



APCA

ASSOCIATION FOR THE PROMOTION
OF CAMPUS ACTIVITIES

17TH ANNUAL

LEADERSHIP ON BROADWAY

EXPERIENCE

JULY 25-27, 2023
TIMES SQUARE


WICKED COOL
— STUDENT — 
ENGAGEMENT

#APCANYC23



Fall Regional Campus Activities Planning Conferences:

 **South: Houston, TX | Oct 20-22, 2023**

 **Northeast: Springfield, MA | Nov 3-5, 2023**

 **Midwest: Lincolnshire, IL | Nov 10-12, 2023**

*Live Showcases • Educational Sessions
• Block Booking Discounts*

Continuing Education Credits for Student Affairs Professionals

Register Now at www.APCA.com!

WELCOME TO APCA'S 17TH ANNUAL LEADERSHIP ON BROADWAY EXPERIENCE



ERIC LAMBERT
Executive Director
elambert@apca.com

On behalf of the entire APCA family, welcome to the 17th Annual Leadership on Broadway Experience, ***“Wicked Cool Student Engagement”***. APCA has a great experience in store for you. We want you to leave this event with a clear vision of how to establish engagement programs and facilitate success for future generations of students! In this program, you will find your session details, schedule of events, and layout of the hotel conference area. We encourage you to immerse yourself in this experience 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.



APCA www.apca.com

Save the Date

**APCA NATIONAL CAMPUS ACTIVITIES
PLANNING CONFERENCE**

Hershey, PA

FEBRUARY 15 - 18, 2024

2024 NATIONAL CAMPUS ACTIVITIES PLANNING CONFERENCE

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



APCA 2023 17th ANNUAL LEADERSHIP ON BROADWAY EXPERIENCE

Monday, July 24, 2023

6:30 pm - 8:00 pm.....	Registration/APCA Serves.....	Harlem
8:00 pm.....	Advisor Welcome Reception.....	Marriott Marquis, 8 th Floor
8:00 pm.....	Student Welcome Event	Astor Ballroom

Tuesday, July 25, 2023

8:00 am.....	Conference Registration/APCA Serves.....	Harlem
9:00 am.....	Conference Kickoff (ALL)	Astor Ballroom
9:30 pm.....	Opening Keynote (ALL).....	Astor Ballroom
10:00 – 10:50 am.....	*Student Leadership Block 1	SOHO Complex
10:00 – 10:50 am.....	Advisor Ed Sessions.....	Various Rooms
11:00 am – 1:30 pm.....	Lunch on Your Own	
OR – <i>Sardi's Professional Keynote Luncheon (must be pre-registered)</i>		
1:30 – 2:20 pm.....	*Student Leadership Block 2	SOHO Complex
1:30 – 2:20 pm.....	Advisor Ed Sessions.....	Various Rooms
2:30 – 3:20 pm.....	*Student Leadership Block 3	SOHO Complex
2:30 – 3:20 pm.....	Advisor Ed Sessions.....	Various Rooms
3:30 – 4:30 pm.....	Exhibit Hall 1 (ALL).....	Astor Pre-Function
4:30 pm (get Wicked tickets here!)	Conference Keynote (ALL)	Astor Ballroom
7:00 pm.....	WICKED on Broadway!.....	Gershwin Theatre

Wednesday, July 26, 2023

8:00 am.....	APCA Serves.....	Harlem
9:00 am.....	Conference Keynote (ALL).....	Astor Ballroom
9:30 – 10:20 am.....	Advisor Keynote w/ Dr. Kevin Kruger.....	Astor Ballroom
9:30 – 10:20 am.....	Student Ed Sessions	SOHO Complex
10:30 – 11:20 am.....	Advisor Workshop w/ Dr. Kevin Kruger	Astor Ballroom
10:30 – 11:20 am.....	Student Ed Sessions	SOHO Complex
11:30 am – 1:30 pm.....	Lunch on Your Own	
1:30 – 2:20 pm.....	Advisor Session	Astor Ballroom
1:30 – 2:20 pm.....	Student Ed Sessions	SOHO Complex
2:30 – 3:20 pm.....	Advisor Ed Sessions.....	Various Rooms
2:30 – 3:20 pm.....	Student Ed Sessions	SOHO Complex
3:30 – 4:30 pm.....	Final Exhibit Hall 2 (ALL)	Astor Pre-Function
4:30 pm.....	Closing Keynote (ALL)	Astor Ballroom
(Must be present to receive certificates and win grand raffle prize!)		

Thursday, July 27, 2023

10:00 am.....	Conference Wrap-up (ALL).....	Astor Ballroom
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Off-Site Venues



Walking Directions

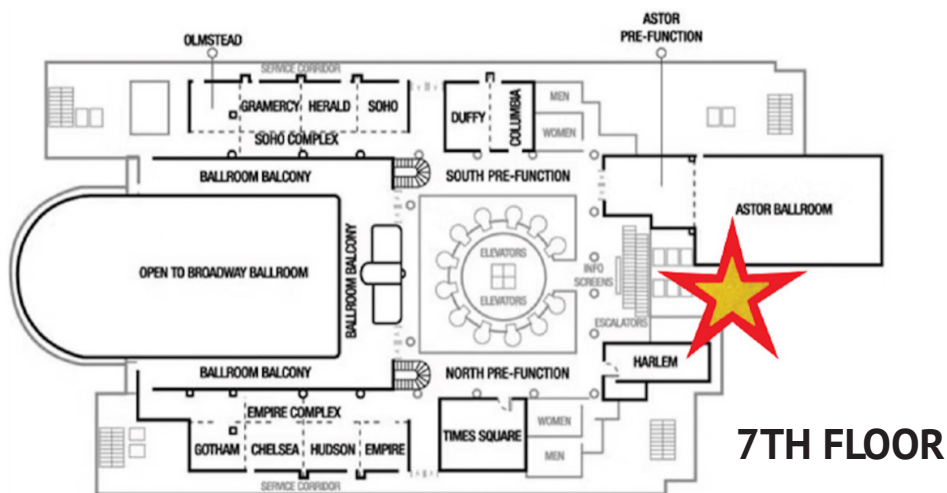
Sardi's Professional Luncheon - Tuesday, July 25, 11:00 am

When leaving the Marriott to attend the Sardi's Luncheon (must be pre-registered), exit the hotel onto 45th street. Cross 45th street and enter Shubert Alley. (Shubert Alley is the walkway lined with Broadway show posters that runs along the side of Junior's, directly across from the Marriott back exit). Cross through Shubert Alley to 44th St and take a right, walking towards 8th Ave. Sardi's is directly across the street on your left. Look for the Staff Member holding an APCA sign near the side elevator entrance!

Wicked - Tuesday, July 25, 7:00 pm

From the Marriott Marquis, exit towards 7th Ave (Broadway). Take a left and walk towards 51st St. Turn left on 51st St, and the Gershwin Theater will be on your right between 8th Avenue and Broadway (7th Ave). **Please arrive at least 15 minutes early.** Late arrivals will have to wait until the ushers allow seating, after the opening number.

CONFERENCE LAYOUT



APCA Conference Layout, Marriott Marquis (7th Floor)

Harlem: APCA Registration

Astor Ballroom: Kickoff, Keynotes, Advisor Sessions, Student Welcome Reception

Duffy/Columbia, Herald/Soho, Olmstead/Gramercy, Gotham/Chelsea, Hudson/Empire: Ed Sessions



APCA 2023 NYC CONFERENCE TEAM



ERIC LAMBERT
Executive Director
elambert@apca.com



HEATHER LAMBERT
Vice President
heather@apca.com



RONNIE CURRENT
Director of Operations
ronnie@apca.com



LOREN HIPSKIND
Conference Assistant
loren@apca.com

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!*

Tuesday, July 25

9:00 AM Kick-off/ Opening Keynote	10:00 AM Student Block 1	1:30 PM Student Block 2
2:30 PM Student Block 3	4:30 PM Conference Keynote	

Wednesday, July 26

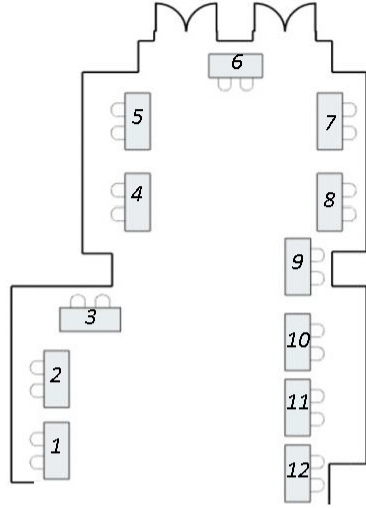
9:00 AM Conference Keynote	9:30 AM Educational Session	10:30 AM Educational Session
1:30 PM Educational Session	2:30 PM Educational Session	4:30 PM Closing Keynote

EXHIBIT HALL

Exhibitors by Booth Number

1. Next Level Gaming
2. Swift Kick
3. America's Student Leadership Trainer
4. Paul A. Samakow, Esq.
5. The Leadership Program
6. Perfect Parties (7th floor lobby)
7. Metropolis Management
8. Metropolis Management
9. Marissa F Cohen
10. Promotions and Unicorns, Too
11. Dialogues on Diversity
12. Del Suggs, M.S.Ed.

Astor Pre-Function Room (7th Floor)



STUDENT SIGNATURE SHEET

Collect all signatures to be entered to win big prizes!

1. Next Level Gaming.....
2. Swift Kick.....
3. America's Student Leadership Trainer..
4. Paul A. Samakow, Esq.
5. The Leadership Program
6. Perfect Parties (7th floor lobby).....
7. Metropolis Management.....
8. Metropolis Management.....
9. Marissa F Cohen
10. Promotions and Unicorns, Too
11. Dialogues on Diversity
12. Del Suggs, M.S.Ed.

APCA EXHIBITORS

AMERICA'S STUDENT LEADERSHIP TRAINER

Dave Kelly
404-403-1481
davekelly@gonzospeaks.com
www.davegonzokelly.com
DIAMOND

DIALOGUES ON DIVERSITY

Ronald T Jones
617-828-7491
ron@dialoguesondiversity.com
www.dialoguesondiversity.com
EMERALD

METROPOLIS MANAGEMENT

Joyce Jiawan
510-585-5585
joyce@metropolismanagment.com
www.metropolismanagment.com
DIAMOND

PERFECT PARTIES, USA

Michael Lawton
800-275-0185
m.lawton@ppentertainmentgroup.com
www.ppentertainmentgroup.com
DIAMOND

SWIFT KICK

Tom Krieglstein
877-479-4385
tom@swiftkickhq.com
www.swiftkickhq.com
DIAMOND

THE LEADERSHIP PROGRAM

Erika Petrelli Bayh
917-502-7622
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www.tlpnyc.com
RUBY

DEL SUGGS, M.S.ED.

800-323-1976
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www.delsuggs.com
DIAMOND

MARISSA F COHEN

732-642-0809
me@marissafayecohen.com
www.marissafayecohen.com
RUBY

NEXT LEVEL GAMING

Calvin Reid
978-601-5473
calvin@nextlevelgamingevents.com
www.nextlevelgamingevents.com

PROMOTIONS & UNICORNS, TOO

Rob Einhorn
732-308-3444
promotions.unicorns@verizon.net
www.promotionsandunicorns.com
DIAMOND

THE LAW OFFICES OF PAUL A. SAMAKOW

Paul Samakow, Esq.
703-472-7688
paul@samakowlaw.com
www.samakowlaw.com

APCA Gems:

Ruby: 3-Year Member
Emerald: 5-Year Member
Sapphire: 10-Year Member
Diamond: 15-Year Member

SESSION EVALUATIONS



Scan this QR Code After
Each Session to Complete
Your Session Evaluations!



NOVELTY VENDORS



Perfect Parties USA
m.lawton@ppentertainmentgroup.com
800-275-0185

Better Games, Better Choices, Better Parties! With over 300 attractions in stock ready to rent, Perfect Parties USA has been providing interactive games, photo programs, game shows, casino equipment, and hard-to-find performers/shows to clients for over a decade!



Next Level Gaming
calvin@nextlevelgamingevents.com
978-601-5473

Next Level Gaming provides unique interactive experiences for students to enjoy! Whether it's orientation, welcome week, homecoming, mid-terms, or finals, we have event packages and a wide range of novelty items for you! Reach out to take your events to the Next Level!

CONFERENCE SESSION PRESENTERS



bill harclerod

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

607-436-2550

bill harclerod is Director of Campus Activities and Leadership at SUNY Oneonta and is a lifelong learner who has recently completed a certificate on “Executive Presence” as well as completing a Lumen Circle on “Course Design for Student Success.” He has received numerous awards including the State University of New York Chancellor’s Award for Professional

Service. He is most proud of raising an amazing human being who is currently a rising sophomore at SUNY Broome Community College.



Dave Kelly

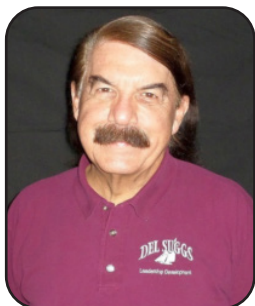
America’s Student Leadership Trainer

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 student leadership development, running better campus organizations, and building awesome student governments – Dave’s the APCA SGA expert! Dave’s presentations are high energy, interactive, fun, and, most importantly, content-rich. He has spoken/trained more than 750 times on 350+ campuses.

Dave coordinates *APCA Serves!*, APCA’s community service

initiative, has twice received APCA Campus Speaker of the Year honors (2019 and 2022), and is the 2023 Lecturer of the Year for the Canadian Organization of Campus Activities!



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 (the Grammy Awards), Del has served in many different leadership roles. Del’s latest book is *The Student Handbook for Campus Activities Boards*. His best-seller *Truly Leading: Lessons in Leadership* (second edition) is in the sixth printing. Del innovated “Instant Assessment” where

students complete a program assessment on their cell phones!

CONFERENCE SESSION PRESENTERS



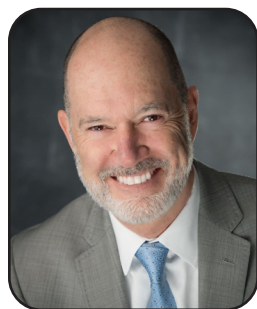
Dr. Joshua Fredenburg

Metropolis Management

joyce@metropolismanagement.com • 510-585-5585

Dr. Joshua Fredenburg is an internationally acclaimed speaker, author of seven books, member of Phi Beta Sigma Fraternity Inc., Tedx Speaker, Certified Emotional Intelligence Coach/Trainer, Leadership/DEI Consultant, and President/Founder of the Award-Winning Circle of Change Leadership Experience, a national leadership experience focused on preparing culturally diverse and first-generation students for career leadership success! Dr. Fredenburg has not only spoken in 49 states, but he has transformed the lives of thousands of people as a keynote

speaker, workshop presenter, and facilitator at different conferences, retreats, trainings, panels, professional development programs, and special events!



Dr. Kevin Kruger - NASPA

kkruiger@naspa.org • 202-265-7500 ext. 1168

Dr. Kevin Kruger draws on more than 40 years of experience in higher education. Since 2012, he has served as president and CEO for NASPA – Student Affairs Administrators in Higher Education. Prior to his role as president, Dr. Kruger worked for 18 years as the associate executive director and served as the chief operating officer (COO) and chief financial officer (CFO) for NASPA. He has held a range of student affairs positions at Southern Methodist University and the University of Maryland. As NASPA president, Dr. Kruger represents student affairs at a variety of national forums and is a frequent contributor to higher education news stories on

the college student experience. Dr. Kruger has published and presented nationally and globally on trends in higher education, student success, degree-completion strategies for low-income/first-generation students, and change management and leadership in higher education. Dr. Kruger received his M.A. and Ph.D. in Counseling and Personnel Services from the University of Maryland. He is the proud father of two children, one a recent college graduate and the other a college senior.



Erika Petrelli Bayh

The Leadership Program

erika@tlpnyc.com • 917-502-7622

Author, Adjunct Professor, Leadership Trainer and Coach– Erika has worked with individuals and organizations across the country for more than 25 years. If you are looking for leadership trainings, motivational keynotes, emerging leader programs, or student leadership coaching– Erika provides a human-centric Emotionally Intelligent leadership approach.

CONFERENCE SESSION PRESENTERS



Jennifer Yawson

Director for Campus Life, Albion College

jyawson@albion.edu • 734-972-1234

With 26 years working in higher education, Jennifer has extensive experience developing student programming boards and student activities planning. She also has experience working in orientation, residential life, and student union management. Jennifer is a certified Gallup Strengths Coach and has incorporated the Strengths Development Model into successful leadership training to enhance students' success and retention. In addition to APCA, Jennifer has spoken at NACA, LEAD365, Albion College, Kalamazoo College, Oakland University, and most recently at the University of Michigan-Dearborn. She's published in the APCA Campus Life Trends Magazine, NACA Campus Activities Programming magazine, and LEAD365 Rejections Journal.

Magazine, NACA Campus Activities Programming magazine, and LEAD365 Rejections Journal.



Joseph DeSanto Jones

Executive Director, Higher Education Consortium for Student Affairs Certification

jdesantojones@studentaffairscertification.org

202-903-0654

Joey serves as the inaugural executive director of the Consortium and leads its efforts to promote and advance the field through Student Affairs Educator Certification. This new certification program recognizes student affairs educators who demonstrate competency in established domains, commit to ongoing learning and professional development, and comply with the code of ethics. Joey has held numerous professional roles with NASPA including founding director of NASPA Advisory Services, assistant vice president for organization

development, directing professional development programs, and managing volunteer engagement efforts. Over the course of his career, he has led or participated in approximately 50 external reviews of student affairs divisions, programs, and services at public and private colleges and universities of various sizes in the United States and Canada. Joey holds an M.Ed. in College Student Personnel and a B.A. in Communication Studies from the University of Maryland, College Park.



Marissa F Cohen

me@marissafayecohen.com • 732-642-0809

Marissa F. Cohen is the Founder of the Healing From Emotional Abuse Philosophy™, 6x best-selling and award-winning author, top podcaster, and international speaker. She received the 2023 Purple Ribbon Award from DomesticShelters.org as Survivor of the Year! Marissa F. Cohen was named Top 10 Most Inspirational Female Entrepreneur on International Women's Day and shared a stage with Jack Canfield, Joe Theismann, and James Malinchak. Marissa's award-winning Podcast, Healing From Emotional Abuse, has ranked Top 10% Globally and is a Top Podcast in 25 countries.

Marissa's interactive presentations focus on healthy relationships, setting boundaries, and how to be a proactive student leader and advocate for your peers.

CONFERENCE SESSION PRESENTERS



Paul A. Samakow, Esq.

paul@samakowlaw.com • 703-472-7688

Paul Samakow is a Plaintiff's trial attorney practicing since 1980. Paul is also a professional speaker who has taught presentation skills to both young attorneys and student groups. His past clients and audiences include businesses, non-profits, students, and professional organizations. A small business consultant and mentor, Paul has authored 8 books and over 100 topic-specific papers, and he has been a guest on over 30 television and radio programs.



Rob Einhorn

Promotions & Unicorns, Too

promotions.unicorns@verizon.net • 732-308-3444

Rob Einhorn, owner of Promotions & Unicorns, Too has always had a passion for enriching and encouraging the student life experience for everyone. From being the leader of his program board in college to starting his own company geared towards providing promotional products to colleges and universities, Rob has been involved with higher education for over 30 years and presented multiple ed sessions for APCA.



Ronald T Jones

Dialogues on Diversity

ron@dialoguesondiversity.com • 617-828-7491

Dialogues on Diversity is one of the nation's premier social justice diversity awareness theater companies. They present performances, lectures, and workshops to colleges, primary and secondary schools, and corporate and community organizations. Through their platforms, the company hopes to help individuals and organizations address issues of cultural difference in a more open, healthy, and respectful way. Dialogues on Diversity believes that diversity programming at every institution is an opportunity to learn and practice the types of relationship

building skills that help to define personal character and leadership.

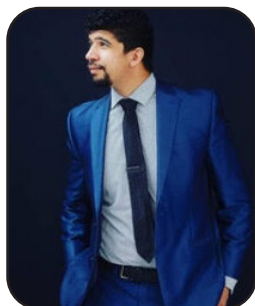
CONFERENCE SESSION PRESENTERS



Tom Krieglstein

Swift Kick • tom@swiftkickhq.com • 877-479-4385

Tom wasn't the best student. He graduated high school with a "C" grade point average and got rejected from almost every four-year college he applied to. He did, however, turn his academics around through a series of specific strategies and ended up graduating college with straight As, was named valedictorian, and was honored as an All-USA Academic First Team member which is given to only 20 students in the U.S. each year. Since 2004, Tom has trained almost one million people worldwide at some of the largest companies, such as Coca-Cola, Apple, and Nike. He now holds seven national speaking titles from APCA and wrote two Amazon best-selling books on college success.



Tyler Korso

Metropolis Management

joyce@metropolismanagement.com • 510-585-5585

With over 10 years of experience captivating audiences, Tyler Korso is a one-of-a-kind act. As an entertainer, he blends witty banter with surprising moments to keep audiences laughing off the edge of their seat. As a presenter, Tyler Korso draws on the unique and fascinating art of magic and comedy to explore the psychology of entertainment, connecting with audiences and demonstrating how its principles can be applied to empower individuals in any field of life.



- * South: Houston, TX | Oct 20-22, 2023
- * Northeast: Springfield, MA | Nov 3-5, 2023
- * Midwest: Lincolnshire, IL | Nov 10-12, 2023

Register Now at
www.APCA.com!



APCA is a Pre-Approved Provider of Continuing Education Credits by the Higher Education Consortium for Student Affairs Certification!

Attendees of the 17th Annual Leadership on Broadway Experience who are currently certified by the Consortium for Student Affairs Certification are eligible to earn Continuing Education credits during the event! The credits below are available and will be denoted with the following symbols throughout the program:



(2) CORE Credits: Student Affairs Educator Certification (CSAEd™)



(1) SOCIAL JUSTICE Credits: Student Affairs Educator Certification (CSAEd™)



(6) CAMPUS ACTIVITIES SPECIALTY Credits: Certified Student Affairs Educator-Campus Activities (CSAEd-CA™)

Interested in learning more about certification?

Join us on Wednesday, July 26 at 1:30 PM in the Astor Ballroom

“What You Need to Know About Student Affairs and Campus Activities (and other) Certification”

Presented by:

Joseph DeSanto Jones, Executive Director, Higher Education Consortium for Student Affairs Certification and Bill Harclerod, Director of Campus Activities and Leadership, SUNY Oneonta

STUDENT LEADERSHIP BLOCKS

ALL STUDENT DELEGATES WILL BE MEMBERS OF ONE OF THREE TEAMS:

WATCH FOR YOUR SYMBOL TO IDENTIFY YOUR SESSIONS



Each student team will rotate through 3 Leadership Blocks on the following topics:

- **CAMPUS ENGAGEMENT** with Tom Krieglstein
- **DIVERSITY, EQUITY, INCLUSION, & BELONGING** with Ron Jones
- **LEADERSHIP** with Dave Kelly

STUDENT LEADERSHIP BLOCK SCHEDULE

STUDENT LEADERSHIP BLOCK 1 • TUESDAY • 10:00 AM - 10:50 AM

GREEN TEAM: ENGAGEMENT

Duffy/Columbia

YELLOW TEAM: DEIB

Herald/Soho

RED TEAM: LEADERSHIP

Olmstead/Gramercy

STUDENT LEADERSHIP BLOCK 2 • TUESDAY • 1:30 PM - 2:20 PM

YELLOW TEAM: ENGAGEMENT

Duffy/Columbia

RED TEAM: DEIB

Herald/Soho

GREEN TEAM: LEADERSHIP

Olmstead/Gramercy

STUDENT LEADERSHIP BLOCK 3 • TUESDAY • 2:30 PM - 3:20 PM

RED TEAM: ENGAGEMENT

Duffy/Columbia

GREEN TEAM: DEIB

Herald/Soho

YELLOW TEAM: LEADERSHIP

Olmstead/Gramercy

If you require assistance, see an APCA Staff Member. Our registration & information desk is located in the Harlem Room.

MONDAY, JULY 24

6:30-8:00 PM: Registration & APCA Serves! Community Service Projects: Harlem Room (7th Floor)

8:00 PM: Advisor Welcome Reception: Marriott Marquis 8th Floor Lounge
Come socialize and meet new advisors in a casual, fun atmosphere!

8:00 PM: Student Welcome Event: Astor Ballroom (7th Floor)
Comedy Magician Tyler Korso welcomes you to NYC! Laugh, socialize, and get to know each other before the conference! Presented by Metropolis Management.



TUESDAY, JULY 25

9:00 AM • CONFERENCE KICK-OFF



**Astor Ballroom
Eric and Heather Lambert**

You can't afford to miss this session. Join us for important conference details and learn how to make the most of your conference experience, get involved, and have fun!



9:30 AM • OPENING KEYNOTE

Astor Ballroom



From Spectator to Participant: Unleashing Your Leadership Potential at APCA Leadership on Broadway

Tom Krieglstein

tom@swiftkickhq.com • 877-479-4385

Get ready to unlock your leadership potential and make a lasting impact at APCA with our inspiring and interactive opening keynote. Discover the mindset and behaviors that distinguish true leaders from passive observers, and learn how to show up with the right attitude, cultivate meaningful relationships, and take purposeful action. We'll explore how to seize the opportunities that college, conferences, and life present and make the most out of each moment. Don't miss this chance to ignite your leadership journey and unleash your full potential. It's time to step off the sidelines and onto the dance floor, where you can create moments, shape your destiny, and leave a lasting legacy.

TUESDAY, JULY 25

STUDENT LEADERSHIP BLOCK 1

10:00 AM - 10:50 AM

Campus Engagement • Duffy/Columbia

Apathy Into Action Through Engagement-Based Leadership™

Tom Krieglstein

tom@swiftkickhq.com • 877-479-4385

The secret to turning student apathy into action is understanding how dance floors work. "Wait, what?!" That's right, just like on a dance floor, every school experiences varying levels of student engagement between those fully involved student leaders and those lurking on the edge, apathetic students. The same tactics of Engagement-Based Leadership™ that create successful social change on a dance floor – connections, relevancy, models of success, and motivation – also work to increase engagement within any school. This is called Dance Floor Theory™. DFT provides student leaders with a new model for creating community, increasing student engagement, and fostering a Culture of Connection™ on campus.



DEIB • Herald/Soho

Creating Integrated Programming for Student Leadership & Character Development

Ronald T Jones

ron@dialoguesondiversity.com • 617-828-7491

This session will give students the opportunity to expand their leadership skills and campus impact by learning how to build more comprehensive approaches to cultural programming. Rather than merely putting on events to check boxes, build a foundational philosophy to programming that can be shared with other departments. Let's examine the leadership and character traits it took to make social change in the past and use that knowledge to program events that give your peers the opportunity to think critically about what matters to them in the here and now.



LEADERSHIP • Olmstead/Gramercy

Building Confidence as a Leader

Dave Kelly

davekelly@gonzospeaks.com • 404-403-1481

Every student has leadership abilities. Developing them confidently will serve you on campus now and in the future. You will learn how to build confidence through techniques such as visualization, affirmations, legacy building, and more.



TUESDAY, JULY 25

10:00 AM • ADVISOR ED SESSION

Gotham/Chelsea



Keeping Students Engaged

Del Suggs, M.S.ED. • del@delsuggs.com • (800) 323-1976

According to the National Survey on Student Engagement, getting students engaged on campus leads to better educational outcomes. That means better learning, higher retention rates, and greater student satisfaction. Retention is a large part of the engagement quotient. Getting students engaged with activities, events, and organizations can result in higher retention rates. Create activities with content students care about and you will see higher attendance. Hold engaging events and you will see greater involvement. Help students to form and run organizations that engage and inspire them, and you will see larger clubs with greater retention. That higher retention rate among organizations and events will translate into a more engaged campus and increased academic achievement.

Learning Outcomes:

After attending this session, participants will be able to 1) state why engagement on campus is vital, 2) list three ways to increase organizational involvement on campus, and 3) list at least three ways to increase student engagement on campus.

10:00 AM • ADVISOR ED SESSION

Hudson/Empire



Risk Management: Protecting Your College and Yourself

Paul A. Samakow, Esq. • The Law Offices of Paul Samakow •
paul@samakowlaw.com • 703-472-7688

In this presentation, Attorney Paul Samakow will focus on how college event planners, faculty, and administration can limit exposure to legal complications arising from event liability. Topics will include best practices for prevention of student and visitor injuries at campus events, what to do if injuries happen, and what your personal and professional legal responsibilities are in emergency situations.

Learning Outcomes:

After attending this session, participants will know 1) how college event planners, faculty, and administration can limit exposure to legal complications arising from event liability, 2) best practices for prevention of student and visitor injuries at campus events, and 3) what their personal and professional legal responsibilities are in emergency situations.

11:00 AM - 1:30 PM

LUNCH ON YOUR OWN OR SARDI'S KEYNOTE SESSION (must be pre-registered)

TUESDAY, JULY 25

STUDENT LEADERSHIP BLOCK 2

1:30 PM - 2:20 PM

Campus Engagement • Duffy/Columbia

Apathy Into Action Through Engagement-Based Leadership™

Tom Krieglstein

tom@swiftkickhq.com • 877-479-4385

The secret to turning student apathy into action is understanding how dance floors work. "Wait, what?!" That's right, just like on a dance floor, every school experiences varying levels of student engagement between those fully involved student leaders and those lurking on the edge, apathetic students. The same tactics of Engagement-Based Leadership™ that create successful social change on a dance floor – connections, relevancy, models of success, and motivation – also work to increase engagement within any school. This is called Dance Floor Theory™. DFT provides student leaders with a new model for creating community, increasing student engagement, and fostering a Culture of Connection™ on campus.



DEIB • Herald/Soho

Creating Integrated Programming for Student Leadership & Character Development

Ronald T Jones

ron@dialoguesondiversity.com • 617-828-7491

This session will give students the opportunity to expand their leadership skills and campus impact by learning how to build more comprehensive approaches to cultural programming. Rather than merely putting on events to check boxes, build a foundational philosophy to programming that can be shared with other departments. Let's examine the leadership and character traits it took to make social change in the past and use that knowledge to program events that give your peers the opportunity to think critically about what matters to them in the here and now.



LEADERSHIP • Olmstead/Gramercy

Building Confidence as a Leader

Dave Kelly

davekelly@gonzospeaks.com • 404-403-1481

Every student has leadership abilities. Developing them confidently will serve you on campus now and in the future. You will learn how to build confidence through techniques such as visualization, affirmations, legacy building, and more.



TUESDAY, JULY 25

1:30 PM • ADVISOR ED SESSION Gotham/Chelsea



Creating Learning Outcomes and Assessment

Del Suggs, M.S.ED. • Del Suggs, M.S.Ed. • del@delsuggs.com • 800-323-1976

Are you struggling to write learning outcomes for your programs and events? Is re-accreditation 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.

Learning Outcomes:

After attending this session, participants will be able to 1) list the four components of a learning outcome, 2) write a student learning outcome for an upcoming campus program or event, and 3) create an SLO assessment tool using Google Forms.

1:30 PM • ADVISOR ED SESSION Hudson/Empire

The SCOTUS Decisions Reversing Affirmative Action and Student Loan Forgiveness

Paul A. Samakow, Esq. • The Law Offices of Paul Samakow
paul@samakowlaw.com • 703-472-7688

The Supreme Court has reversed the application of Affirmative Action in college admissions and President Biden's student loan forgiveness program. Join us for an in-depth discussion of what it means to campus demographics, the impact of long-term student debt on future student recruitment, and new admission department imperatives to recruit diverse student populations.



Scan this QR Code After Each Session to
Complete Your Session Evaluations!



TUESDAY, JULY 25

STUDENT LEADERSHIP BLOCK 3

2:30 PM - 3:20 PM

Campus Engagement • Duffy/Columbia

Apathy Into Action Through Engagement-Based Leadership™

Tom Krieglstein

tom@swiftkickhq.com • 877-479-4385

The secret to turning student apathy into action is understanding how dance floors work. “Wait, what?!” That’s right, just like on a dance floor, every school experiences varying levels of student engagement between those fully involved student leaders and those lurking on the edge, apathetic students. The same tactics of Engagement-Based Leadership™ that create successful social change on a dance floor – connections, relevancy, models of success, and motivation – also work to increase engagement within any school. This is called Dance Floor Theory™. DFT provides student leaders with a new model for creating community, increasing student engagement, and fostering a Culture of Connection™ on campus.



DEIB • Herald/Soho

Creating Integrated Programming for Student Leadership & Character Development

Ronald T Jones

ron@dialoguesondiversity.com • 617-828-7491

This session will give students the opportunity to expand their leadership skills and campus impact by learning how to build more comprehensive approaches to cultural programming. Rather than merely putting on events to check boxes, build a foundational philosophy to programming that can be shared with other departments. Let’s examine the leadership and character traits it took to make social change in the past and use that knowledge to program events that give your peers the opportunity to think critically about what matters to them in the here and now.



LEADERSHIP • Olmstead/Gramercy

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Dave Kelly

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TUESDAY, JULY 25

2:30 PM • ADVISOR ED SESSION



Gotham/Chelsea

Helping Your Students Step Into Leadership

Erika Petrelli Bayh • The Leadership Program
erika@tlpny.com • 917-502-7622

One of our most important roles and goals is to help our students become leaders—but how do we do that? In this session, we talk about the importance of helping students discover, and then step into, their own personal brand of leadership (unique to every individual). We look at ways to support the growth of our students as they navigate different types of leadership. Participants will walk away with tangible strategies for igniting the leadership in their students (and themselves!)

Learning Outcomes:

After attending this session, participants will 1) know the importance of helping students discover their own personal style of leadership, 2) understand that leadership styles are unique to every individual, and 3) walk away with tangible strategies for developing leadership in their students and themselves.

2:30 PM • ADVISOR ED SESSION

Hudson/Empire

Working With Anyone: How to Create and Maintain a Healthy, Positive, and Productive Team

Marissa F Cohen • me@marissafayecohen.com • 732-642-0809

When you spend roughly 1/3 of your life at work, the people around you make a profound difference. This also relates to student leadership groups, like CAB, SGA, Student Activities, etc. When you have a narcissist in your workplace, everything drags. They create chaos, distraction, disruption, and disjointed team efforts. There is a recipe for creating and maintaining a healthy and productive work environment. In this seminar, we address narcissistic personalities and identify the 6 fool-proof ways of working cohesively and efficiently with a narcissist in your office. Make any workspace safer and pleasant using 6 small changes.

TUESDAY, JULY 25

3:30 PM • EXHIBIT HALL • ASTOR PRE-FUNCTION

Meet your presenters & APCA exhibitors

4:30 PM • CONFERENCE KEYNOTE

Astor Ballroom



Leadership Means Defying Gravity

Ronald T Jones • Dialogues on Diversity

ron@dialoguesondiversity.com • 617-828-7491

Leadership is about inspiring change. It can be about breaking new ground and blazing new paths. It often requires standing out when it may not be popular. It means making hard choices; especially when you know there may be a cost. *Wicked* is a study of these ideas that define what it takes to be a leader. Every character has internal motivations that play a role in their choices. Each of them reaches a moment where beliefs and reality collide. In that moment, they must decide whether they will fall or rise. Elphaba decides she will rise...she will defy gravity.

PICK UP BROADWAY TICKETS HERE!

APCA IS NOT RESPONSIBLE FOR LOST OR STOLEN TICKETS. ADVISORS MUST BE PRESENT TO SIGN FOR TICKETS.



- * South: Houston, TX | Oct 20-22, 2023
- * Northeast: Springfield, MA | Nov 3-5, 2023
- * Midwest: Lincolnshire, IL | Nov 10-12, 2023

Register Now at
www.APCA.com!

WEDNESDAY, JULY 26

9:00 AM • CONFERENCE KEYNOTE

Astor Ballroom



A Wicked Reflection

Dave Kelly • America's Student Leadership Trainer
davekelly@gonzospeaks.com • 404-403-1481

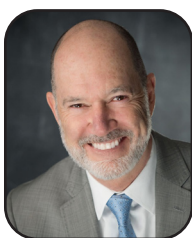
Come to this keynote to reflect upon the great show, *Wicked*, that we saw last night! This will be an opportunity to discuss and share how the messages of the show translate to your campus, through programming, clubs and organizations, student leadership, and more. This keynote will

be facilitated by a professional speaker who majored in Theatre and frequently appears in movies and television shows filmed in metro Atlanta. Leadership, DEIB, and organizational dynamics will serve as the basis of this presentation.



9:30 AM • FEATURED ADVISOR KEYNOTE

Astor Ballroom



The Crazy, Ever-Changing World of Higher Education and Today's Students

Dr. Kevin Kruger • NASPA - Student Affairs Administrators in Higher Education
kkkruger@naspa.org • (202) 265-7500 ext. 1168

Kevin Kruger, president of NASPA – Student Affairs Administrators in Higher Education will lead a fast-paced keynote focusing on the forces of change affecting colleges today, including the ways in which we must serve this new, exciting generation of college students. Kevin's keynote will feature music, personal stories, and his unique vantagepoint as the head of the largest student affairs association in the world.

Learning Outcomes:

After attending this session, participants will 1) understand the values, characteristics, and behaviors of Generation Z using data from national student data sets, 2) learn the ways in which Generation Z will affect the delivery of traditional student affairs functions, and 3) know how current student characteristics will impact future resource allocations.

WEDNESDAY, JULY 26

9:30 AM • STUDENT ED SESSION

Duffy/Columbia

Stepping Into Your Leadership

Erika Petrelli Bayh • The Leadership Program • erika@tlpnyc.com • 917-502-7622

What is leadership? Do you consider yourself a leader? How does your leadership show up in different situations? In this session, we will explore “leadership” from all angles, and discuss the importance of understanding leadership as impact. You will learn strategies for stepping into your leadership and maximizing your positive impact and will understand what a difference you make.

9:30 AM • STUDENT ED SESSION

Herald/Soho

Advanced Event Planning

Tyler Korso • Metropolis Management

joyce@metropolismanagement.com • 510-585-5585

In a previous session titled “Successful Events 101”, Tyler Korso covered the basics of creating a successful event. It touched on simple and effective marketing, proper preparation, and ongoing efforts. Now it’s time for the advanced stuff! You’ll learn about creative ways to use your resources, how to get the most bang for your buck, and how to use the energy of your guests to take it up a notch! Welcome to Advanced Event Planning!

9:30 AM • STUDENT ED SESSION

Olmstead/Gramercy

Life Skills 101

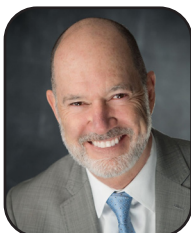
Del Suggs, M.S.Ed. • del@delsuggs.com • (800) 323-1976

Many college students succeed academically, yet struggle with life skills. Sometimes called “Adulthood”, these are the abilities that everyone needs in order to live as a responsible grown-up. Students need to master some basic life skills in order to be successful! This session will touch on Financial Literacy, Critical Thinking, Time Management, Interpersonal Skills, and Grit-- five quick lessons to help you succeed in LIFE. (Student Learning Outcome: After attending this session, students will know five new ways to improve their life skills.)

WEDNESDAY, JULY 26

10:30 AM • FEATURED ADVISOR WORKSHOP

Astor Ballroom



Student Affairs Futurecast: What Does Student Affairs Look Like in the Next Ten Years?

Dr. Kevin Kruger • NASPA - Student Affairs Administrators in Higher Education

kkruger@naspa.org • (202) 265-7500 ext. 1168

Kevin Kruger, president of NASPA – Student Affairs Administrators in Higher Education will lead an interactive session about the key elements that make up the future of student affairs: student success, engagement and belonging, mental health support, and supporting students financial needs. How will today's student affairs workforce address the needs of the future?

Learning Outcomes: After attending this session, participants will 1) understand the key data trends that are affecting higher education over the next five years, 2) have knowledge of polling data about funding and the value of higher education, and 3) realize the impact of anti-DEI legislation and the impact on student affairs practice.

 **APCA** www.apca.com

Save the Date

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PLANNING CONFERENCE**

Hershey, PA

FEBRUARY 15 - 18, 2024

2024 NATIONAL CAMPUS ACTIVITIES PLANNING CONFERENCE

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

WEDNESDAY, JULY 26

10:30 AM • STUDENT ED SESSION

Duffy/Columbia

How to Program for an Inclusive Campus Environment

Paul A. Samakow, Esq. • The Law Offices of Paul Samakow

paul@samakowlaw.com • 703-472-7688

In this presentation, we will focus on supporting a campus environment that prioritizes inclusion and engagement of all students. We will discuss the legalities and logistics of inclusion for students with physical and emotional disabilities and LGBTQ students, and take a look at the Freedom of Speech rights and responsibilities that we all share. Paul will also explain some basics of laws governing the protection of these student populations and include examples and discussion.

10:30 AM • STUDENT ED SESSION

Herald/Soho

Jedi Mind Tricks

Tyler Korso • Metropolis Management

joyce@metropolismanagement.com • 510-585-5585

With over a decade of experience performing across the country, Tyler Korso has learned a lot about the psychology of commanding an audience. These persuasion, assurance, and control skills are the same as those used in leadership, business, teaching, and even hostage negotiation! In this session, you'll learn some of his favorite "Jedi Mind Tricks" for networking, leading, and self-deception. Find out how to regain attention, blend in, stand out, effective communication, and some other fun psychological tools.

10:30 AM • STUDENT ED SESSION

Olmstead/Gramercy

Working With Anyone: How to Create and Maintain a Healthy, Positive, and Productive Team

Marissa F Cohen • me@marissafayecohen.com • 732-642-0809

When you spend roughly 1/3 of your life at work, the people around you make a profound difference. This also relates to student leadership groups, like CAB, SGA, Student Activities, etc. When you have a narcissist in your workplace, everything drags. They create chaos, distraction, disruption, and disjointed team efforts. There is a recipe for creating and maintaining a healthy and productive work environment. In this seminar, we address narcissistic personalities and identify the 6 fool-proof ways of working cohesively and efficiently with a narcissist in your office. Make any workspace safer and pleasant using 6 small changes.

WEDNESDAY, JULY 26

11:30 AM - 1:30 PM

LUNCH ON YOUR OWN

1:30 PM • STUDENT ED SESSION

Duffy/Columbia

Promotions Beyond Social Media

Rob Einhorn • Promotions & Unicorns, Too

promotions.unicorns@verizon.net • 732-308-3444

Walking around campuses over the last year, we observed how poorly these student groups are advertising and promoting their events. What they shared were notices of events and when asked students about the programming, most had no idea that things are happening because the programmers are relying too heavily on Social Media. We keep hearing from people that the students want to be reached on Social Media, but how do you know they are being reached? The students need to opt in to get the information through social media and do not know what is out there. There are so many clubs on campus that to find the right one(s) requires research or pure luck. Going back to the use of interesting and engaging fliers and other forms of printed advertising is the answer to getting the message out to a wider audience.

1:30 PM • STUDENT ED SESSION

Herald/Soho

Rejuvenate, Reenergize, Refocus

Jennifer Yawson • Albion College • jyawson@albion.edu • 734-972-1234

Just as you take the time to charge your phone up, give yourself this 50-minute break to recharge yourself! During this session, we will explore tools that will help you shift your mindset, learn ways to plug yourself in, and you will have the opportunity to create your very own personal joy list.

1:30 PM • STUDENT ED SESSION

Olmstead/Gramercy

The Top Three Leadership Skills

Del Suggs, M.S.Ed. • del@delsuggs.com • 800-323-1976

There are so many books on leadership, chock full of skills and attributes that you should demonstrate. Del Suggs has narrowed it down to this: Great leaders have abilities in 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 three 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.)

WEDNESDAY, JULY 26

1:30 PM • ADVISOR ED SESSION

Astor Ballroom



Joseph DeSanto Jones
Executive Director, Higher Education Consortium for Student Affairs
Certification
jdesantojones@studentaffairscertification.org
202-903-0654



bill harclerod
Director of Campus Activities and Leadership, SUNY Oneonta
bill.harclerod@oneonta.edu • 607-436-2550

What You Need to Know About Student Affairs and Campus Activities (and other) Certification

Student Affairs and specialty certifications in Campus Activities, College Unions, Campus Housing & Residential Life, Campus Recreation, Fraternity & Sorority Life, and Student Conduct Administration are open to mid-level professionals and above who have at least five years of experience. This session answers many of the common questions professionals have about certification. Explore whether certification is right for you, and learn what to expect before, during, and after the certification exam. APCA is now a Pre-Approved Provider for Continuing Education Credits!

2:30 PM • ADVISOR ED SESSION

Astor Ballroom

AI (Artificial Intelligence) for Student Affairs Professionals: Unlocking Opportunities and Embracing the Future...Before it's Too Late

Tom Kriegelstein • Swift Kick • tom@swiftkickhq.com • 877-479-4385

Artificial intelligence (AI) is a rapidly developing technology that is having a major impact on many industries, including higher education. AI can be used to improve student outcomes in a variety of ways, such as providing personalized advising and support, identifying students at risk of academic failure, creating more engaging and interactive learning experiences, and automating administrative tasks. In this session, we will explore the history of AI, its current applications in student affairs, and its potential future. We will also discuss how student affairs professionals can leverage AI to excel at their jobs and improve student outcomes.

(2:30 PM Advisor Sessions Continued on Next Page...)

WEDNESDAY, JULY 26

2:30 PM • ADVISOR ED SESSION Gotham/Chelsea



How to Be a Successful Advisor for Clubs and Organizations

Dave Kelly • America's Student Leadership Trainer
davekelly@gonzospeaks.com • 404-403-1481

Advisors for Clubs and Organizations are the glue that hold everything together. They know the policies, procedures, regulations, and guidelines of the school and keep their students on track. These are some of the responsibilities of club and organization advisors, but what else do they need to know to be successful? This session will cover the roles and responsibilities that help clubs and organizations to be successful, how the advisor can serve as a coach for student leaders, and much more! The level of advisor involvement will also be discussed.

Learning Outcomes:

After attending this session, participants will 1) be able to identify the 3 types of typical advisors on campus, 2) understand 7 responsibilities of being a club or organization advisor, and 3) know 8 keys to being a coach to their students.

2:30 PM • ADVISOR ED SESSION Hudson/Empire



Building Multicultural Programming Partnerships for Institutional Integration

Ronald T Jones • Dialogues on Diversity
ron@dialoguesondiversity.com • 617-828-7491

This professional session will give insight and practical application into helping campus programming teams build and cultivate relationships with multicultural offices that promote essentials of cross-pollination. Campus programming and cultural affairs' offices share several challenges when it comes to visibility and effectively reaching a larger student market. Working in concert with one another, they can create the type of programming that addresses many of the essential points universities passively promote. These issues and ideas support student retention, leadership, character development, and critical thinking.

Learning Outcomes:

After attending this session, participants will 1) know how to help programming boards cultivate relationships with multicultural offices 2) establish what programming and cultural affairs offices can do to effectively reach a larger student market, and 3) learn how to collaborate to create programming that addresses many institutional goals.

WEDNESDAY, JULY 26

2:30 PM • STUDENT ED SESSION

Duffy/Columbia

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

Joshua Fredenburg • Metropolis Management

joyce@metropolismanagement.com • 510-585-5585

In today's world, if leaders and managers are going to be effective at retaining, engaging, and leading diverse groups of people within their campus communities, they must be effective at implementing the attributes of an inclusive leader. Consequently, to become an effective inclusive leader, it's imperative to understand how to incorporate aspects of emotional intelligence into your leadership style, because of the impact that emotional intelligence has on building relationships and leading people. In this powerful program, Dr. Joshua Fredenburg, a certified emotional intelligence coach, not only provides you with a deeper understanding of inclusive leadership, but more importantly, he uses his expertise to provide you with a set of leadership strategies from the Emotional Intelligence Model of Leadership that will enable you to become more effective at leading diverse groups of people with an inclusive lens of leadership.

2:30 PM • STUDENT ED SESSION

Herald/Soho

Leading With Your Strengths

Jennifer Yawson • Albion College • jyawson@albion.edu • 734-972-1234

Ignite your core genius by learning how your most dominant strengths can help you lead from a place of confidence, influence, and power. During this session, we will explore what it means to lead with your strengths and how knowing what you and others are naturally good at can improve the work that you do and how you do it.

2:30 PM • STUDENT ED SESSION

Olmstead/Gramercy

Wellness Day

Marissa F Cohen • me@marissafayecohen.com • 732-642-0809

Wellness and Advocacy are the secrets to a successful leader. In this Ed Session, we will explore different ways to highlight wellness and advocacy by creating positivity-inspiring posters and make-and-takes for students' living space. If your environment promotes positivity, it will significantly impact your productivity, mood, and leadership ability.

WEDNESDAY, JULY 26

3:30 PM • EXHIBIT HALL • ASTOR PRE-FUNCTION

Meet your presenters & APCA exhibitors

4:30 PM • CLOSING KEYNOTE

Astor Ballroom



Are You Ready to Win? 3 Self-Care Strategies That Will Keep You Motivated, Engaged, and Empowered to Make an Impact as a Student Leader!

**Joshua Fredenburg • Metropolis Management
joyce@metropolismanagement.com • 510-585-5585**

Let's face it! The past three years have not only been very challenging for student leaders and professionals across the world, but the ability to be more intentional about self-care has been more important than ever before in order to thrive, succeed, and do the good work as a student leader. Dr. Jay not only talks about the importance of self-care, but more importantly, he provides people with a set self-care strategies that will enable them to thrive, succeed, stay motivated, energized, and avoid the burnout that can manifest when we do not take the time to practice self-care while doing the good work for our campus community as a student leader.

THURSDAY, JULY 27

10:00 AM

Astor Ballroom

**REFLECTIVE COMPONENT
AND WRAP-UP**

ERIC LAMBERT



Join us for a great interactive session to wrap up the 17th 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!

Save the Date

APCA NATIONAL CAMPUS ACTIVITIES PLANNING CONFERENCE

Hershey, PA

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 **Midwest: Lincolnshire, IL | Nov 10-12, 2023**

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