able to give examples of "intersectionality as a concept 3) You will gain insight into how you can transform programming through intersectional programming.

10:00 AM FEATURED ADVISOR KEYNOTE • ASTOR BALLROOM



Audience: ADVISOR TIKI AYIKU

Assistant Vice President for Professional Development, NASPA

Creating Programs and Events from the DEI Mindset

Tiki Ayiku, Assistant Vice President for Professional Development at NASPA, will present an overview on developing inclusive programming on campus. The session will include discussion of successful programs and strategies for engaging diverse populations.



10:00 AM EDUCATIONAL SESSIONS STUDENTS



MARQUIS BALLROOM A

Del Suggs, M.S.Ed.

The Top Three Leadership Skills

Great leaders have skills in many areas: personal leadership, organizational management, and interpersonal skills. In this session you'll learn the three skills that ALL great leaders possess. Want to be a better leader? Master these skills! This is a great session for emerging leaders and intermediate leaders - those who are showing great potential and need some direction to the next level. (Student Learning Outcome: After attending this session, students will know three new ways to improve their leadership skills.)

MARQUIS BALLROOM B

Tyler Korso

Event Success 101

Putting on an event is easy but putting on a great event is harder! From marketing hacks and audience management, to simple yet effective venue adjustments and breaking down your type of event, you will learn tools that can be applied to any and all events and presentations. Tyler Korso has been performing at events across the country for the last 15 years. From State Fairs and Comedy Clubs, to Colleges and Nascar events, he's learned the tips and tricks that separate the good events from the great ones.

MARQUIS BALLROOM C

Dave Kelly

Confidence as a Leader: Finding Your Purpose

One of the most important attributes employers look for in a potential employee, people look for in a mate, and organizations need in leaders is confidence! This session approaches the topic with the idea that everyone has leadership abilities and developing them confidently will serve your students now and in the future. Techniques such as visualization, affirmations, and legacy building will be utilized to help you build confidence in yourself and your leadership abilities!

11:00 AM CONFERENCE KEYNOTE • ASTOR BALLROOM



**Audience: ALL
SAILESH JIAWAN**

Legacy Begins from Within

How are you going to ensure that your behaviors are in alignment with the things for which you want to be remembered? Award-winning hypnotist Sailesh will take you on an inward journey to fortify what you want your legacy to be. From clarifying and strengthening your intentions to visualizing positive outcomes, the presentation will help you refine your values, create defining moments, and bolster your purpose and passion.



THURSDAY - JULY 21

11:30 AM - 1:30 PM
Lunch On Your Own

OR

Sardi's Professional Luncheon and Keynote
(pre-registration required)



REGIONAL CAMPUS ACTIVITIES
PLANNING CONFERENCES

**NEXT
LEVEL
PROGRAMMING
2022 FALL**

SOUTH CENTRAL
SEPTEMBER 30 - OCTOBER 2 | HOUSTON, TX

NORTHEAST
OCTOBER 21-23 | SYRACUSE, NY

MIDWEST
NOVEMBER 11-13 | LINCOLNSHIRE, IL

APCA

SAILESH THE HYPNOTIST

- 2 Time Winner - Entertainer of the Year
- 4 Time Winner - Hypnotist of the Year
- 'Sailesh in Iceland' 8.1 Rating in IMDB
- Showcases for APCA
- Ed Session Presentations APCA

"Best Hypnotist in the World!"
-MTV Europe

"Sailesh's performance at ENMU was amazing! The students were engaged the entire time he was on stage!"
-Eastern New Mexico University

"Sailesh is one of the top 3 events we offer according to our evaluations so we definitely want to bring him back next year!"
-Morehead State University

Trusted and Ethical Name in the Hypnosis Industry

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Instructor at the Mitchell Institute of Hypnotherapy

   SAILESHTHEHYPNOTIST

WWW.METROPOLISMANAGEMENT.COM

+1 510-342-9229

INFO@METROPOLISMANAGEMENT.COM



1:45 PM EDUCATIONAL SESSIONS

STUDENTS

MARQUIS BALLROOM A

Ron Jones
Intersectionality: Social Issues and You

The objective of this session is to help students understand the deep, complicated, and interconnected nature of our social issues. In 1989, law professor Kimberlee' Crenshaw created the term intersectionality to demonstrate the interconnected nature of how issues can compound one another for women, specifically women of color.

MARQUIS BALLROOM B

Daniel Caron
Picture Leadership

There is a connection between photography and leadership that you can experience each time you pick up your camera or smartphone to take a photograph. Many of the characteristics that create extraordinary photographs can also help to shape leadership. Examples include developing your vision and paying attention to what's happening in the background. Photography is an art that can craft individual moments while helping you grow in your leadership role. This session will identify leadership characteristics while also enhancing your photography skills. Picture the possibilities.

MARQUIS BALLROOM C

Dave Kelly
Officer Roles, Responsibilities, and Transitions

Officer transitions often consist of the outgoing board waving goodbye as they run out the door! Effective transitions can make all the difference between success and a year of reinventing the wheel. Officers of all student organizations need to understand their roles and responsibilities so they can have a great year of leadership and position the organization for success in achieving their goals and objectives. This session will equip all officers to name and define the roles within their organization, to perform their leadership responsibilities successfully, and show how to construct a plan for officer transition.

ADVISORS

CANTOR

Del Suggs, M.S.Ed.
Advisor Training 101

Congratulations on becoming the advisor for a campus organization. Now what the heck do you do? This program is for all advisors, both new and experienced. The session is designed to help you understand the basics of advising, learn some "do's and don't's", and give you a chance to interact with both seasoned and rookie advisors. Participants can learn Best Practices, share their experiences, and learn from the wisdom of others.

JOLSON

Erika Petrelli Bayh
The Dreamer, The Realist, and The Critic

Walt Disney's famous creative process for expanding new ideas is more than just an effective brainstorming tool—it's also an important reminder of how strong teams, organizations, and relationships are built. Whether you are a dreamer, a realist, or a critic, your voice is needed and your input helps drive an idea, a committee, or an organization, forward. Participants of this workshop will understand what role they typically play, and will understand the benefits of the "dreamer, realist, and critic" approach. This is guaranteed to make you look at yourself, your classmates or colleagues, your friends, and your family in a whole new light.



Let's Connect!
#APCANYC22



2:45 PM EDUCATIONAL SESSIONS

STUDENTS

MARQUIS BALLROOM A

AJ Wilkerson
Help, My Brain Ate My Homework!
(Engaging Students on the Spectrum)

A sometimes humorous presentation designed to educate students and faculty of the struggles and lack of support for neurodivergent adults entering higher education and society. Join Autistic Comedian AJ Wilkerson to discuss this important topic.

MARQUIS BALLROOM B

Cheyenne Olson
How to Engage Students Using Social Media

Looking for ways to engage students using social media? Want students to walk in the door to your events? Learn all the tips and tricks of Instagram from an Influencer! Learn ways you can drive attendance and engagement using reels, stories, and analytics organically. This session will help take your student life Instagram to the next level and use social media to its fullest potential!

MARQUIS BALLROOM C

Erika Petrelli Bayh
Vision and Imagination: Discovering, or Re-Igniting, Our Passions

The persistent stress of the past two years has brought forth the pervasive feeling of “meh,” also known as languishing, and it can feel all but impossible right now, as a student, to discover our passions—and an even mightier task to figure out how to fuel those passions. In this session, participants will learn strategies to do both. Through vision and imagination exercises, participants will discover new pathways to igniting their passions and helping those around them to do the same.

ADVISORS

CANTOR

bill harcleroad
Putting the Practice of Leadership at the Forefront of Your Leadership Program

Many leadership programs involve attending a series of lectures on, forgive me, boring topics like time management and parliamentary procedure. LEAD@Oneonta, however, is a mix of education, events, and experience with an emphasis on the experience. Any student, not just student leaders, can participate at the Silver level while leaders can earn Gold or even Platinum status. The big difference is the emphasis on the practice of leadership by focusing on organizational involvement and leadership positions.

JOLSON

Dave Kelly
Risk Management Leadership for Registered Campus Organizations

Colleges and universities in many states are required to conduct a Risk Management program for campus organization leaders and advisors. This is a session you don't want to miss based on the impact the material will have on your campus. 7 important areas of risk for campus organizations will be discussed with proactive approaches to dealing with them. Engage your students with this material, despite the mandatory nature of the program. It will reassure them that they can lead in a way that is productive and keeps their organization and its members from making decisions and choices that have long-term consequences.

3:30 PM
EXHIBIT HALL
ASTOR PRE-FUNCTION



Storyteller Odd?Rod presents:

A MIND *at* WORK



Thursday, July 21, 2022
4:30PM - ASTOR BALLROOM

Just like Alexander Hamilton, Storyteller Odd?Rod never allowed his environment to hinder his journey. Witness how he turned dark beginnings into a bright future using the desire to further his education and his pen, just like Hamilton.



APCA's 2014, 2016, 2018, and 2022 Spoken Word Artist of the Year!!

Topic's Covered via Workshops & Keynotes

Social Justice • Public Speaking • Team-Building and Icebreakers • Self-confidence • Diversity Equity and Inclusion • Student Mental Health and Wellness • Perseverance • Goal Achievement • Decision-making • Leadership • Recruitment and Retention

"His personal testimony of the trials and tribulations he's endured to get where he's at today, instilled a sense of hope and self-determination for those he engaged with throughout his time in Jamestown."

- Kayla C., Jamestown Community College

"He was AMAZING! He was great! Very engaging, funny, professional, personable and had a great message for our students."

- Tyler D., Highland Community College

An uplifting experience that uses Life Stories, Spokenword, Humor, and Photography to inspire listeners to give their best effort at life.

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Management



4:30 PM CONFERENCE KEYNOTE • ASTOR BALLROOM



Audience: ALL
STORYTELLER ODD?ROD
A Mind at Work

Alexander Hamilton is a prime example of how our upbringing does not always determine the direction of our lives. By keeping his mind at work and his writing strong, he was able to overcome several obstacles and earn the education that led to his success. Nearly 250 years later, Storyteller Odd?Rod's journey to success has been unbelievably similar. Stemming from a series of impoverished environments, he decided to use his writing and his education as an escape tool. This keynote summarizes his experiences and forwards the idea and importance of keeping our minds at work.



5:00 PM
DINNER
ON YOUR
OWN

7:00 PM HAMILTON

RICHARD RODGERS THEATER
46TH STREET, NEW YORK CITY, NY 10036-1408

****BE IN YOUR SEATS EARLY! LATE ARRIVALS WILL NOT BE SEATED UNTIL APPROXIMATELY 15 MINUTES AFTER THE SHOW BEGINS****

MARCH 16 - 19, 2023

2023 NATIONAL CAMPUS ACTIVITIES PLANNING CONFERENCE

- Cooperative Buying/Block Booking
- Leadership Development
- Community Service
- Live Showcases



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The Leadership Program

Build Leaders

We believe everyone can be a leader. Our goal is to give students, teachers and employees the chance to find leaders within themselves.

Using a social emotional framework of growth, in our workshops, we build on strengths and create opportunities for powerful change. We use vision and imagination to help our participants see past the limits they've set for themselves, or that society has set for them. By helping participants navigate the social and emotional landscape within themselves and those around them, we open up the possibilities for them to dream beyond what they ever imagined for themselves.

When students, teachers and employees begin to recognize their own potential, they can help others do the same. That's building leadership.



Are you ready to step into YOUR Leadership?

erika@tlpnyc.com

www.tlpnyc.com

Erika Petrelli Bayh



8:00 AM APCA SERVES



Get hands-on community service experience at the conference! APCA Serves projects benefit APCA conference city communities AND teach you to do easy inexpensive projects at home!

9:00 AM CONFERENCE KEYNOTE • ASTOR BALLROOM



Audience: ALL
ERIKA PETRELLI BAYH
Finding Your Spotlight



Some of us are called to step onto the stage, for all the world to see. Others of us are drawn backstage, our magic unfolding behind the scenes. Either way, our own personal “spotlight” shines bright—and never is our light brighter than when we are doing what we are meant to do, being who we were meant to be. This is the way our legacies are built—by understanding and living fully within our own personal spotlights. So, let’s re-ignite the light within, and celebrate the light in those around us. Because whether on the stage or behind the curtains, you were born to shine.

9:30 AM FEATURED ADVISOR KEYNOTE • ASTOR BALLROOM



Audience: ADVISOR
BILL HARCLEROD
Director of Campus Activities and Leadership, SUNY Oneonta

I’m Not a Doctor, But I Play One at SUNY Oneonta!
(Building a Legacy by Creating a Sustainable Activities Program)

Creating a successful activities program involves building relationships, networks, brands, trust, and processes for involvement. It must be centered on students while encompassing the entire campus community. This session will focus on lessons learned throughout my career that serve as legacies of those mentors who made me (and many others) who I am but, hopefully, lay the groundwork for my own.



9:30 AM EDUCATIONAL SESSIONS STUDENTS

MARQUIS BALLROOM A

Dr. Joshua Fredenburg

4 Ways to Become More Inclusive as a Leader Through the Use of Emotional Intelligence!

In this powerful program, Dr. Joshua Fredenburg, a Certified Emotional Intelligence coach, not only provides student leaders with a deeper understanding about inclusive leadership, but more importantly, he uses his expertise in Emotional Intelligence to provide student leaders with a set of leadership strategies from the Emotional Intelligence Model of Leadership. These strategies will enable students to become more effective at leading diverse groups of people with an inclusive lens of leadership.

MARQUIS BALLROOM B

Del Suggs, M.S.Ed.

The Power of Interpersonal Skills

It is remarkable how important our interpersonal skills are in our lives. They have an effect on every aspect of your personality and perception-- that is, how you are perceived by others. Interpersonal skills include everything from your manners and habits to your body language and posture to etiquette. Having good interpersonal skills can assure you get the promotion at the interview-- or a date for the formal. This program will teach student leaders the power of good interpersonal skills.

MARQUIS BALLROOM C

Ron Jones

Games for Cultural Understanding

This workshop will give attendees insight and experience into how leaders can use games and activities specifically for cultural engagement and connectivity. Being able to abstract big cultural concepts is not easily done in just one way. Student leaders have always used warm-up games and exercises to help break the ice with new students. This session will give some tools for doing the same in a more focused form. Students will walk away with not only a stronger sense of theory, but also a workbook with games, activities, and tools as well.

10:30 AM CONFERENCE KEYNOTE • ASTOR BALLROOM



**Audience: ALL
MITZI SINNOTT**

No Voice. No Power. #yourvoice Ignites the Legacy

Your Voice is Power. They don't tell you that dreaming is harder than you think. Snatching that life, building a legacy requires you to dream, plan, and finally take consistent action. Carmen Mitzi Sinnott, speaker-producer-community leader, will share how she connects to her authentic voice and is using art and heart to shift culture on the globe. This is an interactive keynote. You'll walk away with tools on how to live a brave bold life in full capacity that inspires change!



11:00 PM LUNCH ON YOUR OWN

**Be Early for the 12:45 PM Showcase & Get a Raffle Ticket for Big Prizes!*

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APCA'S 2023
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IS AT THE
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NO VOICE NO POWER.

#yourvoice ignites the legacy

Join Mitzi in the
"Room Where It Happens"

Past Keynotes
NACA, Virtual 2020
NODA, Virginia Tech 2019
APCA, Houston 2016
NCORE, San Francisco 2016

- staff orientation workshops
- student orientation
- interactive keynote
- equity & diversity keynote
- EDI workshops for key staff



Your Voice is Power. They don't tell you that dreaming is harder than you think. Snatching that life, building a legacy requires you to dream, plan, and finally take consistent action.

Carmen Mitzi Sinnott, speaker-performer-community leader, will share how she connects to her authentic voice and is using art and heart to shift culture on the globe.

This is an interactive keynote. You'll walk away with tools on how to live a brave, bold life in full-capacity that inspires change!



For booking, contact **Metropolis Management** at 510-342-9229



@carmenmitzi



carmenmitzisinnott



MitziSinnott

12:45 PM MAINSTAGE SHOWCASE
ASTOR BALLROOM



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Trivia Stream's virtual and hybrid game show versions were designed from the ground up to be high-energy and interactive. With an incredible host, cash prizes, fun trivia questions, and chat room challenges, we'll not only entertain, but retain your audience through the whole show. In addition to our general trivia rounds, we can also include custom questions about your school or company, or provide themed educational programs designed to educate and entertain throughout the year.

AJ WILKERSON



YUGAR PRODUCTIONS

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AJ Wilkerson is a stand-up comedian based out of a van, down by the retention pond, likely behind a truck stop. Don't worry, he's alive, he's just from Florida, has parent-cousins, and he's Autistic. Not kidding, diagnosed and everything! With his nervous charm, endearing smile, and appendix-bursting material (seriously, that happened!), AJ has become one of the most relevant young comedians in America, making appearances this year at Limestone Comedy Festival, Nashville Comedy Festival, Atlanta's West End Comedy Festival, and in videos reaching millions of views on virtually every social media platform (except for Twitter, that place is a WARZONE).

DANIEL CARON



ORIGINAL PLAY, LLC

DANIEL@DANIELSPROGRAMS.COM • 740.314.9198

Daniel Caron is a speaker focusing on the leadership, civility, and wellness qualities that shape students and professionals. His program engagements have taken him across North America with clients that include colleges, the military, community groups, and healthcare professionals. His past roles as a college wellness program director and adjunct faculty member provide an understanding of the challenges students face. In addition, Daniel is an award-winning photographer. His passion for photography enhances programs with vivid imagery that make events creative and memorable. Daniel's current interest is the simple, everyday behaviors people can rely on to feel connected during challenging times.



2:30 PM EXHIBIT HALL ... ASTOR PRE-FUNCTION
Last Chance to Get Your Signatures!



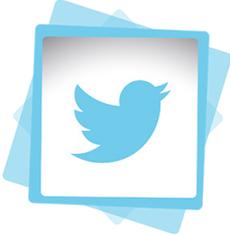
3:30 PM CONFERENCE KEYNOTE • ASTOR BALLROOM



Audience: ALL
TAJAY ASHMEADE
Building a Legacy Through Adversity
(Adversity A.D.D.s Versatility)

Building Legacy Through Adversity allows you to identify Your Adversity, Change The Narrative, and Put That Narrative Into Practice to Build a Strong Life Legacy. Move with intent everyday, and every day you will win and get closer to that Legacy you are building. Take Your LEAP.

FOLLOW APCA ON SOCIAL MEDIA!





TAKING THE LEAP
WITH TAJAY ASHMEADE



4:00 PM EDUCATIONAL SESSIONS

STUDENTS

MARQUIS BALLROOM A

bill harcleroad
The Greatest Show, Secrets to Effective Presentations

Your leadership experience is meaningless if you cannot tell your story. That is why effective communication is a key leadership outcome and one of the most sought after skills by employers. This multi-media session has been developed over years of practice from the beginnings on PowerPoint to today and is based on scientific principles and the world of marketing.

MARQUIS BALLROOM B

Tajay Ashmeade
Adversity A.D.D.s Versatility

This concept can be applied not just to women, but to social issues and individuals. We are all overlapping points of culture. Through video, exercises, and discussion, we will help you to see yourself and many of the social issues that we deal with in a more complex and nuanced way.

MARQUIS BALLROOM C

Dr. Joshua Fredenburg
4 Ways to Become More Effective at Retaining, Engaging, Developing Committed Leaders, and Leaving a Legacy!

Due to the impact of the global pandemic, not only have campus-based organizations faced more challenges at recruiting, retaining, and developing committed leaders, but with so many people being impacted by the great resignation, the strategic knowledge and insight needed to effectively accomplish these goals is more important than ever before. After a few years of extensive research on retention, engagement, organizational excellence, and effective leadership, Dr. Joshua Fredenburg has created a R.E.D. Leadership Framework that will enable student leaders to become better at attracting, retaining, engaging, leading, developing more committed leaders within their organizations, and leaving a positive legacy!

ADVISORS

CANTOR

Del Suggs, M.S.Ed.
Creating Learning Outcomes and Assessment

Are you struggling to write learning outcomes for your programs and events? Is reaccreditation looming just ahead? Fear not-- Del Suggs can teach you to write simple, easily assessed learning outcomes. It's as easy as ABC-- that is, Audience, Behavior, and Condition. Bring your problem events, and we'll work together to write an outcome for you. Then, learn to create an assessment tool using Google Drive, and discover how to get your students to complete the assessment survey at the event on their cell phones!

JOLSON

Heather Trumble & Norman Lee
The Makings of a Collaborative Leadership Program

Two community colleges join forces to organize a weekend leadership program for their club and student leaders. You will be amazed by the results! We invite you to come to learn how this leadership weekend retreat came together, its benefits, and how you can bring something like this to your campuses too!

Let's Connect!
#APCANYC22



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SGA, CAB, Clubs & Orgs

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404-403-1481

FRIDAY - JULY 22



5:00 PM CLOSING KEYNOTE • ASTOR BALLROOM



Audience: ALL **DAVE KELLY** *Building a Legacy Through Service and Leadership*

Being engaged on campus in activities, programs, clubs and organizations, and service opportunities lays the foundation for leadership growth. Serving leadership is the truest form of leadership and can help you to develop your skills, talents, and abilities. This keynote focuses on creating life-long serving leaders who will make a difference in the world!



SATURDAY - JULY 23



CONFERENCE WRAP-UP ERIC LAMBERT 10:30AM - ASTOR BALLROOM

Join us for a great interactive session to wrap up the 2022 16th Annual Leadership on Broadway Experience. We want your feedback on what you liked and how we can make things better for future conferences! Your input makes a difference in APCA policies, directions, and programs – so come share your thoughts and get involved with APCA!



APCA

THANK YOU

for being a part of the
16th Annual Leadership on Broadway Experience!

.....

Join Us THIS FALL!

**REGIONAL CAMPUS ACTIVITIES
PLANNING CONFERENCES**

**NEXT
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2022 FALL**

SOUTH CENTRAL
SEPTEMBER 30 – OCTOBER 2 | HOUSTON, TX

NORTHEAST
OCTOBER 21-23 | SYRACUSE, NY

MIDWEST
NOVEMBER 11-13 | LINCOLNSHIRE, IL

 **APCA**

STUDENT SESSION STAMP SHEET

Get the boxes stamped at the end of each session and receive a Certificate of Completion for the *Student Life Leadership Institute!*

Thursday, July 21

9:00 AM Kick-off/ Opening Keynote	10:00 AM Educational Session	11:00 AM Conference Keynote	1:45 PM Educational Session	2:45 PM Educational Session	4:30 PM Conference Keynote
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Friday, July 22

9:00 AM Conference Keynote	9:30 AM Educational Session	10:30 AM Conference Keynote	12:45 PM Mainstage Showcase
3:30 PM Conference Keynote	4:00 PM Educational Session	5:00 PM Closing Keynote	



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ADVISOR SESSION STAMP SHEET

Get the boxes stamped at the end of each session and receive a Certificate of Completion for the *Student Life Leadership Institute!*

Thursday, July 21

9:00 AM Kick-off/ Opening Keynote	10:00 AM Featured Advisor Keynote	11:00 AM Conference Keynote	1:45 PM Educational Session	2:45 PM Educational Session	4:30 PM Conference Keynote
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Friday, July 22

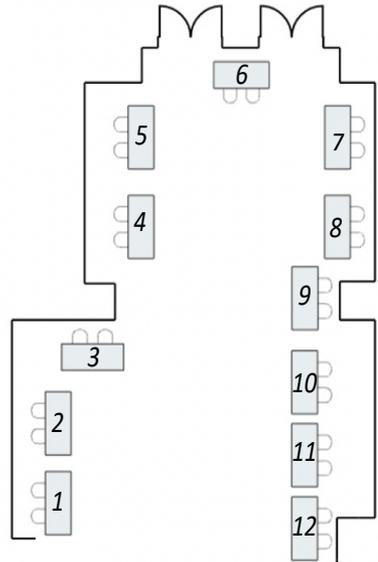
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Exhibitors by Booth Number

1. *Del Suggs, M.S.Ed.*
2. *America's Student Leadership Trainer*
3. *Wally's World of Entertainment*
4. *Original Play, LLC*
5. *The Leadership Program*
6. *Everything But The Mime*
7. *Metropolis Management*
8. *Metropolis Management*
9. *Yugar Productions*
10. *Promotions and Unicorns, Too*
11. *Dialogues on Diversity*
12. *Taking the LEAP with Tajay Ashmeade*

Astor Pre-Function Room (7th Floor)



Exhibitors Signature Sheet

1. *Del Suggs, M.S.Ed.*..... _____
2. *America's Student Leadership Trainer.* _____
3. *Wally's World of Entertainment*..... _____
4. *Original Play, LLC*..... _____
5. *The Leadership Program* _____
6. *Everything But The Mime*..... _____
7. *Metropolis Management*..... _____
8. *Metropolis Management*..... _____
9. *Yugar Productions* _____
10. *Promotions and Unicorns, Too* _____
11. *Dialogues on Diversity* _____
12. *Taking the LEAP w/ Tajay Ashmeade*... _____

16th Annual Leadership on Broadway Evaluation

Advisor or Student: _____

How did you learn about the conference?

Circle all that apply: Email Newsletter Postcard Social Media
Other _____

Please rate the following on a scale of 1-5
(1=poor 2=needs improvement 3=good 4=very good 5=excellent)

Overall Conference Experience ____

Comments:

APCA Staff ____

Comments:

Hotel Facility ____

Comments:

Quality of Talent in Showcase ____

Comments:

Quality of Keynote Speakers ____

Comments:

Educational Sessions – Quality of Speakers ____

Comments:

Educational Sessions – Relevance of Topics Offered ____

Comments:

Additional comments/suggestions - Please be specific!

You're in

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