

2025 NATIONAL
CAMPUS ACTIVITIES PLANNING CONFERENCE
HERSHEY, PA

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MARCH 6-9, 2025

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*seating placements are first come first served!



SCAN FOR
MORE INFO

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- Lunch at the famous Times Square restaurant, Sardi's.
- A Keynote presentation by the APCA Executive Director
- Broadway Cares/Equity Fights Aids auction - APCA raises thousands of dollars for its national charity, BCEFA, each year!
- Special events with surprise guests...



APCA

ASSOCIATION FOR THE PROMOTION
OF CAMPUS ACTIVITIES

2025 NATIONAL CONFERENCE

ERIC LAMBERT, EXECUTIVE DIRECTOR ASSOCIATION FOR THE PROMOTION OF CAMPUS ACTIVITIES



On behalf of the entire APCA family, I welcome you to the 2025 National Campus Activities Planning Conference! We have a great experience in store for you, and we hope you will take full advantage of this opportunity. We encourage you to immerse yourself in this experience and create a calendar of events to engage your campus! You have the opportunity to stretch your programming budget & bring more events to your school by participating in the Cooperative Buying Program. Please let any member of the APCA team know if there is something we can do to make your APCA experience the best ever!



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Central Arizona College



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Kyle Cannon
Event Crew Coordinator
SUNY Cortland



Robbie Chulick
Conference Assistant
Marietta College



Amber Hamilton
Conference Assistant
Amarillo College



Jenna Welch
Conference Assistant
Amarillo College

2025 National Conference Event Schedule



Wednesday, March 5

6-8:00 pm	Conference Registration / APCA Serves	Lobby (by Blue Room)
8:00 pm	Event Crew Meeting	Lobby (by Blue Room)
8:30 pm	Advisor Welcome Reception	Fire & Grain
8:30 pm	Student Welcome Party	Red Room

Thursday, March 6

7:30 - 8:30 am	Conference Registration / APCA Serves	Lobby (by Blue Room)
8:30 am	Opening Kickoff & Keynote	Red Room
9:30 am	Advisor Orientation	Empire ABC
9:30 am	Student Ed Sessions	Various Rooms
9:30 am	Associate (Agents/Artists) Orientation	Blue Room
10:30 am	Student & Advisor Ed Sessions	Various Rooms
11:30 am	Kickoff Showcase	Red Room
1:00 pm	Lunch Showcase	Blue Room
3:30 pm	Exhibit Hall	White Room
4:30 pm	Purposeful Programming Showcase	Red Room
6:00 pm	Dinner Showcase	Blue Room
8:30 pm	Exhibit Hall	White Room
9:30 pm	Mainstage Showcase	Red Room
Following Events	Late Night Jam	Bears' Den

Friday, March 7

8:00 am	Ed Sessions	Various Rooms
9:00 am	Cocoa Coffeehouse Showcase	Blue Room
10:30 am	<i>Cooperative Buying Session</i>	Empire ABC
10:30 am	Ed Sessions	Various Rooms
11:30 am	Ed Sessions	Various Rooms
12:30 pm	Lunch Showcase	Blue Room
3:00 pm	Exhibit Hall	White Room
4:00 pm	Purposeful Programming Showcase	Red Room
5:30 pm	Dinner Showcase	Blue Room
8:00 pm	Exhibit Hall	White Room
9:00 pm	Mainstage Showcase	Red Room
Following Events	Late Night Jam	Bears' Den

Saturday, March 8

8:00 am	Ed Sessions	Various Rooms
9:00 am	Cocoa Coffeehouse Showcase	Blue Room
10:00 am	<i>Cooperative Buying Session</i>	Empire ABC
10:00 am	Ed Sessions	Various Rooms
11:00 am	Ed Sessions	Various Rooms
12:00 pm	Lunch Showcase	Blue Room
2:30 pm	Exhibit Hall	White Room
3:30 pm	Purposeful Programming Showcase	Red Room
3:30 pm	Associate (Agents/Artists) Wrap-Up	Cocoa 6
5:00 pm	Break Before Dinner	
5:30 pm	Dinner Showcase	Blue Room
8:00 pm	Exhibit Hall	White Room
9:00 pm	<i>Cooperative Buying Session</i>	Empire ABC
9:00 pm	Student Finale Party	Red Room
Following Events	Late Night Jam	Bears' Den

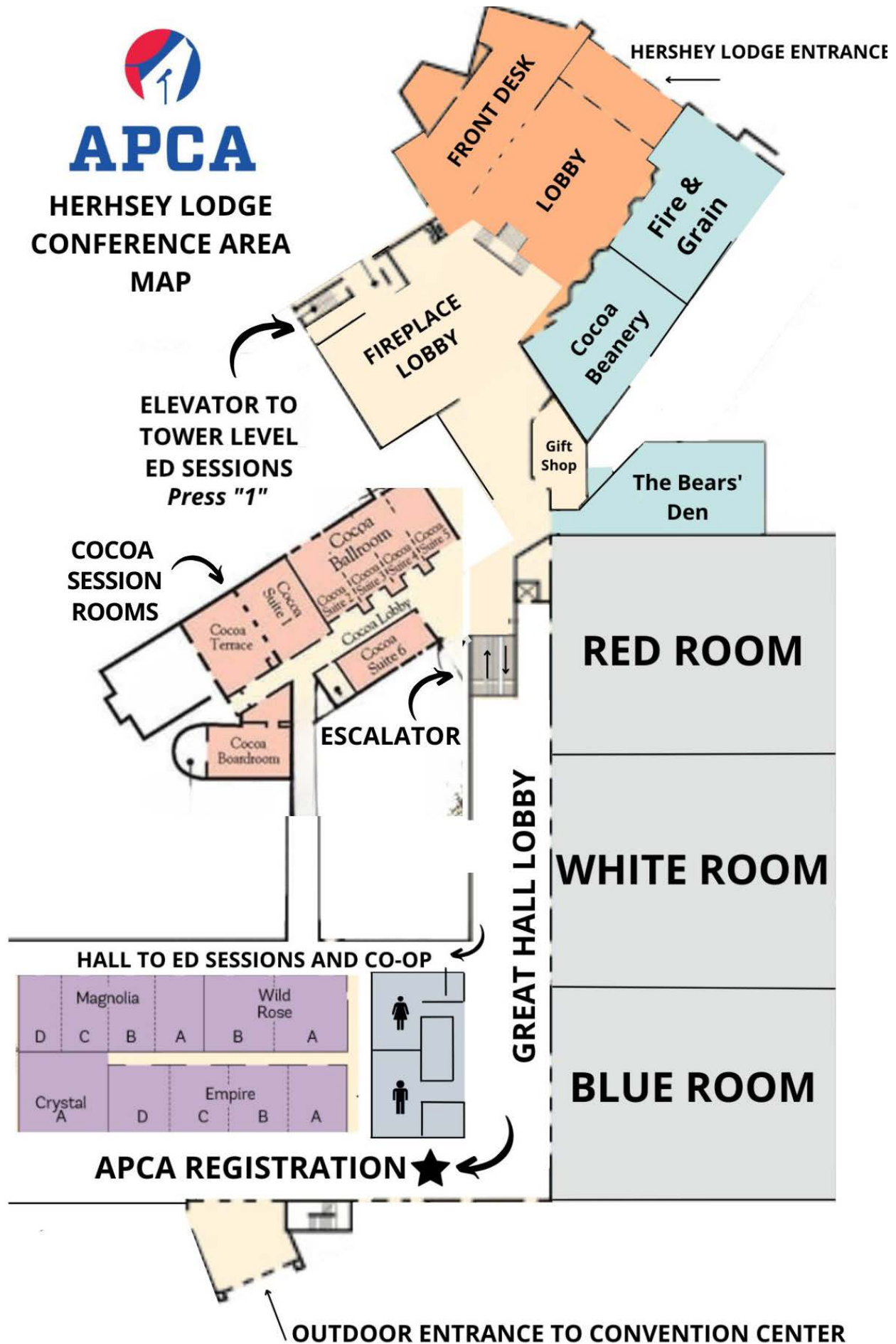
Sunday, March 9

10:00 am	Conference Wrap-Up	Empire ABC
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APCA

HERHSEY LODGE CONFERENCE AREA MAP



EXHIBITOR LIST

2 Funny Entertainment

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Sapphire

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Emerald

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Ruby

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United in Hyper Health and Wellness

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Emerald

Emerald

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Diamond

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www.weswoodson.com

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Yugar Productions
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www.yugarproductions.com

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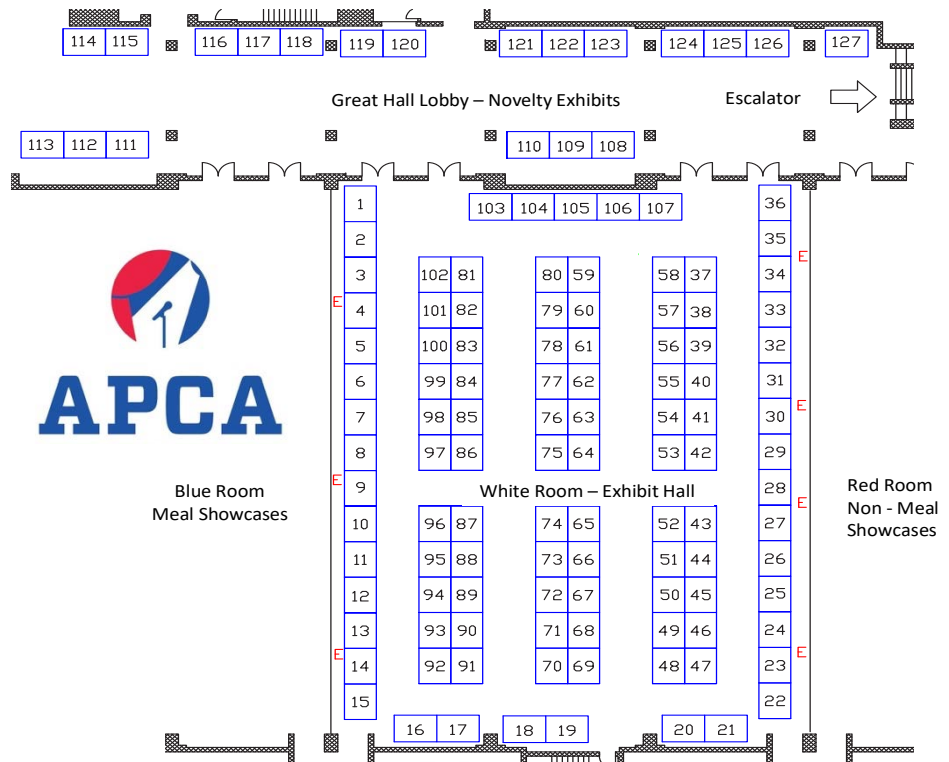
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THURSDAY, MARCH 6TH

FRIDAY, MARCH 7TH

SATURDAY, MARCH 8TH

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ALL ABOUT APCA COOPERATIVE BUYING

APCA Cooperative Buying is a program that gives the schools attending APCA conferences the ability to merge their buying power, offering associates a block of engagement dates in a specified time period in exchange for a lower price and sharing of travel costs (when applicable) with other schools. Block discounts are listed in the conference program as follows:

In-person Events:

APCA Isolated Booking (a single date)

2 events in 3 days

3 events in 5 days

5 events in 7 days

Schools must be within 250 miles or a reasonable travel distance in order to form blocks for in-person events.

**Scan to see a
Co-op Video!**



Virtual Events:

APCA Isolated Booking (a single date)

2 or more schools interested in booking the same virtual act may negotiate additional discounts with the Agent.

Travel and lodging costs may often be arranged onsite by filling out a Cooperative Buying form and detailing the arrangements in the travel rider section. Any arrangements detailed in the travel rider section of a Co-op form and initialed by both parties will override any other prices or agreements in the conference program or other verbal or written arrangements made before the signing of the form and may not be changed without the consent of both parties. The sample Cooperative Buying form on the following page is the form your school can use to lock in a price on a performing artist at an APCA Programming Conference. When a school is interested in an artist from the conference showcases, the Cooperative Buyer may sign a Co-op form, indicating their school's interest in hosting the attraction on their campus.

The forms are then collected at the APCA Cooperative Buying booth in the Exhibit Hall or during Co-op and discussed with other interested schools in the Cooperative Buying sessions. These sessions are held to give your school the opportunity to combine your buying power with other schools in your geographical area to reduce booking and travel prices. For more information on the Cooperative Buying process, attend the APCA Advisor or Associate Orientations or contact the Cooperative Buying Coordinator. *Note: APCA Cooperative Buying Rules are displayed on the reverse of Cooperative Buying Forms for handy reference at APCA conferences. Any questions on APCA Cooperative Buying may be forwarded to the National Office at (865) 429-9123, or info@apca.com.*

Buyer Purchasing Discounts

On-Site Discounts - Participating Associates offer a 10% discount on any price published in conference program (isolated or block) to schools who book on site by submitting either an RC or CB form. This discount is in addition to any block discounts available.

FTE Cards & Discounts - To encourage smaller school programming, APCA offers the voluntary FTE (full-time enrollment) discount program to schools who book on site by submitting either an RC or CB form. Based on the full-time enrollment status of the campus, a school may receive between 3% and 7% off the listed price of a participating artist. This discount is in addition to any other block or on-site discounts. Schools eligible to receive full-time enrollment discounts will be given FTE cards to present to participating Associates when filling out Cooperative Buying forms.

The breakdown of the school FTE discount is as follows:

BELOW 3,000 = 7% discount

3,000-4,999 = 5% discount

5,000-9,999 = 3% discount

The On-site and FTE discounts are completely voluntary. All Associates participating in either or both programs will be given signs to place in their Exhibit Hall booths indicating their participation. Discounts may apply to select artists on the Agent's roster. See Agent for details.

COOPERATIVE BUYING FORMS AND TYPES OF INTEREST

APCA COOPERATIVE BUYING FORM

Please print & press firmly. TODAY'S DATE: _____ Update

APCA

Attraction _____

Agency/Organization _____

Agency Representative Signature _____

School/Buyer _____

Campus _____

City _____ State _____

Authorized Signature _____

BUYER DISCOUNTS

FTE Cardholder Discount: ___ 3% ___ 5% ___ 7%

Onsite Discount: ___ 10% Total Onsite/FTE Discount: ___ %

TYPE OF INTEREST: See reverse side for explanations.

(AI) Attraction Interest
 (CB) Commitment to Block
 (RC) Request Contract

VIRTUAL EVENT
 IN-PERSON EVENT

SPECIFIC DATE

If you have a specific date for this attraction, enter it here: _____

MM/DD/YYYY

FLEXIBLE DATE

If your date is flexible or you're not sure, enter it here:

Open OR: _____ Week of _____

OR SEMESTER

Fall Winter Spring Summer

TRAVEL/LODGING RIDER: Overrides all other travel agreements

If this rider is left blank, reasonable travel and lodging are assumed to be in addition to listed prices and shared travel and lodging are assumed to be in addition to all block prices unless the attraction lists the conference program. Check any of these travel and lodging agreements.

Additional Agreements:

Agency/Organization Initials _____ School/Buyer Initials _____

Please dispose these forms in the following manner:
 White Copy: APCA Yellow Copy: AGENCY Pink Copy: SCHOOL

Attraction Interest (AI) – An AI commits neither party to a binding contract, it only retains the option for the school to purchase at the published APCA conference program price for up to 21 days after the conference. When an AI is indicated on a submitted and signed Cooperative Buying form, the school has indicated that it is strongly interested in booking the attraction. If the interested school wishes to book an attraction at the isolated convention price or join a block, the Agent must be notified within 21 calendar days.

Commitment to Block (CB) – A CB indicates that the school or buyer is expressing their commitment to enter into a contract at the block price published in the program IF a block of 2 or more schools is formed around the date indicated on the form within the 21 days following the conference. If the block forms within 21 calendar days, the schools agreeing to the block must contract at the block price listed for that number of schools, plus any travel and lodging, lights, sound, etc. listed for the attraction in the APCA conference program or agreed to on the Cooperative Buying form rider.

Request Contract (RC) – Buyer has agreed to purchase this attraction onsite at the conference and is bound to the terms of any performance contract signed by both parties. Both parties agree to honor all APCA Cooperative Buying guidelines and procedures as set forth in the APCA conference program. Associates (Artists and Agencies) are responsible for contacting the buyer for an official contract provided by Agent or buyer to finalize the date.

All blocks formed at an APCA Conference are subject to reasonable travel & time constraints and pricing as determined by the conference Cooperative Buying Coordinator, with final approval resting with APCA. All parties agree that any additions or changes to pre-formed blocks within the 21 days following the conference are subject to approval of both parties, with final approval resting with APCA. Any deviations on either side will be subject to Grievance Procedures and arbitration by the APCA Office.

APCA COOPERATIVE BUYING
ATTRACTION INTEREST ONLY

Please make sure to indicate a date or time frame for your tentative event. Ex: "dd/mm/yyyy - afternoon" or "fall - evening show" or "spring" or just "open" if you are unsure.

Attraction _____

Agency/Organization _____

Agency Representative Signature _____

School/Buyer _____

Campus _____

City _____ State _____

Authorized Signature _____

TENTATIVE DATE OF PERFORMANCE _____

TENTATIVE TIME OF PERFORMANCE _____

SESSION PRESENTERS

Allison Marconi • Forbes Marketing Group • allison@forbesmarketing.com



Allison Marconi received a Bachelor's Degree from Johnson & Wales University in Sports, Entertainment, and Event Management. While in school, she took a few marketing classes, and the rest is history. After graduating, she took the first job she could get - an administrative assistant position at Forbes Marketing Group. After 2 years she advanced to a sales position, and 6 years later she bought the company. She lives in New Hampshire with her husband and 2 adorable children, Fisher & Eva. In her free time, she likes to watch and play sports, swim, and spend time with family.

Andrew Hoyt • The Rock Star Project® • jason@therockstarproject.com



Andrew Hoyt is a Chicago-based singer/songwriter and KoAloha Ukulele artist who blends his Midwest roots with a passion for storytelling through music. He's performed coast to coast, from intimate house shows to opening for AJR in front of 5,000 fans! Before going full-time in music, Andrew spent five years teaching K-5 vocal music, inspiring young musicians. When he's not writing songs or perfecting his whistling skills, he's on the hunt for the best local coffee shop. With a new EP dropping in April 2025, Andrew continues to connect with fans and share his heartfelt sound.

Angeline Gillings • United in Hyper Health and Wellness • nselaaward@gmail.com



Angeline, CEO of AMP-G LLC, uses her years of corporate leadership to empower college students to thrive in multigenerational workplaces. Known as "Your Business Archangel," she combines her passion for teamwork and personal fulfillment to help students go beyond just achieving goals. With a relatable, empathetic approach and her experience leading global teams, Angeline delivers engaging talks that provide practical solutions to bridge communication gaps, foster collaboration, and unlock growth potential. Her insights into workplace dynamics prepare students to succeed professionally and personally, guiding them to achieve a balance of accomplishments and fulfillment as they step into their careers.

bill harcleroad • SUNY Oneonta • bill.harcleroad@oneonta.edu



bill harcleroad is Director of Campus Activities and Leadership at SUNY Oneonta and is a lifelong learner who has recently completed a certificate program in "Emerging Trends in Global Services and Retail Management" as well as one on "Diversity, Equity and Inclusion in the Workplace". 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.

Birungi Birungi • Birungi Birungi • birungix2@gmail.com



Birungi is a passionate storyteller, seasoned writer, and communication enthusiast with over 10 years of experience in helping individuals and organizations craft compelling narratives. With a deep belief in the power of stories to inspire action, connect people, and cultures, Birungi has worked across various callings, including debate, marketing and comedy. Birungi holds a Bachelors degree in Business from Seattle University with an emphasis on Communication. His engaging approach blends practical techniques with insights into the art and science of storytelling, ensuring every participant leaves inspired and equipped to tell their own stories.

Carlos Andrés Gómez • Bass/Schuler Entertainment • chris@bass-schuler.com



Carlos Andrés Gómez is an International Book Award-winning author, keynote speaker, spoken word poet, and inclusion strategist with more than two decades of experience. He has performed and delivered keynotes at more than 1,500 colleges and universities in 47 U.S. states, collaborated with John Legend on a project to counteract bullying, co-starred in the Spike Lee film "Inside Man" with Denzel Washington, and was a star of HBO's Def Poetry Jam. Carlos is a passionate advocate for healthy masculinity and making campuses and classrooms more equitable, inclusive, wellness-centered, and accessible.

SESSION PRESENTERS

Catherine Korman • Hillsborough Community College Dale Mabry • ckorman@hccfl.edu



Catherine Korman serves as a Student Activities Coordinator and Student Government Advisor at Hillsborough Community College in Tampa, FL. As a professional procrastinator, she knows first-hand the highs and lows of doing your best work on the razor's edge! Holding a B.A. in Political Science and near completion with her Master's in Public Administration, Catherine strives to provide students with the tools to succeed in a fun and interactive environment.

Cheyenne Olson • Hillsborough Community College SouthShore • colson13@hccfl.edu



Cheyenne Olson is Student Activities Coordinator at Hillsborough Community College SouthShore and a Plus Size Fashion and Lifestyle Influencer. Over the past 8 years, she has cultivated a significant social media presence, with over 80,000 followers and over 70 million views worldwide. Cheyenne's journey began as a response to years of bullying, transforming a negative experience into a platform for positivity and self-love. This personal mission has opened doors to social media success and deep insights into the Instagram algorithm. Her sessions cover optimizing social media to grow your follower base, convert followers into event attendees, and effective personal branding.

Christopher Hampton • United in Hyper Health and Wellness • nselaaward@gmail.com



Award-winning International keynote speaker, leadership expert, bestselling author, and global teacher Christopher C. Hampton is one of the most empowering, entertaining, and enthusiastic voices in motivational speaking today, inspiring audiences with transformational principles for embracing greatness and achieving success. He trains individuals, corporations, and organizations worldwide to overcome obstacles, pursue, and live life on purpose. Individuals and organizations around the world have been impacted by his message of unlocking your personal power.

Cody Clark • Wally's World of Entertainment • wally@houseofwally.com



Cody Clark is a professional magician and autism advocate from Louisville, KY. He was diagnosed with autism at 15 months of age and his parents were warned he'd never walk, talk, hold down jobs, or tell them he loved them. His parents' tenacity combined with therapy services allowed him to surpass all expectations! His magic shows and talks for colleges and corporations share how individuals with autism see the world differently but have similar dreams and goals to anyone else. His mission is to help people realize that differences like autism are nothing to fear!

Courtney Ross • Bucknell University • cr032@bucknell.edu



Courtney Ross currently holds the position of Assistant Director of Campus Activities and Programs at Bucknell University. In this role, she advises the student programming board, oversees the campus bar & entertainment venue, and programs for three different event series. Across campus she supervises nearly 60 student employees. Additionally, she is responsible for managing and coordinating the marketing initiatives of the Bucknell CAP Center which includes a makerspace, outdoor education program, concerts, and more.

Daniel Caron • Original Play, LLC • daniel@danielsprograms.com



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 including 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 students' challenges. In addition, Daniel is an award-winning photographer. His passion for photography enhances programs with vivid imagery that makes events creative and memorable. Daniel's current interest focuses on the simple, everyday behaviors people can rely on to feel connected during challenging times.

SESSION PRESENTERS

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



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!

Dawn Daria & Paul Miller • Playful Campus • dawn@playfulcampus.com



Dawn Daria, M.Ed. is Co-Founder and Education Director of Playful Campus (formerly Flow Circus). She creates and facilitates experiential learning programs to build community and improve well-being. She recently contributed to the Professors at Play Playbook, has been published in Campus Life Trends, and presents at conferences nationally. Paul Miller is Co-Founder and CEO of Playful Campus. He regularly performs, presents, and teaches juggling and other skill toys to bring joy to audiences across the US. In 2017, they created the Flop Ball to make kinetic play and active mindfulness more accessible and adaptable to the organizations they serve.

Del Suggs • Del Suggs, M.S.Ed. • del@delsuggs.com



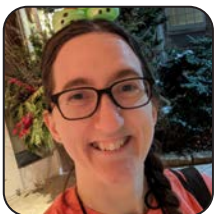
Del Suggs was named one of the "Five Top Performers of the Last 25 Years" by Campus Activities Magazine. Del is a true "Life Hacker"; his leadership programs engage and empower student leaders by using the technology they love. From high school student body president to founding the Florida Chapter of 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!

Dominic Syracuse • Metropolis Management • joyce@metropolismmanagement.com



Dominic Syracuse is a renowned actor, comedian, and behavioral specialist. Through his company Cognitive Behavioral Theater, Dominic has led hundreds of workshops everywhere from the US Air Force to maximum security prisons. Not only are his workshops praised for being extremely exciting and entertaining, but they have also been shown to reduce stress in up to 93% of participants. In the college circuit, Dominic has trained both students and faculty. His methods have been recognized by the USC Master of Social Work Program, The UCLA School of Nursing, and UC Berkeley's top 20 "Big Ideas" competition.

Elizabeth Sousa, M.Ed. • Vermont State University - Lyndon • elizabeth.sousa@vermontstate.edu



Elizabeth Sousa is the name. Master of Education in Library Science from Plymouth State University. Dedicated to inspiring future leaders by sharing experiences, innovations, and insights on leadership. Avid reader with a passion for fantasy, especially "A Court of Mist and Fury". Proud pet parent to Eris the Bernedoodle and Ikora the cat, both named after beloved video game characters [find me and tell me the game for bonus points!]. Tacos are my ultimate comfort food. Inspired by Matt Patry and Ted Lasso. Always remember: "Be curious, not judgmental."

Forrest Rivers • Yugar Productions • david@yugarproductions.com



Forrest is a spiritual author, long-time college professor, and certified mindfulness workshop facilitator from Asheville, NC. With over 10 years of experience leading meditation seminars for young people, he has helped many realize their innate hidden potential. After overcoming a dark period of alcohol abuse in his youth, Forrest experienced a profound spiritual awakening while visiting Hawaii that ignited his mission to inspire hope and compassion in others. He has been an invited guest on over 75 spiritually themed podcasts and radio shows and is the author of Humanity's Spiritual Rebirth: Lessons Lived and Learned from a Pandemic.

SESSION PRESENTERS

Hailey Salmen and McKenzie Pochiro • George Mason University • hsalmen@gmu.edu



My name is Hailey. I am a Senior at George Mason University studying Forensic Science with a minor in Criminology. One of my favorite programs that I have done since being a programmer with the Patriot activities council was IVth night. It is our annual fall carnival that happens on the fourth night of the fall semester.

My name is McKenzie Pochiro and I am a senior studying forensic science at George Mason University. I have been with the Patriot Activities Council for 2 years as a Campus Events Lead and 2 years before that as a volunteer! My favorite program we do is Once Upon A Scream, an annual Halloween festival.

Holly McNeill • United in Hyper Health and Wellness • nselaaward@gmail.com



Holly McNeill, the Mindfulness Architect, helps college students avoid the quarter-life crisis many face in their late 20s and early 30s—marked by insecurity, confusion, disillusionment, and loneliness. As an architect, Holly's strength lies in creating clarity from complexity, a gift she now applies to teaching others about the workings of the mind. Drawing from two decades of study in neuroscience, psychology, spirituality, and Buddhism, she distills complex ideas into actionable insights. Holly teaches students to pay attention to the hidden influences within themselves, empowering them to break free from limiting beliefs, build resilience, and take confident action.

Jamar Root • Root of Jamar, LLC • jamar@rootofjamar.com



Jamar Root is a 24 y/o inspirational speaker from Dallas, TX with a relatable personality. He first realized the power of his voice as a college sophomore after starting a podcast in his apartment. The podcast is dedicated to inspiring people to find and live through their passion. Jamar earned his BS in Sport and Recreation Management from Temple University in 2022. After multiple experiences including work with the Philadelphia Phillies and U.S. Olympic Committee, he realized that he didn't love what he was doing. He now travels the country helping people through the treacherous process of finding their passion.

James D'Amico • SUNY Cobleskill • damicojf@cobleskill.edu



James D'Amico has over 14 years of experience in higher education and student affairs. His functional areas of experience include orientation, student leadership, residence life, and community engagement. James has supervised and advised campus engagement boards, student governments, and student employees at both public and private as well as small to medium sizes institutions of higher education in PA and NY. James received his Bachelor's degree in Elementary Education as well as his Master's Degree in Counseling and College Student Affairs at Bloomsburg University in PA.

Jason LeVasseur • The Rock Star Project® • jason@therockstarproject.com



Jason LeVasseur is an award-winning motivational speaker, accomplished musician, and renowned leadership educator. As the founder of The Rock Star Project®, Jason designs dynamic, interactive programs that inspire self-leadership, resilience, and team development. Recognized with over 25 honors, including "Speaker of the Year" and "Entertainer of the Year," Jason is also a Certified Speaking Professional (CSP) and Certified Master Trainer. With extensive experience presenting at national conferences and facilitating leadership retreats across the country, Jason draws on his diverse background, combining experiential learning techniques and musical talents to deliver impactful sessions that strengthen campus communities and inspire leaders.

Jeff Hyman • Degy Entertainment • jeff@degy.com



Jeff Hyman has been in the Entertainment Industry for over 30 years. Starting as a College programmer himself, Jeff has been working with College and University Clients, Festivals and Fairs, High Schools, Performing Arts Centers, Corporations, Experiential Marketing Groups and Theaters all around the World, booking music, comedy, poetry, speakers and celebrities. He has previously represented international touring clients and was the responsible agent on booking Kevin Smith's speaking engagements and Red State Movie Tour. Jeff has won more than 10 Associate Member of the Year awards and has been involved in APCA for over 20 years.

SESSION PRESENTERS

José Pereira • United in Hyper Health and Wellness • nselaaward@gmail.com



José Pereira is a leadership coach, resilience expert, and speaker with over 35 years of experience in the oil and gas industry. His life took a profound turn when he was held hostage for nearly five years in a foreign country, where his faith became his source of strength. He shares his journey in his book, *From Hero to Villain - My True Story of the CITGO6*, exploring lessons of resilience, faith, and personal transformation. Today, José is dedicated to helping leaders find balance, resilience, and purpose in their lives through coaching and speaking.

Kathryn Orford • United in Hyper Health and Wellness • nselaaward@gmail.com



In a post-pandemic world where mental health struggles remain on the rise, Kathryn Orford is bringing hope and empowerment to college campuses. If you've ever battled with your inner critic, doubted your self-worth, or felt buried under the weight of expectations, Kathryn's session is for you. She shares her deeply personal journey of overcoming a relentless inner critic and transforming self-doubt into self-belief. Kathryn's interactive and engaging sessions provide you with practical tools to silence negativity, build mental strength, and turn challenges into opportunities for growth. Prepare to unlock your potential and believe in what's truly possible!

Kevin Neal • United in Hyper Health and Wellness • nselaaward@gmail.com



Dr. Kevin Neal is a communications expert that uses his background as a Firefighter/EMT and his military service in Desert Storm to help students to build a communication toolbox in conflict management and mediation. Trained and certified as a Leadership Coach, Speaker, and Trainer by the John Maxwell Leadership Team, Kevin Neal uses humor, storytelling, and music to provide students with a communications blueprint to become leaders in conflict management, perform self-reflection in microaggressions and nonverbal communications, and to build strong organizations and communities on campus by developing proven conflict resolutions systems.

Kyle Cannon • SUNY Cortland • kyle.cannon@cortland.edu



A 2019 graduate of Mansfield University (now known as the Commonwealth University at Mansfield), I am a passionate and dedicated young leader in student affairs and campus activities at The State University of New York at Cortland. As the Assistant Director of Campus Activities and Corey Union, I oversee the planning, execution, and evaluation of various programs and events that enhance the student experience and foster a vibrant campus community. My mission is to create meaningful and memorable opportunities for students to connect, learn, and grow through campus activities and involvement.

Larry Grogan • Delta Omega Gamma • larry@deltaomegagamma.net



Larry Grogan is a Pet Therapy Mental Health Advocate. Through 8 years as a pet therapy team, Larry has experienced firsthand how powerfully pet therapy can impact our mental health. He now shares these personal experiences through educational programs emphasizing pet therapy's positive impact. In addition, he implements on-campus pet therapy programs that not only improve our mental health but also improve campus life realities like engagement, inclusion, student retention, and discrimination.

Madelein Murphy • 2 Funny Entertainment • chris@2funnyent.com



With over a decade of experience and a dynamic stage presence, Madelein Murphy Smith has conquered comedy stages around the globe. From headlining at prestigious colleges and comedy clubs to entertaining audiences on cruise ships, Madelein's hilarious performances have garnered international acclaim. Her debut album, "Belle of the Ball," even soared to #1 on the iTunes Comedy Charts! She also sold a network adult animation pilot! She has opened for headliners such as Tig Notaro, Cameron Esposito, and Maria Bamford. In 2025 Madelein will be recording her debut special with Comedy Dynamics.

SESSION PRESENTERS

Marc Cianciola • SUNY Morrisville • ciancimr@morrisville.edu



Marc has worked in Student Activities for 16 years - the past 10 at SUNY Morrisville. Marc has also been a regular attendee at APCA conferences for most of those 15 years. He strives to bring advisors together from around the country to share best practices and improve block booking and networking.

Marissa F Cohen • Empowered Voices Collective, LLC • booking@marissafayecohen.com



After 15 years as the premier speaker and thought leader of her industry, reigning “National Campus Speaker of the Year” Marissa F. Cohen has pioneered the field of Empowerment, training about Healthy and Toxic Relationships & Behaviors, Communication Skills, and Mental Health and Wellness. She’s the founder of the Healing From Emotional Abuse Philosophy, and an 8-time internationally best-selling author. Using her personal and professional experience and research, she provides students with real-life examples and relatable content to enhance their understanding and expectations of healthy relationships, set healthy boundaries, and communicate effectively and empathetically with the people in their lives.

Nicki Joiner • Top Youth Speakers • brandon@topyouthspeakers.com



Nicki is an engaging speaker who helps students confidently navigate their career paths. With experience as a corporate recruiter and a Master’s degree in Student Affairs, she combines industry insight with higher education expertise. Nicki’s sessions cover résumé building, job search strategies, networking, and LinkedIn optimization, giving students practical skills they can use immediately. She has spoken at organizations like NASA, Girls Inc., and over 60 colleges across North America. Known for her relatable style and hands-on approach, Nicki inspires students to turn aspirations into achievable goals. In her downtime, she enjoys dancing, volunteering, and building community connections.

Patrick McIntyre • Bass/Schuler Entertainment • chris@bass-schuler.com



Patrick McIntyre is a professional speaker and comedy improviser with 19 years of experience igniting audiences across all 50 states and around the globe. Creator of the show “Stressed AF,” he brings a playful and engaging approach to learning and tackling important topics like stress management, consent, and alcohol awareness with humor and heart. From college campuses to military bases, he connects with audiences through humor and authentic communication. Fun fact: He will always help people move (because he knows how awful it is, and someone’s gotta do it—perhaps it’s a shared trauma bonding experience)?

Patti Bevilacqua • United in Hyper Health and Wellness • nselaaward@gmail.com



In 1989, Patti Bevilacqua began her dream job teaching high school physical education. Diagnosed with multiple sclerosis (MS) during her first year, she had to leave the career she loved after only 10 years. In 2005, she earned a PhD in Teacher Development, reigniting her passion for education and becoming a keynote speaker. As The Hidden Illness Advocate; she’s a champion for disability awareness and overcoming unseen challenges. Patti has inspired many through TEDx, bestselling book chapters, her Facebook group and Substack newsletter, The Hidden Illness Collective, and over 20 podcast interviews. Her journey showcases resilience, perseverance, and unwavering strength.

Rashmi Tiwari • United in Hyper Health and Wellness • nselaaward@gmail.com



Raz is a dynamic speaker, health advocate, entrepreneur, and accomplished actor and model with over 20 years of leadership experience. With a BS in Psychology from UNC-Chapel Hill, Raz blends her expertise in business, integrative health, and creative expression to deliver transformative talks that inspire resilience and authenticity. A survivor of personal trauma—including paralysis and a mini-stroke—Raz knows the power of perseverance and prioritizing mental and physical well-being. Her engaging sessions empower audiences with actionable strategies to navigate challenges and lead with confidence, leaving them motivated to turn obstacles into opportunities and create a meaningful impact.

SESSION PRESENTERS

Rebecca Ahmed • Energetic Impact • rebecca@energeticimpact.com



Rebecca Ahmed is an award-winning speaker, a business consultant, and an Energy Leadership Index™ Master Practitioner. She is also a Professional Certified Coach with the International Coaching Federation. Rebecca advises companies of all sizes on how to create a motivational workplace culture by transforming the energy and enthusiasm of their teams. Her new book, *The Energy of Success: Power Up Your Productivity, Transform Your Habits, and Maximize Workplace Motivation* is available now!

Rob Einhorn • Promotions & Unicorns, Too • promotions.unicorns@verizon.net



Rob Einhorn, owner of Promotions and 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.

Rocky Toro • United in Hyper Health and Wellness • nselaaward@gmail.com



Rocky Toro is a dynamic speaker, consultant, and passionate advocate for self-belief. Growing up with humble beginnings, she forged her own path to success and discovered that the key to achieving anything starts with believing in oneself. Now, she empowers students to trust their instincts, overcome fear, and take control of their own narratives. Whether guiding individuals through major decisions, leadership transitions, or life's next big chapter, Rocky is dedicated to helping others build the confidence to make the best investment they'll ever make: themselves.

Rohan Sharma • Rx Mundi, LLC • rohan@rohanspeaks.com



Rohan is a dynamic national speaker, rap artist, and suicide attempt survivor on a mission to shatter the stigma surrounding mental illness across college campuses. His gripping story of resilience—from medical school to 23 months in jail after a manic episode—has inspired thousands. Rohan has delivered impactful talks at prestigious institutions like the University of Pennsylvania and major events like NAMIcon, sharing his message of prioritizing mental wellness as the foundation for lasting success. Additionally, Rohan's music has earned over 50,000 streams across major platforms under his stage name 'Rx Mundi,' furthering his efforts to inspire audiences worldwide.

Sailesh, The Hypnotist • Metropolis Management • joyce@metropolismanagement.com



Sailesh Jiawan, a certified hypnotherapist and wellness expert, has a 25-year legacy in hypnosis, visualization, and goal setting. As a 3-time Entertainer of the Year and 6-time Hypnotist of the Year, Sailesh has captivated audiences worldwide with his engaging and transformative presentations. Recently, he became the second recipient of the prestigious Legends Award at the Performing Hypnotist Summit. As the president and a founding member of the International Stage Hypnotist Association (ISHA), Sailesh shares his extensive expertise in mental wellness and personal development, inspiring countless individuals to achieve their goals and enhance their well-being through the power of the mind.

Sam Demma • Sam Demma Enterprises Inc. • sam@samdemma.com



Sam Demma is a best-selling author and one of the most in-demand keynote speakers today. He has collaborated with brands like Taco Bell, delivered two TEDx talks, and toured across the United States, Canada and Kenya. His impactful messages on empathy, mental health, and leadership have been featured on national news platforms and on his mom's Facebook profile. Sam's bestselling book, *Empty Your Backpack*, is a must-read for young dreamers. His engaging, high-energy performances inspire students to take action and create positive change in their lives and communities. Learn more at www.samdemma.com.

SESSION PRESENTERS

Sam Kabert • SOUL/Life Balance • sam@samkabert.com



Sam Kabert is a certified Breathwork Practitioner, keynote speaker, and author of the #1 bestselling book SOUL/Life Balance. Once recognized on Silicon Valley's "40 Under 40" list by age 31, Sam is now on a mission to empower college students with tools to overcome anxiety, depression, and emotional challenges. A survivor of suicide during college, Sam shares his powerful journey of resilience and growth, inspiring students to prioritize mental and emotional well-being to find strength in their own paths. Whether as a speaker, coach, or breathwork guide, Sam's work transforms lives. Learn more at SamKabert.com.

ShySpeaks • Wally's World of Entertainment • wally@houseofwally.com



Shy Amos, known artistically as ShySpeaks, is a speaker and entrepreneur celebrated for her versatile voice on topics ranging from cultural impact to system implementation. With a Master's in Operations Management and over 15 years as a creative entrepreneur, Shy generates frameworks that help people flourish. An award winner for Outstanding Performance in Arts & Culture, she founded Civilized Fest, an annual event sparking civic engagement among young people, and created Systems Savant, a software streamlining operations. Her passion, humor, and expertise ensure every experience with ShySpeaks leaves audiences empowered.

Sir Evans • Quality SIRvice • contact@qualitysirvice.com



Sir Evans, founder of the Superpower Planner, is a dynamic speaker and resilience expert who transforms the way individuals and teams achieve their goals. After overcoming a 250-pound weight loss journey and profound personal loss, Sir discovered the power of intentional planning and systems to tackle life's challenges. Known for his relatable and motivational style, he blends personal stories with actionable strategies that leave audiences inspired and equipped to thrive. Whether guiding leaders to success or empowering individuals to rediscover their potential, Sir's mission is to help others turn adversity into achievement. Don't miss his transformative session!

Sophie Low • Degy Entertainment • sophie@degy.com



Sophie Low is an Agent at Degy Entertainment, connecting talent with opportunities in the entertainment industry. A graduate of Belmont University with a degree in Music Business, she began her career as the assistant to Degy's CEO, Ari Nisman, before transitioning to her current role. Sophie works with clients across diverse markets and events, leveraging her industry expertise and proactive approach to deliver exceptional results. Outside work, she enjoys spending time with her two dogs, Rosé and Justice, exploring the outdoors, traveling, and trying new workout classes.

Stacey Sottung • OnCampusText • stacey@oncampustext.com



Stacey had a 15-year career in Higher Education before joining OnCampusText in 2022. Having spent more than a decade working with programming boards and Greek life, Stacey is no stranger to marketing campus events. Stacey has presented at various conferences like NACA (the National Association of Campus Activities), APCA (the Association for the Promotion of Campus Activities), ACUI (the Association of College Unions International) and COCA (Canadian Organization of Campus Activities). Stacey has a Bachelor's degree in Speech Communication from Millersville University and a Master's degree in College Student Personnel and Counseling in Higher Education from Widener University.

Stacy Toney • Stacy Toney Speaks • stacy@stacytony.com



Meet Stacy: professional speaker who has presented and worked on college campuses for 20+ years. Event Coordinators and students love working with her, evidenced by testimonial she receives. She enjoys most helping students to succeed. In addition to speaking, her passions are being a grief coach, hiking, traveling, and volunteering.

SESSION PRESENTERS

Terrance Johnson • University of Pikeville • terrencejohnson00@upike.edu



From dorm life to life coach, Terrance Johnson's ("TJ") journey is nothing short of inspiring. Starting as a Resident Assistant, TJ now rocks as an Area Coordinator, guiding first-gen students like himself toward success. When he's not mentoring, you can catch him streaming on Twitch, where he blends gaming fun with real talk on student life. His entrepreneurial ventures and vibrant online presence make TJ a must-see at the APCA conference. Come hear how he turns challenges into achievements and fun into opportunities!

The Fun Dept. • The Fun Dept. • teamfun@thefundep.com



Nick Gianoulis, "The Godfather of Fun," founded The Fun Dept. after experiencing firsthand the enhanced culture and business results during his 20-year corporate management tenure with a company that embraced a "work hard, play hard" culture. Christopher Bruce, partner and Chief Creative Officer at The Fun Dept., excels in hosting, creating, producing, writing, and community advocacy, leveraging his diverse talents to engage and impact audiences. Together they use fun as a mechanism to engage, educate, and empower, leading to happier, healthier, and more connected communities. The Fun Dept. has been featured on CNN, BBC News, Washington Post, TEDx, and more!

Tyler Korso • Metropolis Management • joyce@metropolismanagement.com



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 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.

Wes Woodson • weswoodson.com • wes@weswoodson.com



Wes Woodson is a 26-year-old Black mental health advocate, dynamic public speaker, and author who empowers audiences to embrace mental health as an everyday choice. As the founder of The Wes Woodson Company, Wes is building a creative hub dedicated to making mental health accessible through storytelling, education, and innovative resources. Known for his raw authenticity and relatable humor, Wes shares his personal journey of transforming anxiety into a purpose-driven life, helping others feel less alone in their mental health struggles. His storytelling connects with students, educators, and professionals alike, offering tools to navigate stress, find joy, and foster self-acceptance.

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Facebook: @cjewellfacepaintpittsburgh | Instagram: @facepaintpittsburgh



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NOVELTY VENDORS & ROVING ARTISTS



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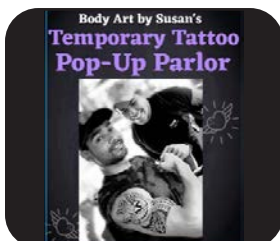
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APCA Isolated - \$1,950 • 2 of 3 - \$1,850 • 3 of 5 - \$1,750 • 5 of 7 - \$1,700
Plus: Travel & Lodging

Facebook: @EBTMorlando | Instagram: @EBTMorlando

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SCAN FOR MORE INFO



REGISTRATION/APCA SERVES:
6-8:00 PM Lobby (by Blue Room)

EVENT CREW MEETING:
8:00 PM APCA Reg Desk

**STUDENT
WELCOME
BASH**

Wednesday • 8:30 PM
Red Room
Pizza | Novelties
Dance Party | Games
... and more!

ADVISOR WELCOME RECEPTION
Wednesday • 8:30 PM
Red Room



*Come meet other Advisors
and see old friends.
Hors d'Oeuvres and Cash Bar!*

THURSDAY, MARCH 6, 2025

**7:30 - 8:30 AM • LOBBY (BY BLUE ROOM)
CONFERENCE REGISTRATION & APCA SERVES!**

**8:30 AM • RED ROOM
KICKOFF & OPENING KEYNOTE**



AUDIENCE: ALL

Heather Lambert, APCA Vice President

Conference Kickoff is something you can't afford to miss. Join us to learn how to make the most of your conference experience and receive important conference details!



OPENING KEYNOTE

Wes Woodson • weswoodson.com

APCA Isolated - \$3,000 • 2 of 3 - \$2,500 • 3 of 5 - \$2,200 • 5 of 7 - \$1,800

Plus: Travel & Lodging

Facebook: @weswoodson | Instagram: @weswoodson | TikTok: @weswoodson

Pour it Forward: How the Best Collaboration Starts with You

Join Wes in this energizing and relatable talk about how student leaders can create real change on campus by starting with self-care. Wes shares personal stories and practical insights to show how pouring into yourself first isn't selfish—it's the key to leading with compassion, building stronger teams, and inspiring collaboration. With fun, interactive moments, you'll leave ready to pour it forward and make a lasting impact on your campus.



9:30 AM • EMPIRE ABC • ADVISOR ORIENTATION

MANDATORY FOR ALL ADVISORS

This engaging and informative session provides the opportunity to network with your colleagues around the country and connect with mentors in your region. Here you will also receive valuable logistical conference information. Attending this orientation will guarantee that you and your delegates have the most meaningful conference experience possible!

Plus, you will receive valuable co-op instructions that you can't miss!

9:30 AM • STUDENT EDUCATIONAL SESSIONS

Wild Rose A: Fun on Purpose: Engage...Educate...Empower

The Fun Dept.

Nick and Chris have been working together for 20 years creating and delivering fun programming to organizations throughout the world. Their unique process and methodology for utilizing fun as a mechanism to enhance engagement, retention, and connections is highlighted in their Fun on Purpose workshop. Learn how to Engage, Educate, and Empower your student and staff organizations. The Fun Dept. received HR Tech's 2023 Top 10 Engagement Company Award and have been featured on CNN, BBC News, Washington Post, TEDx, and more!

Wild Rose B: Care & Community: At the Intersection of Wellness & Belonging

Carlos Andrés Gómez • Bass/Schuler Entertainment

Join Carlos Andrés Gómez (International Book Award-winning author, speaker, and inclusion strategist) for this interactive session that will explore the interconnected nature of culturally-affirming and inclusive practices and holistic mental and emotional wellness. Gómez will explore and identify actionable tools for promoting mental and emotional well-being through culturally-responsive and evidence-based strategies that enable classrooms and schools to be more care-centered, equitable, and inclusive environments for all. This talk will give participants tools and strategies to immediately implement into their professional and personal lives. (Highly recommended for all staff and administrators.)

Magnolia A: Improving Student Retention with Pet Therapy

Larry Grogan • Delta Omega Gamma

Student retention has improved in recent years but would still have a failing grade by any university in the country. There are many reasons why students drop out of school but many of them revolve around poor mental health. This presentation will review the reasons students drop out of school, the financial impact on universities, and how pet therapy can improve student retention.

Magnolia B: Running and Participating in Meetings: The Rules Made Easy

Dave Kelly • America's Student Leadership Trainer

Ever been to a meeting that had no point, agenda, or focus? Ever get lost in the motions, discussion, or amendments to the amendment to the amendment? This session will help clarify all of that and more! Parliamentary procedure is intended to making meetings run smoother, not make them more difficult. Dave's approach to parli pro makes it simple and accessible to everyone, so that all points are heard, and debate takes place in a reasonable and respectful environment. This includes a practical activity for each attendee to run and participate in a mock meeting.

Magnolia C: Best Practices When Booking Events on Campus

Jeff Hyman • Degy Entertainment

This session is designed to discuss basic programming 'best practices' and what to think about when bringing entertainment to your campus. Setting up a performance space, hospitality, marketing, and audience development are all discussed to give foundational knowledge of skills that are important for every event brought to campus.

 **Submit an evaluation
for each session you attend!**

9:30 AM • STUDENT EDUCATIONAL SESSIONS CONTINUED

Magnolia D: Improv Your Team

Patrick McIntyre • Bass/Schuler Entertainment

Whether it's the moon landing, the great pyramids, or a perfectly synchronized TikTok dance, group work can accomplish some amazing feats! But personality clashes and differing opinions can derail even the best teams. This interactive workshop offers practical strategies to transform group work from frustrating to fantastic. Learn essential active listening and rapport-building skills, and experience how playful improv techniques unlock collaboration and boost productivity. Get ready to move, engage, and discover the true potential of teamwork. Bring your coffee and your curiosity!

Crystal A: 60 Awesome Program Ideas

Del Suggs • Del Suggs, M.S.Ed.

Do you need some fresh and cheap ideas for events and programs? Are you tired of doing the same old programs? Did you just have your budget cut...again? THIS session is for YOU! We'll brainstorm and come up with at least sixty awesome program ideas that cost under \$350 that you can use on your campus. Got some great programs? Come and share them with us! Need some ideas? Come and get a ton of awesome programming ideas!

Empire D: Unpack Your Mental Load: Lighten, Lead & Thrive

Sam Demma • Sam Demma Enterprises Inc.

Every student carries an invisible backpack filled with stress, self-doubt, and the weight of others' expectations. What if you could unpack those burdens and walk lighter, more confident, and ready to lead? This interactive session blends storytelling, real-world strategies, and hands-on activities to help you break free from limiting beliefs, build resilience, and cultivate deeper connections. Discover how small mindset shifts can lead to massive breakthroughs. You'll leave with practical tools to lighten your load and step into your full potential. Ready to release what's holding you back? Let's unpack together!

10:30 AM • STUDENT EDUCATIONAL SESSIONS

Wild Rose A: HOW TO APCA (with Social Anxiety): Practicing Mindfulness in Crowded Spaces

Wes Woodson • weswoodson.com

Navigating crowded spaces can be overwhelming, especially for those with social anxiety. This workshop provides practical mindfulness techniques to help participants feel grounded, confident, and present during large events like APCA.

Wild Rose B: Beyond Likes: Creating Meaningful Student Engagement Through Social Media

Cheyenne Olson • Hillsborough Community College SouthShore

Social media engagement isn't just about the numbers—it's about creating real connections. In this session, we'll shift the focus from likes and shares to fostering meaningful engagement that builds community. You'll learn how to use analytics to identify what type of content drives interaction, and how to create interactive posts like polls, quizzes, and challenges that keep students engaged. We'll also cover strategies for producing inclusive and accessible content to reach a diverse audience. By the end, you'll walk away with actionable strategies to increase engagement and build stronger connections within your organization.

10:30 AM • STUDENT EDUCATIONAL SESSIONS CONTINUED

Magnolia A: 5 Prongs of Marketing
Courtney Ross • Bucknell University

Are you trying to get more students to your events? Do students say they never know what is going on on campus? This session will focus on the 5 strategies of marketing and communications that Bucknell leverages to get the word out about events and programs to students and how to adapt to a changing social media landscape.

Magnolia B: How to ACTUALLY Stop Procrastinating
Catherine Korman • Hillsborough Community College Dale Mabry

If your motto is “Due tomorrow? Do tomorrow!”, then this session is for you! Gain valuable insights on the roots of procrastination (hint: it’s not because you’re lazy), and test out simple and effective research-backed strategies to finally stop doomscrolling and start getting things done. This presentation is interactive, so come ready for fun!

Magnolia C: Question Behind the Question: Personal Accountability in Leadership
Elizabeth Sousa, M.Ed. • Vermont State University - Lyndon

As a student, do you often find yourself pointing the finger of blame when something goes wrong or asking yourself questions like ‘why don’t I ever get a break?!’? With the Question Behind the Question, learn how to reframe those questions and when/how to accept personal accountability. This session will teach you how to remove yourself (temporarily) from the situation at hand to better evaluate how to proceed effectively. We all make mistakes and learning how to own them, methods to prevent them, and then move onward and upward is an important part of being a leader!

Magnolia D: Maximize Your College Experience to Become a Desired Talent: Have Your Pick of Opportunities After College
Jamar Root • Root of Jamar, LLC

This presentation gives students the opportunity to learn how to use their time in college to garner the right experiences to develop into a desired candidate for their dream jobs. While college is meant to be a fun experience, it is also important to be strategic. Your brand is being built with every decision, and you want to build the brand that’s authentic and parallel with what you want to achieve.

Cocoa 6: One Hour, One Song: A Team-Building Adventure
Jason LeVasseur • The Rock Star Project®

Join us for a dynamic, hands-on workshop where creativity and collaboration come to life. Led by award-winning musician and speaker Jason LeVasseur, participants will work together to write and perform an original group song—no musical experience required! This engaging activity highlights teamwork, communication, and the joy of creating something meaningful together. By the end of the session, the group will have written a performance-ready song to celebrate their collective achievement. It’s a high-energy, unforgettable experience that fosters connection, leadership skills, and collaboration in a welcoming and supportive environment.

 **Submit an evaluation
for each session you attend!**

10:30 AM • ADVISOR EDUCATIONAL SESSIONS

Empire ABC: An Essential Ingredient for Cocoa-llaboration: Psychological Safety

Dawn Daria & Paul Miller • Playful Campus



Keeping your students physically safe during events - of course, a top concern. In order to get them out of their dorm rooms and engaging with each other, you also need to consider psychological safety. Harvard researcher Amy Edmondson describes it as feeling okay to take risks, express ideas, speak up with questions, and admit mistakes - all without fear of negative consequences. During this interactive session, we'll share more about her work and our experience facilitating workshops. You'll be better able to create safe, inclusive spaces for students and staff to connect, contribute, and challenge themselves.

Learning Outcomes: Participants will 1) be able to identify psychologically safe and unsafe environments, and 2) know how to apply strategies for creating more psychologically safe spaces.

Empire D: Evolve or Die: Campus Activities in 2025

bill harcleroad • SUNY Oneonta

Some things never change but many things do. Let's talk about what campus activities looks like on our campuses today and what it needs to look like tomorrow. I don't claim to have all the answers, but I firmly believe in the wisdom of the group and that we are a community of creative thinkers. Come prepared to share what's working (and what's not) and maybe let us know why.

Crystal A: Creating Learning Outcomes and Assessment

Del Suggs • Del Suggs, M.S.Ed.



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: Participants will be able to create SLOs and an electronic assessment form for student life events.

Tower 1: Orientation: Best Practices and How to Engage Your Students!

James D'Amico • SUNY Cobleskill



In this presentation, we'll review theory and discuss what students want and need in their orientation sessions that occur in the summer, right before the start of the academic year and the first part of the semester. This session is geared towards student affairs professionals who plan, design, and implement their orientation/welcome week programs. In this presentation we'll review what we changed from 23-24 to 24-25 including topic areas of Anthology/Campus Labs Software, Google Maps, Google Analytics, assessment, and more!

Learning Outcomes: Participants will 1) be able to identify three ways to enhance their orientation sessions, and 2) be able to identify three best practices for their orientation sessions.

10:30 AM • ADVISOR EDUCATIONAL SESSIONS CONTINUED

Tower 2: CAREER READINESS ESSENTIALS: Practical Strategies for Educators to Support Student Career Development

Nicki Joiner • Top Youth Speakers



Empower student leaders to turn their leadership experience into career success in this practical and engaging workshop for college advisors. Learn strategies to help students showcase their leadership roles on résumés, articulate their impact during job interviews, and highlight the transferable skills that employers value. This session will provide you with actionable tools and insights to inspire student leaders to connect their campus involvement to career opportunities with confidence and clarity. Help your students take their leadership experience to the next level and stand out in today's competitive job market.

Learning Outcomes: Participants will 1) guide student leaders in showcasing their leadership experience on résumés, 1) learn how to direct student leaders to internships and job opportunities that align with their skills and experiences, 3) support student leaders in identifying and emphasizing transferable skills valued by employers.

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CAMPUS ACTIVITIES SPECIALTY
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Submit an evaluation for each session you attend!

11:30 AM • RED ROOM • KICKOFF SHOWCASE



Cody Clark • Wally's World of Entertainment
(Speaker)

APCA Isolated - \$2,200 • 2 of 3 - \$1,850 • 3 of 5 - \$1,650 • 5 of 7 - \$1,500
Plus: Travel, Lodging, Meals, Sound & Lights

Facebook: @codyclarkpersonal | Instagram: @codyclarkmagic

Notes: _____



Marissa F. Cohen • Empowered Voices Collective
(Speaker)

APCA Isolated - \$2,750 • 2 of 3 - \$2,500 • 3 of 5 - \$2,250 • 5 of 7 - \$2,000
All Inclusive

Instagram: @Marissa.Faye.Cohen | TikTok: @MarissaFCohen

Notes: _____

11:30 AM • KICKOFF SHOWCASE CONTINUED



Madelein Murphy • 2 Funny Entertainment
(Comedy)

APCA Isolated - \$2,000 • 2 of 3 - \$1,800 • 3 of 5 - \$1,600 • 5 of 7 - \$1,400
All Inclusive

Facebook: @madelein.smith.10 | Instagram: @madeleinmurphy | TikTik: @madeleinmurphy

Notes: _____



Forrest Rivers • Yugar Productions
(Speaker)

APCA Isolated - \$2,500 • 2 of 3 - \$2,400 • 3 of 5 - \$2,300 • 5 of 7 - \$2,200
Plus: Travel, Lodging, Meals, Sound & Lights

Notes: _____



Chibbi • Degy Entertainment
(Spoken Word Artist)

APCA Isolated - \$2,500 • 2 of 3 - \$2,350 • 3 of 5 - \$2,200 • 5 of 7 - \$2,000
Plus: Travel, Meals, Sound & Lights

Notes: _____



Dylan Taylor • Metropolis Management
(Musical Solo)

APCA Isolated - \$1,750 • 2 of 3 - \$1,500 • 3 of 5 - \$1,250 • 5 of 7 - \$1,050
Plus: Travel, Sound & Lights

Facebook: @dylantaylor.10 | Instagram: @dylantaylor.10

Notes: _____



Psychic Soulmates Anthem and Aria • Metropolis Management
(Variety/Specialty Show)

APCA Isolated - \$3,500 • 2 of 3 - \$3,000 • 3 of 5 - \$2,850 • 5 of 7 - \$2,650
Plus: Travel & Tech Rider

Facebook: @anthemandaria | Instagram: @anthemandaria

Notes: _____

1:00 PM • BLUE ROOM • LUNCH MAINSTAGE SHOWCASE



Attaboy • Yugar Productions
(Musical Group)

APCA Isolated - \$2,500 • 2 of 3 - \$2,400 • 3 of 5 - \$2,300 • 5 of 7 - \$2,200
Plus: Travel, Lodging, Meals, Sound & Lights

Facebook: @attaboyonline | Instagram: @attaboyonline

Notes: _____



Matt Jackson • Neon Entertainment
(Musical Solo)

APCA Isolated - \$1,925 • 2 of 3 - \$1,725 • 3 of 5 - \$1,625 • 5 of 7 - \$1,525
Plus: Travel, Lodging, Meals, Sound & Lights

Notes: _____



Cody Woods • Metropolis Management
(Comedy)

APCA Isolated - \$2,500 • 2 of 3 - \$2,300 • 3 of 5 - \$2,000 • 5 of 7 - \$1,800
Plus: Tech Rider

Instagram: @codyjwoods

Notes: _____



Michael Kent • Degy Entertainment
(Magician)

APCA Isolated - \$3,000 • 2 of 3 - \$2,750 • 3 of 5 - \$2,500 • 5 of 7 - \$2,250
Plus: Travel, Lodging, Meals, Sound & Lights

Facebook: @michaelkentfans | Instagram: @michaelkent

Notes: _____



BJ Griffin • Houla Entertainment
(Musical Solo)

APCA Isolated - \$3,500 • 2 of 3 - \$3,100 • 3 of 5 - \$2,900 • 5 of 7 - \$2,700
Plus: Travel, Lodging, Meals, Sound & Lights

Facebook: @bjgriffinmusic | Instagram: @bjgriffinmusic | TikTok: @bjgriffinmusic

Notes: _____

1:00 PM • LUNCH SHOWCASE CONTINUED



Maya Piata • Axiom Music, LLC
(Musical Solo)

APCA Isolated - \$2,000 • 2 of 3 - \$1,800 • 3 of 5 - \$1,500 • 5 of 7 - \$1,200
Plus: Travel, Lodging & Meals

Facebook: @mayapiata | Instagram: @mayapiata | TikTok: @mayapiata

Notes: _____



FREE DAPS • Degy Entertainment
(Musical Comedy)

APCA Isolated - \$2,950 • 2 of 3 - \$2,750 • 3 of 5 - \$2,500 • 5 of 7 - \$2,250
Plus: Travel, Lodging, Meals, Sound & Lights

Facebook: @FREEDAPS | Instagram: @FREEDAPS | TikTok: @FREEDAPS

Notes: _____



The Queen of Magic - Miss Uchawi • Metropolis Management
(Variety/Specialty Show)

APCA Isolated - \$2,950 • 2 of 3 - \$2,650 • 3 of 5 - \$2,450 • 5 of 7 - \$2,150
Plus: Travel & Tech Rider

Instagram: @missuchawi

Notes: _____



The Jared Stout Band • Houla Entertainment
(Musical Group)

APCA Isolated - \$3,250 • 2 of 3 - \$3,000 • 3 of 5 - \$2,800 • 5 of 7 - \$2,600
Plus: Travel, Lodging, Meals, Sound & Lights

Facebook: @thejaredstoutband | Instagram: @thejaredstoutband | TikTok: @thejaredstoutband

Notes: _____

3:30 PM • EXHIBIT HALL • WHITE ROOM

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4:30 PM • RED ROOM PURPOSEFUL PROGRAMMING SHOWCASE



Rebecca Ahmed • Energetic Impact
(Speaker)

APCA Isolated - \$5,000 • 2 of 3 - \$4,500 • 3 of 5 - \$3,500 • 5 of 7 - \$2,500
Plus: Travel & Lodging

Instagram: @rebeccaeahmed | TikTok: @rebeccaeahmed

Notes: _____



The Hook Up • Bass/Schuler Entertainment
(Speaker)

APCA Isolated - \$3,500 • 2 of 3 - \$3,250 • 3 of 5 - \$3,000 • 5 of 7 - \$2,800
Plus: Lodging, Meals, Sound & Lights

Facebook: @catharsisproduc | Instagram: @catharsisproductions

Notes: _____



Dave Kelly • America's Student Leadership Trainer
(Speaker)

APCA Isolated - \$2,875 • 2 of 3 - \$2,600 • 3 of 5 - \$2,400 • 5 of 7 - \$2,200
Plus: Lodging, Sound & Lights (Rates for 2 hours - see Agent for longer programs)

Facebook: @AmericasStudentLeadershipTrainer | Instagram: @gonzospeaks

Notes: _____



Dominic Syracuse • Metropolis Management
(Speaker)

APCA Isolated - \$3,250 • 2 of 3 - \$2,850 • 3 of 5 - \$2,450 • 5 of 7 - \$2,250
Plus: Tech Requirements

Instagram: @CogBTheater

Notes: _____



José Pereira • United in Hyper Health and Wellness
(Speaker)

APCA Isolated - \$3,000 • 2 of 3 - \$2,897 • 3 of 5 - \$2,797 • 5 of 7 - \$2,697
Plus: Travel, Lodging, Meals, Sound & Lights

Instagram: @pereirajap3a

Notes: _____

4:30 PM • PURPOSEFUL PROGRAMMING CONTINUED



Kathryn Orford • United in Hyper Health and Wellness
(Speaker)

APCA Isolated - \$3,497 • 2 of 3 - \$3,397 • 3 of 5 - \$3,297 • 5 of 7 - \$3,197
Plus: Travel, Lodging, Meals, Sound & Lights

Facebook: @kathrynorfordtheauthor | Instagram: @kathrynorfordspeaker

Notes: _____



Carmen Dianne • Degy Entertainment
(Musical Solo)

APCA Isolated - \$1,500 • 2 of 3 - \$1,400 • 3 of 5 - \$1,300 • 5 of 7 - \$1,200
Plus: Travel, Lodging, Meals, Sound & Lights

Instagram: @carmen.dianne | TikTok: @carmen.dianne

Notes: _____

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MARCH 6, 2025

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6:00 PM • BLUE ROOM • DINNER SHOWCASE



Derrick Knopsnyder • Neon Entertainment (Comedy)

APCA Isolated - \$2,000 • 2 of 3 - \$1,900 • 3 of 5 - \$1,800 • 5 of 7 - \$1,700 Plus: Travel, Lodging, Meals, Sound & Lights

Notes: _____



VYNILYN • Houla Entertainment (Musical Group)

APCA Isolated - \$5,000 • 2 of 3 - \$4,450 • 3 of 5 - \$3,900 • 5 of 7 - \$3,625 Plus: Travel, Lodging, Meals, Sound & Lights

Facebook: @Vynilyn | Instagram: @Vynilyn | TikTok: @Vynilyn

Notes: _____



Ran'D Shine • Everything But The Mime, Inc. (Magician)

APCA Isolated - \$2,900 • 2 of 3 - \$2,750 • 3 of 5 - \$2,650 • 5 of 7 - \$2,500 Plus: Travel & Sound

Facebook: @Ran_Magic | Instagram: @Ran_Magic

Notes: _____



Madam Nselaa Ward, Juris Doctor • United in Hyper Health and Wellness (Speaker)

APCA Isolated - \$3,997 • 2 of 3 - \$3,897 • 3 of 5 - \$3,797 • 5 of 7 - \$3,697 Plus: Travel, Lodging, Meals, Sound & Lights

Facebook: @nselaawardfanpage | Instagram: @nselaaward | TikTok: @nselaaward

Notes: _____



Razz • Metropolis Management (Musical Solo)

APCA Isolated - \$2,000 • 2 of 3 - \$1,800 • 3 of 5 - \$1,700 • 5 of 7 - \$1,200 Plus: Travel & Tech Rider

Instagram: @razzvio

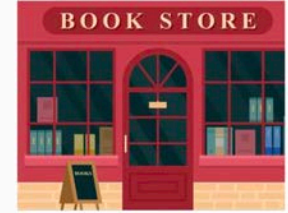
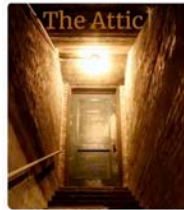
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6:00 PM • BLUE ROOM • SHOWCASE CONTINUED



Sam Morrison • Degy Entertainment
(Comedy)

APCA Isolated - \$2,000 • 2 of 3 - \$1,900 • 3 of 5 - \$1,800 • 5 of 7 - \$1,500
Plus: Travel, Lodging, Meals, Sound & Lights

Facebook: @samuelhmorrison | Instagram: @samuelhmorrison | TikTok: @samuelhmorrison

Notes: _____



Michael Misko • Yugar Productions
(Magician)

APCA Isolated - \$2,500 • 2 of 3 - \$2,400 • 3 of 5 - \$2,300 • 5 of 7 - \$2,200
Plus: Travel, Lodging, Meals, Sound & Lights

Facebook: @michaelmisko | Instagram: @miskomagic

Notes: _____



Carlos Andrés Gómez • Bass/Schuler Entertainment
(Spoken Word Artist)

APCA Isolated - \$2,500 • 2 of 3 - \$2,350 • 3 of 5 - \$2,200 • 5 of 7 - \$2,100
Plus: Lodging, Meals, Sound & Lights

Facebook: @carlosontour | Instagram: @carlosaglive

Notes: _____



Cooper Greer • GP Entertainment
(Musical Group)

APCA Isolated - \$7,000 • 2 of 3 - \$6,500 • 3 of 5 - \$5,000 • 5 of 7 - \$4,000
Plus: Travel, Lodging, Meals, Sound & Lights

Facebook: @coopergreermusic | Instagram: @coopergreer

Notes: _____

 **8:30 PM • EXHIBIT HALL • WHITE ROOM**
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9:30 PM • RED ROOM • MAINSTAGE SHOWCASE



ACW Trivia • ACW Entertainment, LLC
(Variety/Specialty Show)

APCA Isolated - \$4,500 • 2 of 3 - \$4,000 • 3 of 5 - \$3,750 • 5 of 7 - \$3,500
Plus: Travel, Sound, Lights

Notes: _____



Reem Edan • Kirkland Productions & KP Comedy
(Comedy)

APCA Isolated - \$1,950 • 2 of 3 - \$1,850 • 3 of 5 - \$1,750 • 5 of 7 - \$1,400
Plus: Travel, Lodging, Sound & Lights

Facebook: @reemedancomedy | Instagram: @reemedan | TikTok: @reemedan

Notes: _____



Tyler Korso • Metropolis Management
(Magician)

APCA Isolated - \$2,400 • 2 of 3 - \$2,150 • 3 of 5 - \$1,750 • 5 of 7 - \$1,550
Plus: Travel & Tech Rider

Instagram: @korsomagic

Notes: _____



Donnie Troy • Houla Entertainment
(Musical Solo)

APCA Isolated - \$2,750 • 2 of 3 - \$2,600 • 3 of 5 - \$2,500 • 5 of 7 - \$2,350
Plus: Travel, Lodging, Meals, Sound & Lights

Instagram: @donnietroymusic

Notes: _____



Maggie Faris • Houla Entertainment
(Comedy)

APCA Isolated - \$2,950 • 2 of 3 - \$2,675 • 3 of 5 - \$2,500 • 5 of 7 - \$2,350
Plus: Travel, Lodging, Meals, Sound & Lights

Facebook: @extrememaggie | Instagram: @extrememaggie | TikTok: @extrememaggie

Notes: _____

9:30 PM • MAINSTAGE SHOWCASE CONTINUED



Dave Long • Wally's World of Entertainment
(Musical Solo)

APCA Isolated - \$2,200 • 2 of 3 - \$2,000 • 3 of 5 - \$1,500 • 5 of 7 - \$1,250
Plus: Travel, Lodging, Meals, Sound & Lights

Facebook: @ThatDaveLong | Instagram: @thatdavelong

Notes: _____



LATE NIGHT JAM

(Following Conference Events)

Come relax at the Bears' Den
and watch APCA Associates jam in a casual setting.

Got talent? You can sing, too! **See Del Suggs to sign up.



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8:00 AM ADVISOR EDUCATIONAL SESSIONS

Empire D: 7 Days a Week: How Bucknell Programs Everyday
Courtney Ross • Bucknell University



Are students on your campus not engaged or feeling a lack of connection? Is retention an issue for your institution? Hear about how Bucknell is able to have over 200 free events per semester across their programs and initiatives and hosts something every night of the week to maximize student engagement, retention, and sense of belonging.

Learning Outcomes: Participants will 1) learn strategies to expand programming while using limited funds and resources, and 2) learn how to extend programming beyond the weekend to increase student engagement and sense of belonging.

Crystal A: Advisor Roundtable
Marc Cianciola • SUNY Morrisville

This session will allow advisors to gather to talk about what trends we are seeing on our campuses. It will allow us to talk about what is working and what is not working on our campuses and how we can best help our students continue to grow by offering diverse and unique experiences.

Tower 1: Mindful & Effective Boundaries with Students
Marissa F Cohen • Empowered Voices Collective, LLC



As an Advisor, it can be very difficult to set boundaries with our students. We work closely with them and build incredible bonds, but sometimes they overstep or tread the line. How do we address these concerns without making them feel uncomfortable or sacrificing your comfort? This program is a conversation around setting healthy boundaries as advisors with our colleagues, peers, and students so everyone feels prepared and confident if you're ever in a position where you need them.

Learning Outcomes: Participants will 1) develop skills for setting boundaries without hurting feelings, 2) learn tactics to create personal comfort in the workplace, and 3) know when and how to set a boundary.

Secure Your CE Credits at APCA!

studentaffairscertification.org



CORE Credits: Student Affairs Educator Certification (CSAEd™)



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



Submit an evaluation for each session you attend!



8:00 AM ADVISOR EDUCATIONAL SESSIONS CONTINUED

Tower 2: Sensory-Friendly Campus Activities

Cody Clark • Wally’s World of Entertainment



As more students identify as neurodiverse, campus activities departments are learning how this population experiences events differently. Senses we take for granted like sound, lights, textures, and room layout can make or break a neurodiverse individual’s ability to enjoy events. Cody, a performer who is autistic himself, will use his knowledge of neurodiversity and event planning to guide you. You’ll learn how to put on fully sensory-friendly events, how to provide accommodations during events which can’t be fully sensory friendly, and how advocacy orgs and college departments can provide valuable guidance.

Learning Outcomes: Participants will 1) gain a better understanding of neurodiversity and its presence in the campus population, 2) learn how they can add fully sensory-friendly events to their campus activities calendar, 3) know reasonable accommodations that can be added to all events.

Cocoa 6: THE IMPORTANCE OF BEING SELFISH

Jason LeVasseur • The Rock Star Project®



Advisors, take time for YOU! In this fun and interactive session, award-winning speaker Jason LeVasseur, creator of The Selfish Mentor®, will share strategies to prioritize your well-being while enhancing your mentoring effectiveness. Through engaging activities, collaborative discussions, and practical tools, you’ll learn how to recognize burnout triggers, implement self-care practices, and foster work-life balance. Connect with fellow advisors to exchange ideas and discover how being “selfishly” focused on your health and energy can better serve your students, teams, and yourself. Leave this session recharged, inspired, and equipped with tools to thrive both personally and professionally. It’s time to refocus on you!

Learning Outcomes: Participants will 1) identify behaviors and habits that contribute to burnout and explore proactive strategies to prevent it, 2) develop actionable strategies for integrating The Selfish Mentor® philosophy into their daily routines, and 3) foster connection and sharing: exchanging strategies for maintaining a healthy work-life balance.

8:00 AM STUDENT EDUCATIONAL SESSIONS

Wild Rose A: CREATING AN ATHLETE’S MINDSET FOR ACADEMIC SUCCESS- Mastering your Inner Game

Kathryn Orford • United in Hyper Health and Wellness

Mindset is about more than just being positive; it’s about cultivating a mindset of resilience, focus, and determination. Emotional intelligence is your ability to understand and manage your emotions, as well as recognize and influence the emotions of others. Just like in sports, this means being able to stay calm under pressure, maintain focus amidst distractions, and bounce forward quickly from setbacks. Physical health supports mental health, and vice versa. Regular exercise, proper nutrition, adequate rest, and mindfulness practices like meditation can significantly improve your mental game. Let’s face it, most setbacks are setups for future success.

Wild Rose B: Breaking Barriers: Leadership Skills for First-Generation Students

José Pereira • United in Hyper Health and Wellness

First-generation students often face unique challenges in navigating the college experience. This workshop provides a supportive space for first-gen students to develop essential leadership and resilience skills. Through collaborative activities, students will explore how to leverage their experiences and perspectives as strengths in their academic and professional journeys.

8:00 AM STUDENT EDUCATIONAL SESSIONS CONTINUED

Magnolia A: Angel’s 12 Rules of Self-Care

Larry Grogan • Delta Omega Gamma

College life is a huge adjustment. Too often, students will get lost in the transition and forget how and why to effectively take care of themselves. This presentation will take a very serious look into how and why college students must maintain greater standards of self-care while at college, but we do so with a whimsical and fun approach from a certified pet therapy dog, Angel.

Magnolia B: From Vision to Vibes: Mastering the Art of Engaging Campus Events that Captivate and Connect

ShySpeaks • Wally’s World of Entertainment

Transform your campus events into dynamic experiences that captivate and connect. Learn to create events that attract and engage diverse student groups through interactive elements, personal connections, and innovative incentives. This session emphasizes student engagement by integrating operations, brand, automation, and personalized communication that resonates with your campus community. Discover how to build lasting connections and use feedback loops to continuously improve your events, making students feel heard and valued. Join us to master the art of creating immersive experiences that foster a strong sense of community.

Magnolia C: The Importance of Queer Storytelling

Madelein Murphy • 2 Funny Entertainment

In her session, Madelein delves into the concept of representation and explores why “representation matters” has become a key phrase in recent years. She takes students on a journey through examples of media representation from the 1960s to today, including children’s literature, sci-fi television, and more. After the talk, Madelein leads an interactive session where students can share their own stories and engage in creative writing exercises.

Magnolia D: Too Big For This House

Christopher Hampton • United in Hyper Health and Wellness

Chris Hampton discusses the importance of getting out of our comfort zones and how to overcome the 3 fears that keep us there: the fear of rejection, failure, and success. Chris shares the keys to overcoming these fears to embrace one’s purpose and achieve success. Fear is a defense mechanism that can constrict individuals, but increasing knowledge can help you overcome. Chris encourages listeners to walk in their purpose and do what they are designed to do, regardless of what others may perceive. New students would benefit from this training to help them transition into college life.

Cocoa 1: MAJOR EVENTS: How to survey, price, budget, offer, contract, market, advance & execute a major event in 60 minutes!

Jeff Hyman • Degy Entertainment

Everything you wanted to know (and more) about buying a major event on your campus. Who do I call? Where do I get prices for big names? What’s an offer sheet? How do I edit riders? What does the advance process entail? You’ll do it all in under 60 minutes!



Submit an evaluation for each session you attend!



9:00 AM • BLUE ROOM • COCOA COFFEEHOUSE SHOWCASE



The C-Word: Consent
(Speaker)

APCA Isolated - \$3,500 • 2 of 3 - \$3,300 • 3 of 5 - \$3,000 • 5 of 7 - \$2,800
All Inclusive

Notes: _____



DJ Lee • The Rock Star Project™
(Musical Solo)

APCA Isolated - \$3,000 • 2 of 3 - \$2,750 • 3 of 5 - \$2,500 • 5 of 7 - \$2,250
Plus: Travel

Facebook: @rockababyrockmusic | Instagram: @rockababyrock

Notes: _____



Birungi Birungi
(Comedy)

APCA Isolated - \$1,800 • 2 of 3 - \$1,600 • 3 of 5 - \$1,400 • 5 of 7 - \$1,200
Plus: Logging, Sound & Lights

Facebook: @birungicomedy | Instagram: @birungicomedy | TikTok: @theugandancomediant

Notes: _____



Remy Reilly • Axiom Music, LLC
(Musical Solo)

APCA Isolated - \$2,000 • 2 of 3 - \$1,800 • 3 of 5 - \$1,500 • 5 of 7 - \$1,200
Plus: Travel, Lodging & Meals

Facebook: @remyreillymusic | Instagram: @remyreilly | TikTok: @remy...reilly

Notes: _____



SIR Evans • Quality SIRvice
(Speaker)

APCA Isolated - \$2,500 • 2 of 3 - \$2,200 • 3 of 5 - \$1,700 • 5 of 7 - \$1,400
All Inclusive

Instagram: @qualitysirvice

Notes: _____

9:00 AM • BLUE ROOM • COCOA COFFEEHOUSE CONTINUED



Nicki Joiner • Top Youth Speakers®
(Speaker)

APCA Isolated - \$4,900 • 2 of 3 - \$4,410 • 3 of 5 - \$4,165 • 5 of 7 - \$3,920
All Inclusive

Instagram: @HowTheyHire

Notes: _____



RAGS AND RICHES • Yugar Productions
(Musical Group)

APCA Isolated - \$2,500 • 2 of 3 - \$2,400 • 3 of 5 - \$2,300 • 5 of 7 - \$2,200
Plus: Travel, Lodging, Meals, Sound & Lights

Facebook: @ragsandrichesmusic | Instagram: @ragsandrichesmusic

Notes: _____ v

10:30 AM • COOPERATIVE BUYING SESSION



EMPIRE ABC

AUDIENCE: ADVISORS/CO-OP BUYERS/AGENTS

This is an official APCA Cooperative Buying session. The tours for the artists showcasing at this conference will be determined here. Don't miss this important part of the conference!



10:30 AM STUDENT EDUCATIONAL SESSIONS

Wild Rose A: Leading & Programming with Purpose: Strategies for a Successful Student Board

Student Activities Board Executive Board • SUNY Cortland

Managing a large programming board requires strong leadership, organization, and collaboration. In this interactive roundtable, the SUNY Cortland SAB Executive Board will share how we balance SAB responsibilities with academics, work with campus and external stakeholders, and effectively delegate tasks. We will discuss strategies for event planning, leadership development, and fostering teamwork to create impactful programs. Attendees will gain practical knowledge on managing a student activities board, enhancing organizational efficiency, and leading with confidence. Whether your board is big or small, this session will provide actionable strategies to strengthen your programming and leadership.

Wild Rose B: The Creative Picture For Student Leaders

Daniel Caron • Original Play, LLC

Prepare for creativity! In this inventive session, we will explore suggestions to improve networking skills, expand program advertising possibilities, design a fun service project, and begin constructing your leadership resume - all with surprising results. These outcomes are all possible with smartphone photography. You take so many pictures with your phone, and then what happens to those images? Consider being intentional about your leadership photography. Have your smartphone ready as we get creative with an engaging picture for student leaders.

Magnolia A: Finding Inner Peace and Meaning in Our Lives

Forrest Rivers • Yugar Productions

In this session, Forrest Rivers (an author and mindfulness meditation teacher) draws on both eastern and western spiritual teachings to show young people how to transcend fear and anxiety and find more inner peace in their lives through powerful guided meditations, relatable life stories, and open discussion. Participants will leave the seminar feeling calm, present, and emotionally nourished.

Magnolia B: Why Every College Student Should Start a Podcast (And How to Do It)

Jamar Root • Root of Jamar, LLC

Thinking about starting a podcast in college? I started my own podcast in my college apartment during my sophomore year, and I can honestly say it changed my life. In this workshop, you'll discover the benefits of podcasting, from interviewing industry leaders and learning from experts to boosting your communication skills and building your network. A podcast can set you apart on your resume and even make you a stronger interviewee. Whether you're looking to grow your connections or simply learn how to launch your own show, this session will provide you with the essential tools and strategies to get started.

Magnolia C: Successful Events 101

Tyler Korso • Metropolis Management

After honing his act for over a decade, Tyler Korso has learned a lot about putting on great events and is here to share that with you. From how to set up a venue to managing your audience (and how to get one!), you will learn some standard practices and fixes for creating great events, no matter the size!

10:30 AM STUDENT EDUCATIONAL SESSIONS CONTINUED

Magnolia D: Owing Your Role: “Empowering Student Leaders to Lead with Purpose and Impact”

Terrance Johnson • University of Pikeville

This presentation focuses on how student leaders can take ownership of their roles and create lasting impact on their peers. It emphasizes the importance of leading with purpose, fostering an inclusive environment, and inspiring others to grow both academically and personally. By setting clear intentions, building meaningful connections, and encouraging empowerment, student leaders can shape their college community and help others unlock their potential. Ultimately, this session will equip students with the tools to not only elevate their own college experience but also positively influence the trajectory of those around them.

Cocoa 6: Harmonizing Leadership: Strengthening Team Dynamics in Student Activities

Jason LeVasseur • The Rock Star Project®

This interactive workshop helps all organization members understand their individual roles and how they contribute to team success. Guided by award-winning speaker Jason LeVasseur and using the metaphor of a band, participants will explore personal accountability, leadership, and teamwork. Through discussions and hands-on activities, they’ll clarify responsibilities, strengthen communication, and balance individual contributions with team goals. By the end, attendees will leave with practical tools to enhance their impact and build a unified team.

Cocoa 1: The Boundary Trivia Game Show!

Wes Woodson • weswoodson.com

Student leaders face unique challenges in setting boundaries, whether it’s saying no to overcommitment, handling team dynamics, or balancing personal well-being with responsibilities. This trivia game show transforms learning into a thrilling team competition, equipping participants with practical boundary-setting skills they can apply immediately.

Cocoa Terrace: Ramen Noodles and Resilience

Patrick McIntyre • Bass/Schuler Entertainment

Let’s be real: college is tough. From demanding coursework to navigating your social life (and remembering to do laundry), it’s easy to feel overwhelmed. But you have the power to take control! This workshop offers a practical and relatable approach to building resilience, giving you the tools to manage stress (like, how not to cry during finals week), bounce back from setbacks, and develop a positive mindset. Adulting is hard, but you can make it a tiny bit less hard. We promise you’ll leave with some actual useful strategies (no refunds).

ED SESSION EVALUATION
2025 APCA National Conference - Hershey, PA



**SHARE YOUR FEEDBACK ON EACH
SESSION YOU ATTEND!**





11:30 AM STUDENT EDUCATIONAL SESSIONS

Wild Rose A: “He stole my chocolate!” - The Skill of Conflict

Dawn Daria & Paul Miller • Playful Campus

When groups of people come together - whether a formal meeting of student leaders or informally living in a dorm - there will be conflict. Each individual brings different backgrounds, opinions, creative ideas, and ways of communicating. You want to create space for each to bring our individual selves. Even if it creates a clash. In this interactive session, we help you get comfortable with conflict. Because guess what - it’s a skill that takes practice. It may be uncomfortable at first, but with time it gets easier. And we will give you strategies to help you and your team.

Wild Rose B: CAREER BLUEPRINT: Résumé Secrets & Job Search Hacks to Help Students Navigate Their Future

Nicki Joiner • Top Youth Speakers

Unlock the secrets to landing your dream job in this dynamic workshop designed just for college students! Learn how to craft a résumé that stands out, master job search strategies, and ace your interviews with confidence. You’ll also discover networking tips to build valuable connections and gain insights to stay ahead in a competitive job market. With practical advice and insider strategies, this session will equip you to navigate your career path and turn opportunities into achievements. Don’t miss this chance to take control of your future and secure the job you deserve!

Magnolia A: From Invisible to Invincible: Unleashing Strengths Using Arts-Based Inquiry

Patti Bevilacqua • United in Hyper Health and Wellness

In this hands-on workshop, we’ll use arts-based inquiry to turn your invisible challenges into bold strengths—and maybe even a few laughs along the way. Through creative activities like storytelling, doodling, and brainstorming (no art degree required!), you’ll explore new ways to own your hidden struggles and transform them into empowering strengths. This isn’t about creating a museum-worthy masterpiece—it’s about finding the beauty in your messy moments and celebrating them. By the end, you’ll see your challenges less like a secret burden and more like a quirky superpower. Bonus: no one here will judge your stick-figure skills.

Magnolia B: Fearless & Unstoppable: Overcoming Stage Fright and Self-Doubt®

Andrew Hoyt • The Rock Star Project®

Stepping into the spotlight can feel overwhelming. Whether you’re on stage, leading a meeting, or delivering a presentation, confidence isn’t something you’re born with—it’s something you build. In this fun, high-energy, and interactive session, touring songwriter Andrew Hoyt shares practical strategies to conquer stage fright, silence self-doubt, and own your voice with confidence. Drawing from 3,000+ live performances, Andrew will provide real-world tools to help you step forward, take control, and inspire those around you. Whether you’re a student leader, aspiring performer, or future speaker, this session will give you the skills to show up, stand out, and shine!

Magnolia C: The Power of Promotion: Marketing Techniques for Successful Events

Hailey Salmen and McKenzie Pochiro • George Mason University

In this session, we will explore marketing strategies that will help attendees reach various groups of students on their campuses. Participants will gain an understanding of how to meet students where they are, while avoiding the trap of the traditional “paper flyer.” We will examine marketing concepts such as guerrilla marketing, creative use of social media, and more. Participants will also have the opportunity to brainstorm ideas with peers and begin to develop marketing strategies that can be implemented at their campuses as soon as they return from the conference!

11:30 AM STUDENT EDUCATIONAL SESSIONS CONTINUED

Magnolia D: Networking 101

Cody Clark • Wally’s World of Entertainment

Students are constantly told about the importance of networking skills. Networking effectively not only makes conferences like APCA a lot more fun, but can also open up opportunities in your career and personal life! Yet despite its importance, there isn’t much guidance on how exactly to network. My autism gives me a unique perspective on networking because I’ve had to learn all my social skills by hand. I’ve been taught several techniques for having effective conversations with new connections, and I will share and practice these techniques with you! Join us to add networking to your tool kits - and make connections at APCA, too!

Cocoa 6: The High-Performance Paradox: Student Leadership

Marissa F Cohen • Empowered Voices Collective, LLC

83% of student leaders report feeling overwhelmed by their responsibilities while trying to balance academics (National Student Leadership Survey, 2023), and 65% consider stepping down from their positions mid-year. Navigating the burnout, managing the overwhelming course load and prioritizing wellness is a balancing act. In this session, we’ll talk about how perfectionism and pushing yourself too hard can negatively impact the quality and attendance of your events and lead to burnout, and strategies to plan ahead organize to help yourself and your team avoid falling into this cycle.

Cocoa 1: College Students Surviving and Thriving Grief

Stacy Toney • Stacy Toney Speaks

College is a time when students experience a lot of firsts, and sometimes that includes a first great loss. This might include loss of a relationship or opportunity, homesickness, the death of a loved one, etc. This session will discuss the common symptoms of healthy, normal grief, and when symptoms might be a cause for concern. Though great loss is never desired, it can also be a time of great growth. With the right knowledge and tools, it is possible to not only survive, but to also evolve and even thrive through great loss.

Cocoa Terrace: Closing the Sale: Membership Recruitment

Dave Kelly • America’s Student Leadership Trainer

Many clubs and organizations do not know how to recruit members. They throw a table together, sit behind it, and hope for the best. This session will show proven ways to recruit. You’ll learn the techniques, tips, and tricks that Dave used as state advisor for a collegiate service organization to recruit over 10,000 students! These techniques are easy to do, duplicatable by any campus organization, and effective in engaging students who may not normally check out some groups. No matter what kind of group you have this workshop will help you get more members so you can do more!

APCA logo and SAVE THE DATE 2025 Fall Regional Campus Activities Planning Conferences. Includes dates for APCA Northeast (Albany, NY, Oct 3-5, 2025), APCA South (Dallas, TX, Oct 24-26, 2025), and APCA Midwest (Chicago, IL, Nov 21-23, 2025).



12:30 PM • BLUE ROOM • LUNCH SHOWCASE



Playlist Bingo • Neon Entertainment
(Variety/Specialty Show)

APCA Isolated - \$2,525 • 2 of 3 - \$2,325 • 3 of 5 - \$2,125 • 5 of 7 - \$2,025
Plus: Travel, Lodging, Meals, Sound & Lights

Notes: _____



Kristen Merlin • Houla Entertainment
(Musical Solo)

APCA Isolated - \$1,875 • 2 of 3 - \$1,750 • 3 of 5 - \$1,625 • 5 of 7 - \$1,500
Plus: Travel, Lodging, Meals, Sound & Lights

Facebook: @KristenMerlinMusic | Instagram: @kristenmerlin | TikTok: @kristenmerlin

Notes: _____



Josh McVicar • Metropolis Management
(Magician)

APCA Isolated - \$2,200 • 2 of 3 - \$2,000 • 3 of 5 - \$1,800 • 5 of 7 - \$1,500
Plus: Travel & Tech Rider

Instagram: @thejoshmcvicar

Notes: _____



Gibran Saleem • Degy Entertainment
(Comedy)

APCA Isolated - \$1,550 • 2 of 3 - \$1,400 • 3 of 5 - \$1,300 • 5 of 7 - \$1,200
Plus: Travel, Lodging, Meals, Sound & Lights

Facebook: @gibransaleem | Instagram: @gibransaleem | TikTok: @gibransaleem

Notes: _____



ShySpeaks! • Wally's World of Entertainment
(Spoken Word Artist)

APCA Isolated - \$2,650 • 2 of 3 - \$2,500 • 3 of 5 - \$2,250 • 5 of 7 - \$2,000
Plus: Travel, Lodging, Meals, Sound & Lights

Facebook: @shyspeaks | Instagram: @ShySpeaks

Notes: _____

12:30 PM LUNCH SHOWCASE CONTINUED



A Game Presents: One Shot Open Mic • ACW Entertainment, LLC
(Variety/Specialty Show)

APCA Isolated - \$3,000 • 2 of 3 - \$2,500 • 3 of 5 - \$2,250 • 5 of 7 - \$2,000
Plus: Sound & Lights

Notes: _____



Mat O'Neill • RK Entertainment Agency, LLC
(Mentalist)

APCA Isolated - \$2,250 • 2 of 3 - \$2,150 • 3 of 5 - \$1,850 • 5 of 7 - \$1,650
Plus: Travel, Lodging, Meals, Sound & Lights

Notes: _____



The Beatbox House • Houla Entertainment
(Musical Group)

APCA Isolated - \$7,500 • 2 of 3 - \$6,500 • 3 of 5 - \$6,200 • 5 of 7 - \$5,900
Plus: Travel, Lodging, Meals, Sound & Lights

Facebook: @thebeatboxhouse | Instagram: @thebeatboxhouse | TikTok: @thebeatboxhouse

Notes: _____



Ashley Wineland • Ashley Wineland
(Musical Group)

APCA Isolated - \$4,000 • 2 of 3 - \$3,750 • 3 of 5 - \$3,500 • 5 of 7 - \$3,250
Plus: Lodging, Meals, Sound, Lights & Parking (62' Trailer)

Facebook: @AshleyWinelandMusic | Instagram: @ashleywinelandmusic | TikTok: @ashleywineland

Notes: _____



3:00 PM • EXHIBIT HALL • WHITE ROOM

Advisors and Students, come meet the Showcasing Artists and Agents!

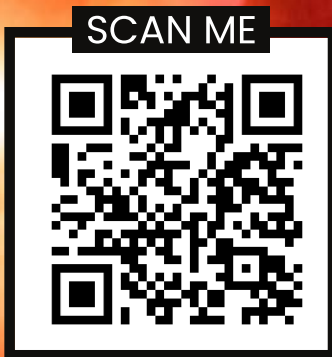
Visit the APCA Booth for Cooperative Buying Forms.

GET YOUR BOOTH SIGNATURES TO WIN BIG PRIZES!



**HIGH
ENERGY**
Country Music!

Meet Ashley
at the
Trade Show!
Lunch Showcase
Friday March 7
12:30pm



EPK 



AshleyWineland.com

FarmersMarketMusic@Gmail.com - (917)825.3360

4:00 PM • RED ROOM • PURPOSEFUL PROGRAMMING SHOWCASE



Christopher Hampton • United in Hyper Health and Wellness
(Speaker)

APCA Isolated - \$3,000 • 2 of 3 - \$2,897 • 3 of 5 - \$2,797 • 5 of 7 - \$2,697
Plus: Travel, Lodging, Meals, Sound & Lights

Instagram: @championspeaks

Notes: _____



Jamar Root • Root of Jamar, LLC
(Speaker)

APCA Isolated - \$3,250 • 2 of 3 - \$2,850 • 3 of 5 - \$2,450 • 5 of 7 - \$1,950
Plus: Travel & Lodging

Instagram: @rootofjamar

Notes: _____



Hired! • Bass/Schuler Entertainment
(Speaker)

APCA Isolated - \$3,000 • 2 of 3 - \$2,850 • 3 of 5 - \$2,600 • 5 of 7 - \$2,500
Plus: Lodging, Meals, Sound & Lights

Notes: _____



Rocky Toro • United in Hyper Health and Wellness
(Speaker)

APCA Isolated - \$2,800 • 2 of 3 - \$2,700 • 3 of 5 - \$2,600 • 5 of 7 - \$2,500
Plus: Travel, Lodging, Meals, Sound & Lights

Instagram: @rockytorospeaks

Notes: _____



Larry Grogan • Delta Omega Gamma
(Speaker)

APCA Isolated - \$2,500 • 2 of 3 - \$2,250 • 3 of 5 - \$2,000 • 5 of 7 - \$1,800
All Inclusive

Instagram: @lifelessonsofscrappy

Notes: _____

FRIDAY, MARCH 7, 2025



4:00 PM • RED ROOM • PURPOSEFUL PROGRAMMING CONTINUED



Patti Bevilacqua • United in Hyper Health and Wellness
(Speaker)

APCA Isolated - \$2,997 • 2 of 3 - \$2,897 • 3 of 5 - \$2,797 • 5 of 7 - \$2,697
Plus: Travel, Lodging, Meals, Sound & Lights

Facebook: @patti.bevilacqua | Instagram: @fearlesswithms

Notes: _____



Brice Harney • Degy Entertainment
(Magician)

APCA Isolated - \$3,500 • 2 of 3 - \$3,400 • 3 of 5 - \$3,300 • 5 of 7 - \$3,200
Plus: Travel, Lodging, Meals, Sound & Lights

Facebook: @bricemagic | Instagram: @bricemagic | TikTok: @bricemagic

Notes: _____

The graphic features the APCA logo at the top center, which consists of a stylized '1' inside a circle with red and blue segments. Below the logo, the text 'APCA' is written in large, bold, white letters, with 'ASSOCIATION FOR THE PROMOTION OF CAMPUS ACTIVITIES' in smaller white text underneath. The main title 'SAVE THE DATE' is in large, bold, yellow letters. Below that, '2025 Fall Regional Campus Activities Planning Conferences' is written in white. At the bottom, there are three columns of text in yellow and white, each listing a regional conference: 'APCA Northeast Albany, NY Oct 3-5, 2025', 'APCA South Dallas, TX Oct 24-26, 2025', and 'APCA Midwest Chicago, IL Nov 21-23, 2025'. The background is a textured blue.

5:30 PM • BLUE ROOM • DINNER SHOWCASE



Joseph Tran Presents: The CHALLENGE ACCEPTED! • RK Entertainment Agency, LLC
(Variety/Specialty Show)

APCA Isolated - \$3,500 • 2 of 3 - \$3,350 • 3 of 5 - \$3,250 • 5 of 7 - \$3,000
Plus: Travel, Lodging, Meals, Sound & Lights

Facebook: @thejosephtranshow | Instagram: @josephtran

Notes: _____



Blurry Paige • Axiom Music, LLC
(Musical Group)

APCA Isolated - \$3,200 • 2 of 3 - \$3,000 • 3 of 5 - \$2,800 • 5 of 7 - \$2,600
Plus: Travel, Lodging & Meals

Instagram: @blurrypaige | TikTok: @blurrypaige

Notes: _____



Jonathan Burns • Degy Entertainment
(Variety/Specialty Show)

APCA Isolated - \$3,950 • 2 of 3 - \$3,850 • 3 of 5 - \$3,750 • 5 of 7 - \$3,650
Plus: Travel, Lodging, Meals, Sound & Lights

Facebook: @flexiblefans | Instagram: @iheartburns | TikTok: @iheartburns

Notes: _____



Jaylene Clark Owens • Neon Entertainment
(Spoken Word Artist)

APCA Isolated - \$2,525 • 2 of 3 - \$2,325 • 3 of 5 - \$2,125 • 5 of 7 - \$1,925
Plus: Travel, Lodging, Meals, Sound & Lights

Notes: _____



Hello Sister • Yugar Productions
(Musical Group)

APCA Isolated - \$2,500 • 2 of 3 - \$2,400 • 3 of 5 - \$2,300 • 5 of 7 - \$2,200
Plus: Travel, Lodging, Meals, Sound & Lights

Facebook: @hellosistermusic | Instagram: @hellosistermusic

Notes: _____



5:30 PM • DINNER SHOWCASE CONTINUED



N8 The Magician • Wally's World of Entertainment
(Magician)

APCA Isolated - \$2,200 • 2 of 3 - \$1,850 • 3 of 5 - \$1,650 • 5 of 7 - \$1,500
Plus: Travel, Lodging, Meals, Sound & Lights

Instagram: @ih8n8club | TikTok: @ih8n8club

Notes: _____



Nelson Cade III • Charming Son Productions, LLC
(Musical Solo)

APCA Isolated - \$2,200 • 2 of 3 - \$1,000 • 3 of 5 - \$900 • 5 of 7 - \$800
Plus: Travel, Lodging, Meals, Sound & Lights

Instagram: @nelsoncade3 | TikTok: @Nelsoncade3

Notes: _____



Jose Sarduy • Metropolis Management
(Comedy)

APCA Isolated - \$2,500 • 2 of 3 - \$2,300 • 3 of 5 - \$2,000 • 5 of 7 - \$1,800
Plus: Travel & Tech Rider

Instagram: @josesarduy

Notes: _____



KC Johns • Houla Entertainment
(Musical Group)

APCA Isolated - \$3,500 • 2 of 3 - \$3,000 • 3 of 5 - \$2,800 • 5 of 7 - \$2,600
Plus: Travel, Lodging, Meals, Sound & Lights

Facebook: @KCJOHNSMUSIC | Instagram: @kcjohnsmusic | TikTok: @kcjohnsmusic

Notes: _____



8:00 PM • EXHIBIT HALL • WHITE ROOM


Advisors and Students, come meet the Showcasing Artists and Agents!
Visit the APCA Booth for Cooperative Buying Forms.

GET YOUR BOOTH SIGNATURES TO WIN BIG PRIZES!

Join us for the

19TH ANNUAL

Leadership on
Broadway Experience



JUNE 28-30, 2025

NEW YORK MARRIOTT MARQUIS
TIMES SQUARE

- APCA Student Engagement Leadership Certification
- Educational Sessions and Keynotes for Students
- Professional Development for Student Life Advisors
- CE Credits through the Higher Education Consortium for Student Affairs
- **A ticket to the Broadway Musical, Disney's Aladdin!**
*seating placements are first come first served!



SCAN FOR
MORE INFO

Don't miss the annual

Broadway Cares Experience at Sardi's Restaurant!

Includes:

- Lunch at the famous Times Square restaurant, Sardi's.
- A Keynote presentation by the APCA Executive Director
- Broadway Cares/Equity Fights Aids auction - APCA raises thousands of dollars for its national charity, BCEFA, each year!
- Special events with surprise guests...



APCA

ASSOCIATION FOR THE PROMOTION
OF CAMPUS ACTIVITIES



9:00 PM • RED ROOM • MAINSTAGE SHOWCASE

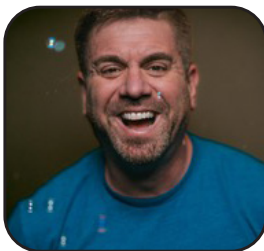


Summoning Spirits • RK Entertainment Agency, LLC
(Variety/Specialty Show)

APCA Isolated - \$3,900 • 2 of 3 - \$3,800 • 3 of 5 - \$3,700 • 5 of 7 - \$3,500
Plus: Travel, Lodging, Meals, Sound & Lights

Facebook: @peterboie | Instagram: @peterboie

Notes: _____



Dewayne White • Houla Entertainment
(Comedy)

APCA Isolated - \$1,800 • 2 of 3 - \$1,700 • 3 of 5 - \$1,550 • 5 of 7 - \$1,400
Plus: Travel, Lodging, Meals, Sound & Lights

Facebook: @whitedewayne | Instagram: @whitedewaynecomedey | TikTok: @dewaynewhitecomedy

Notes: _____



Distinguished Daredevils • Everything But The Mime, Inc.
(Variety/Specialty Show)

APCA Isolated - \$2,500 • 2 of 3 - \$2,200 • 3 of 5 - \$2,000 • 5 of 7 - \$1,900
Plus: Travel

TikTok: @nerdynoahshow

Notes: _____



Andrew Hoyt • The Rock Star Project™
(Musical Solo)

APCA Isolated - \$2,200 • 2 of 3 - \$1,900 • 3 of 5 - \$1,700 • 5 of 7 - \$1,500
All Inclusive

Facebook: @andrewhotymusic | Instagram: @andrewhoytmusic | TikTok: @andrewhoytmusic

Notes: _____



Christian Escoto • Neon Entertainment
(Comedy)

APCA Isolated - \$2,025 • 2 of 3 - \$1,875 • 3 of 5 - \$1,725 • 5 of 7 - \$1,575
Plus: Travel, Lodging, Meals, Sound & Lights

Notes: _____

9:00 PM • MAINSTAGE SHOWCASE CONTINUED



FEATURING

Sailesh, The Hypnotist • Metropolis Management
(Hypnotist)

APCA Isolated - \$3,850 • 2 of 3 - \$3,500 • 3 of 5 - \$3,250 • 5 of 7 - \$2,850
Plus: Tech Rider

Instagram: @saileshthehypnotist

Notes: _____

LATE NIGHT JAM

The Bears' Den

(Following Conference Events)

Advisors and Associates (21+), come relax & watch APCA Associates jam in a casual setting.

Got talent? You can sing too!
**See Del Suggs to sign up.

www.MetropolisManagement.com
info@metropolismanagement.com
(510) 342-9229

Showcasing at
APCA Nationals 2025

★★★★★
VOTED AGENCY
OF THE YEAR!

metropolis.management

Sailesh, The Hypnotist

Tyler Korso

Josh McVicar

Razzvio

Jose Sarduy

Dylan Taylor

Dominic Syracuse

Dan Radin

Miss Uchawi

Anthem and Aria

JP Lambiase

Cody Woods

Lyrical Faith



8:00 AM ADVISOR EDUCATIONAL SESSIONS

Crystal A: Advisor & Agent Roundtable

Marc Cianciola • SUNY Morrisville

Join a conversation between Advisors and Agents about market trends and how we can better help each other to have more successful and effective block booking at APCA Conferences. As student life professionals, we can work together to maximize our budgets and bring quality engaging programs to our campuses while supporting the Agencies that continue to support APCA and our campuses.

Tower 1: Building Your Confidence as an Advisor

Dave Kelly • America's Student Leadership Trainer



As an advisor or student life staff member, you interact with students all day long. For all you are a resource, for some you are an advisor. You may have been a student leader yourself or are brand new to this whole thing. Whether brand new to student leadership or a long-time veteran, this session will help you interact and develop your students' skills and abilities. Confidence building, motivating students, overcoming challenges, and more will be covered by a presenter who has trained and worked with hundreds of advisors and staff members as a speaker and state level advisor.

Learning Outcomes: Participants will 1) learn 4 keys to motivating and engaging students, and 2) know best practices to overcoming challenges and obstacles in working with student leaders.

Tower 2: Reel It Feel It | Tips To Making Engaging Content

Cheyenne Olson • Hillsborough Community College SouthShore



Social media holds immense power to attract students to your organization. This session will guide you on effectively engaging students using social media, focusing on creating compelling content with reels and short-form videos on Instagram. Join us to explore the best practices for developing eye-catching and engaging social media content that resonates with your student audience. Whether you're a seasoned social media user or just starting, this session will equip you with the skills and insights needed to boost your organization's presence online, increase student involvement, and make a lasting impact on your campus community.

Learning Outcomes: Participants will 1) gain insights into best practices for leveraging social media to increase student engagement and participation in campus activities, and 2) be able to create engaging and visually appealing content on Instagram.

Cocoa 6: Promoting Playful Pedagogy in Higher Education

Dawn Daria & Paul Miller • Playful Campus



"Play isn't the enemy of learning, it's learning's partner." This quote by Dr. Stuart Brown, founder of the National Institute for Play captures why playful pedagogy works. It sets up a safe environment for connection, fosters creativity and innovation, and improves student well-being. During this session, we share research about the importance of play on college campuses and strategies so you can be empowered to advocate for the work you already do, to bridge silos on campus, and create effective collaborations, leading to more playful environments that support your students in their growth.

Learning Outcomes: Participants will 1) define playful pedagogy and its benefits, 2) identify ways to create a more playful campus to create a more engaged and healthier student body.

8:00 AM STUDENT EDUCATIONAL SESSIONS

Wild Rose A: Knowing Your Venues: Factors to Consider as You are Planning Campus Programs

Sophie Low/Sean Sullivan • Degy Entertainment

Venues come in all shapes, sizes, and forms. Learn how you can best utilize the spaces available to you on your campus to maximize the success of your on-campus events. From parking to power, seating to security, we will discuss everything you need to know about your campus spaces!

Wild Rose B: Betting on Yourself: Building Confidence and Leadership for Student Success

Rocky Toro • United in Hyper Health and Wellness

Betting on yourself is the ultimate act of self-belief and empowerment. This transformative workshop guides students through practical strategies to overcome self-doubt, reframe limiting beliefs, and build a resilient mindset. Attendees will explore how to set boundaries, cultivate self-worth, and create habits that support their personal and professional growth. Through interactive exercises and actionable insights, participants will learn to take calculated risks, embrace their unique strengths, and confidently pursue their goals. By the end, attendees will feel empowered to take control of their narrative, unlock new opportunities, and become the catalyst for their own success.

Magnolia A: Guiding Growth

Kyle Cannon • SUNY Cortland

“A leader is one who knows the way, goes the way, and shows the way.” -John C. Maxwell. Throughout this presentation, we look at leadership through the lens of guiding the growth of both your organization and its members. We’ll discuss how to successfully navigate your organization in order to accomplish goals, as well as motivating and inspiring your membership to meet those goals.

Magnolia B: The Greatest Show: Helping Your Presentation to Come Alive

bill harcleroad • SUNY Oneonta

The right presentation can make your Million Dreams come true and it doesn’t have to be a Tightrope walk. Most people, however, don’t know how to Rewrite the Stars. This presentation focuses on tips and tricks (there are Never Enough) of PowerPoint and presenting in general learned throughout a career that started in instructional support services and continued in student affairs (The Other Side).

Magnolia C: Balancing the Equation: Self-Worth, Productivity and Emotional Wellness

Rashmi Tiwari • United in Hyper Health and Wellness

This interactive workshop empowers students to balance academic demands with emotional well-being by redefining self-worth. Participants will learn practical strategies to manage stress, organize their time effectively, and maintain focus on their goals without compromising mental health. Through engaging activities, students will develop actionable plans to enhance productivity, build resilience, and prioritize self-care, ensuring a successful and balanced college experience.



8:00 AM STUDENT EDUCATIONAL SESSIONS CONTINUED

Magnolia D: Making Belief

Dominic Syracuse • Metropolis Management

In this high-energy workshop that is as entertaining as it is educational, comedian and behavioral specialist Dominic Syracuse shares engaging and interactive techniques to lower anxiety, boost confidence, and problem solve creatively.

Cocoa 1: How to Increase Student Engagement and Attendance

The Fun Dept.

Using fun as a mechanism, learn how you can increase attendance and inspire more engagement and participation at your next campus event - all led by true experts in FUN, Nick Gianoulis and Christopher Bruce. Nick and Chris will share their strategies and proven award-winning methodology to help you more effectively connect with your audience. Bring your challenges to the session, as they will also select a few and tackle them head on!

9:00 AM • BLUE ROOM • COCOA COFFEEHOUSE SHOWCASE



Sam Kabert • SOUL/Life Balance
(Speaker)

APCA Isolated - \$2,500 • 2 of 3 - \$2,250 • 3 of 5 - \$1,950 • 5 of 7 - \$1,800
Plus: Travel & Lodging

Facebook: @kabert | Instagram: @samkabert

Notes: _____



Ashley Bendiksen • Top Youth Speakers®
(Speaker)

APCA Isolated - \$4,900 • 2 of 3 - \$4,410 • 3 of 5 - \$4,165 • 5 of 7 - \$3,920
All Inclusive

Facebook: @ashleybendiksen | Instagram: @ashleybendiksen | TikTok: @myafterstory

Notes: _____

9:00 AM • BLUE ROOM • COCOA COFFEEHOUSE CONTINUED



Stacy Toney • Stacy Toney Speaks
(Speaker)

APCA Isolated - \$2,500 • 2 of 3 - \$2,000 • 3 of 5 - \$1,750 • 5 of 7 - \$1,500
Plus: Travel, Lodging, Meals, Sound & Lights

Notes: _____



Robby Cale • Whole Health Healing LLC
(Spoken Word Artist)

APCA Isolated - \$2,500 • 2 of 3 - \$2,300 • 3 of 5 - \$1,950 • 5 of 7 - \$1,750
Plus: Travel & Lodging

Notes: _____



Danny H • GP Entertainment
(Magician)

APCA Isolated - \$2,500 • 2 of 3 - \$2,350 • 3 of 5 - \$2,250 • 5 of 7 - \$1,950
Plus: Travel, Lodging, Meals, Sound & Lights

Facebook: @dannymagic | Instagram: @dannymagic

Notes: _____

10:00 AM • COOPERATIVE BUYING SESSION

EMPIRE ABC

**AUDIENCE: ADVISORS
CO-OP BUYERS/AGENTS**

This is an official APCA Cooperative Buying session. The tours for the artists showcasing at this conference will be determined here. Don't miss this important part of the conference!





10:00 AM STUDENT EDUCATIONAL SESSIONS

Wild Rose A: Hidden Leadership Lessons From Your Childhood Toybox

Angeline Gillings • United in Hyper Health and Wellness

Remember that toy that kept you entertained for hours? It wasn't just fun - it was secretly teaching you leadership skills. This interactive workshop will discuss how childhood toys and games shaped your problem-solving abilities, teamwork, and creative thinking. You'll discover how these early play experiences connect to real-world leadership challenges through hands-on activities and group discussions. Join us to explore how your favorite childhood toys built leadership foundations you can use today. Get ready to unlock leadership lessons hidden in your toy box memories.

Wild Rose B: Leadership Transitions in Student Organizations

James D'Amico • SUNY Cobleskill

In this presentation, we'll have interactive activities that communicate the importance of ice breakers, and communication expectations within leadership retreats. We'll also be covering areas such as branding, student organization recognition, and the importance of utilizing student organization software for leadership transitions.

Magnolia A: Dancing with Change – Don't Be a Wallflower

Holly McNeill • United in Hyper Health and Wellness

This phase of life is all about change—moving away from home, shaping your future, and building lasting relationships. Yet, for many, change can be terrifying. Why? Because your mind, a creature of habit, clings to the familiar. Let's explore the neuroscience and psychology behind why the mind resists change. You'll learn how to reshape your mental patterns by creating new habits that foster growth and adaptability. By building these pathways and becoming familiar with change, fear of change dissolves, empowering you to navigate life with confidence, curiosity, and the freedom to explore new possibilities with ease.

Magnolia B: Shattering Stigma: Prioritizing Mental Well-Being on Campus

Rohan Sharma • Rx Mundi, LLC

This powerful talk explores the most challenging chapters of my life—being expelled from medical school and facing a potential 10-year prison sentence at just 21. Through raw storytelling and actionable insights, I'll share how I overcame immense adversity by prioritizing mental well-being and rebuilding my life. You'll learn why seeking help for mental health challenges is a sign of strength, not weakness, and how doing so can lead to profound growth. Prepare to be inspired as we explore resilience, self-discovery, and the critical importance of eliminating the stigma around mental health on college campuses.

Magnolia C: Take a Break for Your Leadership

Daniel Caron • Original Play, LLC

"You are working too hard. Take a break." When do you hear that in your leadership work? Many leaders are great at caring for those they serve while their needs are left on the back burner. This interactive program focuses on relaxing, de-stressing, and exploring ways to incorporate this into our daily routine. Since busyness never stops, it is essential to take care of yourself so you can continue helping others.

10:00 AM STUDENT EDUCATIONAL SESSIONS CONTINUED

Magnolia D: The Power of Promo with APCA Associates

Rob Einhorn • Promotions & Unicorns, Too | Allison Marconi • Forbes Marketing Group

Are you ready to understand the benefits of using promotional products? Join Rob Einhorn and Allison Marconi and learn from the leaders of Advertising Specialties in the college market. The two have been working in this market for over 50 years combined and each of their companies are well respected by school and associate colleagues all over the country. You give them 50 minutes and they will give you a mastermind of the benefits of promo products!

Cocoa 6: Healthy Relationships Game Night

Marissa F Cohen • Empowered Voices Collective, LLC

There's no better way to understand red & yellow flags, healthy and unhealthy relationship behaviors, and self-love than through laughing and play. The reason is, when we can laugh about something, it means that we understand and conceptualize why it's bad. In this session, we use games and play to open up the conversations about healthy and toxic relationships, red and yellow flags, self-love and effective communication skills.

Cocoa 1: Story Telling Gymnastics

Birungi Birungi

This interactive session explores the timeless art of storytelling and its profound impact on communication, creativity, and connection. Students will learn the key elements of a compelling story, the techniques used by master storytellers, and the ways storytelling can be applied in personal, academic, and professional contexts. Through engaging examples, practical exercises, and group discussions, participants will uncover their unique voices and discover how to craft narratives that resonate with their audience.

Cocoa Terrace: Stress Less, Recharge, and Refocus

Sailesh, The Hypnotist • Metropolis Management

Stress and anxiety often leave us feeling stuck in overdrive, unable to catch our breath. This session provides a space to pause, reset, and refocus through self-hypnosis, mindfulness, meditation, intention setting, and goal setting. Participants will engage in a guided exercise to rest and recharge while exploring practical tools for managing stress and building resilience. Whether navigating overwhelming schedules or seeking clarity in your goals, this session offers simple, effective strategies to approach challenges with calm and focus. Walk away feeling lighter, more balanced, and ready to move forward with purpose and confidence.

ED SESSION EVALUATION
2025 APCA National Conference - Hershey, PA



**SHARE YOUR FEEDBACK ON EACH
SESSION YOU ATTEND!**





11:00 AM STUDENT EDUCATIONAL SESSIONS

Wild Rose A: Beating College Overwhelm: Tools for Stress, Anxiety, and Overstimulation Sam Kabert • SOUL/Life Balance

College life can feel like a constant juggling act—academic deadlines, social expectations, and personal growth often collide, leaving students stressed, anxious, and overstimulated. In this presentation, we'll address the realities of college overwhelm and provide practical, actionable tools to manage stress, improve focus, and regain a sense of calm. Drawing from firsthand experience, you'll learn strategies of the "6-Step B.R.E.A.T.H. Process" to quickly calm your mind during moments of anxiety. Whether you're feeling stuck, overstimulated, or simply want better tools to navigate college life, this session will leave you empowered, centered, and ready to tackle what's ahead.

Wild Rose B: Think Before Choosing to Drink Stacy Toney • Stacy Toney Speaks

College life is often portrayed as a time of newfound independence, exploration, and academic pursuit. However, it is also a period where many students are introduced to alcohol consumption, sometimes to the point of excess. Binge drinking and heavy alcohol use are common concerns on college campuses, as they can impact academic performance, physical well-being, mental health, and overall personal development. Learn practical plans for avoiding drinking to excess and how friends can help friends stay safe before ever taking the first drink.

Magnolia A: The Power of Imagination Kevin Neal • United in Hyper Health and Wellness

Imagination is a fascinating aspect of human nature that sets us apart from all other species on this planet. It unlocks our creativity and ability to answer life's most challenging questions. Students often do not have a visual picture of their goals and success. Without creating a mental picture of where you want to go, you most likely won't get there. We only need to look at the great minds throughout history to see the power of imagination at work. These individuals dared to imagine something that had never been done before.

Magnolia B: Rediscover Your Power: Overcome Burnout and Build Resilience Sir Evans • Quality SIRvice

Discover how to reconnect with your inner strength and establish boundaries that protect your time and energy. This session empowers you to identify burnout triggers, cultivate resilience, and create sustainable systems for personal and professional success. Leave with actionable tools to thrive, not just survive, in high-pressure environments.

Magnolia C: Civility Skills for Student Leaders Daniel Caron • Original Play, LLC

Learning how to get along in daily interactions is an ongoing task. These interactions include working with difficult people in trying circumstances. We all need to navigate challenging interactions. So, how do you learn about this life skill? You learn essential skills and apply them to practice. In this session, we explore necessary interaction skills you can practice on campus, at home, and in the workplace that go beyond "being nice." You can use the skills from this session for relationship building, leadership training, and kindness campaigns.

11:00 AM STUDENT EDUCATIONAL SESSIONS

Magnolia D: Empower Your Journey: Making Energized, Value-Aligned Decisions for College Success

Rebecca Ahmed • Energetic Impact

Do you often lack confidence when making decisions? Whether it's career, family, financial, or life choices, fear of the unknown can cause doubt and hesitation. Many people spend excessive time worrying about their decisions, contributing to high stress and anxiety. The key to overcoming this is trusting and aligning your decisions with your core values. Rebecca Ahmed, award-winning speaker and Energy Leadership Index™ Master Practitioner will show you how to confidently make choices by energizing your values. Learn practical steps to identify your values, overcome limiting beliefs, and create action plans that reduce anxiety and boost your energy for success.

Cocoa 6: Marketing Roundtable – STEAL THIS IDEA!!

Stacey Sottung • OnCampusText

Does your organization struggle with getting more students to attend events? You spend tons of money to bring great entertainers and events, but the cost per head can be mind-blowing when only a few students attend. At this session, schools will share successful marketing tactics on their campus with hopes that another student could use that idea on their own campus. If you are craving networking with other campuses attending this conference, this session is for you!

Cocoa 1: Tradition Reimagined: How to Innovate Without Losing the Essence

Hailey Salmen and McKenzie Pochiro • George Mason University

Our campuses are built on layers of tradition (or the perception of tradition) that have developed over many years. However, what may have resonated with students in the past may not be as relevant for today's students. In this session, we will explore how to infuse traditional events with new life, while respecting the "spirit" of the event. Participants will engage in exercises that challenge their creativity in developing new strategies for traditional events from their campuses. They will also have the opportunity to hear from peers how they have pushed the boundaries by innovating traditional events.

Cocoa Terrace: The Top Three Leadership Skills

Del Suggs • Del Suggs, M.S.Ed.

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.

ED SESSION EVALUATION
2025 APCA National Conference - Hershey, PA

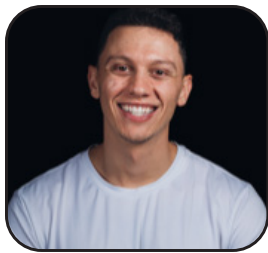


**SHARE YOUR FEEDBACK ON EACH
SESSION YOU ATTEND!**





12:00 PM • BLUE ROOM • LUNCH SHOWCASE



Sam Demma • Sam Demma Enterprises Inc.
(Speaker)

APCA Isolated - \$5,500 • 2 of 3 - \$5,000 • 3 of 5 - \$4,500 • 5 of 7 - \$4,000
Plus: Flat Rate of \$1000 for travel

Instagram: @sam_demma

Notes: _____



GAMEPALOOZA • The Fun Dept.
(Variety/Specialty Show)

APCA Isolated - \$4,500 • 2 of 3 - \$4,250 • 3 of 5 - \$4,000 • 5 of 7 - \$3,800
Plus: Travel & Lodging

Facebook: @thefundept | Instagram: @fun_department |

Notes: _____



Andrew Rose • GP Entertainment
(Comedy)

APCA Isolated - \$1,500 • 2 of 3 - \$1,350 • 3 of 5 - \$1,250 • 5 of 7 - \$1,000
Plus: Travel, Lodging, Meals, Sound & Lights

Facebook: @imandrewrose | Instagram: @1andrewrose

Notes: _____



Dan Radin • Metropolis Management
(Musical Solo)

APCA Isolated - \$2,500 • 2 of 3 - \$2,000 • 3 of 5 - \$1,600 • 5 of 7 - \$1,200
Plus: Travel & Tech Rider

Instagram: @itsdanradin

Notes: _____



Ben Frank • Wally's World of Entertainment
(Comedy)

APCA Isolated - \$1,750 • 2 of 3 - \$1,500 • 3 of 5 - \$1,350 • 5 of 7 - \$1,110
Plus: Travel, Lodging, Meals & Sound

Facebook: @benfrankcomedy | Instagram: @benfrankcomedy

Notes: _____

12:00 PM LUNCH SHOWCASE CONTINUED



Sung Beats • Bass/Schuler Entertainment
(Musical Solo)

APCA Isolated - \$2,250 • 2 of 3 - \$2,050 • 3 of 5 - \$1,950 • 5 of 7 - \$1,750
Plus: Lodging, Sound & Lights

Facebook: sung.lee.121 | Instagram: sungbeats

Notes: _____



Jackie Verna • Houla Entertainment
(Musical Solo)

APCA Isolated - \$1,850 • 2 of 3 - \$1,700 • 3 of 5 - \$1,550 • 5 of 7 - \$1,400
Plus: Travel, Lodging, Meals, Sound & Lights

Facebook: @itsjackieverna | Instagram: @itsjackieverna | TikTok: @itsjackieverna

Notes: _____



Jack Kelly • RK Entertainment Agency, LLC
(Magician)

APCA Isolated - \$2,250 • 2 of 3 - \$2,150 • 3 of 5 - \$1,850 • 5 of 7 - \$1,650
Plus: Travel, Lodging, Meals, Sound & Lights

Facebook: @jkellymagic | Instagram: @jackkellymagic

Notes: _____



Baker Grace • Degy Entertainment
(Musical Group)

APCA Isolated - \$2,000 • 2 of 3 - \$1,600 • 3 of 5 - \$1,400 • 5 of 7 - \$1,250
Plus: Travel, Lodging, Meals, Sound & Lights

Facebook: @bakergracemusic | Instagram: @bakergracemusic | TikTok: @bakergracemusic

Notes: _____



2:30 PM • EXHIBIT HALL • WHITE ROOM
Connect with Performers, Speakers & Vendors, and Other Professionals in Your Field!
LAST CHANCE TO GET BOOTH SIGNATURES!



3:30 PM • RED ROOM • PURPOSEFUL PROGRAMMING SHOWCASE



Angeline Gillings • United in Hyper Health and Wellness
(Speaker)

APCA Isolated - \$2,800 • 2 of 3 - \$2,700 • 3 of 5 - \$2,600 • 5 of 7 - \$2,500
Plus: Travel, Lodging, Meals, Sound & Lights

Facebook: @angelinegillings1 | Instagram: @angeline_ampgbusiness

Notes: _____



Holly McNeill • United in Hyper Health and Wellness
(Speaker)

APCA Isolated - \$2,800 • 2 of 3 - \$2,700 • 3 of 5 - \$2,600 • 5 of 7 - \$2,500
Plus: Travel, Lodging, Meals, Sound & Lights

Facebook: @hollymcneillofficial | Instagram: @hollymcneillofficial

Notes: _____



Michael Gershe • Houla Entertainment
(Speaker)

APCA Isolated - \$2,750 • 2 of 3 - \$2,550 • 3 of 5 - \$2,350 • 5 of 7 - \$2,150
Plus: Travel, Lodging, Meals, Sound & Lights

Facebook: @gershe | Instagram: @gershepix

Notes: _____



Kevin Neal • United in Hyper Health and Wellness
(Speaker)

APCA Isolated - \$2,800 • 2 of 3 - \$2,700 • 3 of 5 - \$2,600 • 5 of 7 - \$2,500
Plus: Travel, Lodging, Meals, Sound & Lights

Facebook: @coachkd63

Notes: _____



Jewel Hohman • United in Hyper Health and Wellness
(Speaker)

APCA Isolated - \$2,997 • 2 of 3 - \$2,897 • 3 of 5 - \$2,797 • 5 of 7 - \$2,697
Plus: Travel, Lodging, Meals, Sound & Lights

Facebook: @lifecoachjewel | Instagram: @connectionwithjewel

Notes: _____

3:30 PM PURPOSEFUL PROGRAMMING SHOWCASE CONTINUED



Rashmi Tiwari • United in Hyper Health and Wellness
(Speaker)

APCA Isolated - \$2,997 • 2 of 3 - \$2,897 • 3 of 5 - \$2,797 • 5 of 7 - \$2,697
Plus: Travel, Lodging, Meals, Sound & Lights

Facebook: @rashmi.tiwari.16568 | Instagram: @rashmitiwari Patel

Notes: _____



JP Lambiase • Metropolis Management
(Speaker)

APCA Isolated - \$2,150 • 2 of 3 - \$1,900 • 3 of 5 - \$1,750 • 5 of 7 - \$1,500
Plus: Tech Rider

Instagram: @jplaughs

Notes: _____

5:00 PM BREAK BEFORE DINNER

NEON
ENTERTAINMENT
EXPERIENCE - ENGAGE - ENTERTAIN

WHO WE HAVE SHOWCASING:



Matt Jackson



Jaylene Clark Owens



Derrick Knopsnyder



Christian Escoto



Playlist Bingo

1-800-993-NEON NEON-ENTERTAINMENT.COM



5:30 PM • BLUE ROOM • DINNER SHOWCASE

AWARDS NIGHT



SM6 • SM6, LLC
(Musical Group)

APCA Isolated - \$3,000 • 2 of 3 - \$2,700 • 3 of 5 - \$2,250 • 5 of 7 - \$1,800
Plus: Sound & Lights

Facebook: @SM6Band | Instagram: @sm6band | TikTok: @sm6band

Notes: _____



Kenny Mock • Houla Entertainment
(Comedy)

APCA Isolated - \$2,000 • 2 of 3 - \$1,800 • 3 of 5 - \$1,600 • 5 of 7 - \$1,450
Plus: Travel, Lodging, Meals, Sound & Lights

Facebook: @ComedianKenny | Instagram: @ComedianKenny

Notes: _____



Savio Joseph • ACW Entertainment, LLC
(Magician)

APCA Isolated - \$5,500 • 2 of 3 - \$5,000 • 3 of 5 - \$4,750 • 5 of 7 - \$4,500
Plus: Travel, Sound & Lights

Notes: _____



Richard Thomas • Yugar Productions
(Musical Solo)

APCA Isolated - \$2,500 • 2 of 3 - \$2,400 • 3 of 5 - \$2,300 • 5 of 7 - \$2,200
Plus: Travel, Lodging, Meals, Sound & Lights

Facebook: @RichardThomasLive | Instagram: @richardthomaslive

Notes: _____

5:30 PM • DINNER SHOWCASE CONTINUED



Conner Roma • Houla Entertainment
(Comedy)

APCA Isolated - \$1,900 • 2 of 3 - \$1,750 • 3 of 5 - \$1,600 • 5 of 7 - \$1,450
Plus: Travel, Lodging, Meals, Sound & Lights

Instagram: @Comedianconnerroma | TikTok: @Conmitty

Notes: _____



Sheena Brook • Charming Son Productions, LLC
(Musical Solo)

APCA Isolated - \$2,000 • 2 of 3 - \$1,800 • 3 of 5 - \$1,500 • 5 of 7 - \$1,200
Plus: Travel, Lodging, Meals, Sound & Lights

Facebook: @sheenabrookmusic | Instagram: @sheenabrook | TikTok: @sheenabrook

Notes: _____



Lyrical Faith • Metropolis Management
(Spoken Word Artist)

APCA Isolated - \$2,700 • 2 of 3 - \$2,450 • 3 of 5 - \$2,200 • 5 of 7 - \$2,000
Plus: Tech Rider

Notes: _____



Sam Williams • 2 Funny Entertainment
(Musical Group)

APCA Isolated - \$3,000 • 2 of 3 - \$2,500 • 3 of 5 - \$2,000 • 5 of 7 - \$1,700
Plus: Travel & Lodging

Facebook: @samwillivms | Instagram: @samwillivms | TikTok: @samwillivms

Notes: _____



8:00 PM • EXHIBIT HALL • WHITE ROOM

Final Opportunity to Connect with Agents and Vendors at Their Booths!

SATURDAY, MARCH 8, 2025



9:00 PM • EMPIRE ABC • FINAL COOPERATIVE BUYING SESSION

EMPIRE ABC
AUDIENCE: ADVISORS/CO-OP BUYERS/AGENTS

This is an official APCA Cooperative Buying session. The tours for the artists showcasing at this conference will be determined here. Don't miss this important part of the conference!



LATE NIGHT JAM (Following Conference Events)

Come relax at the Bears' Den and watch APCA Associates jam in a casual setting.

Got talent? You can sing, too! **See Del Suggs to sign up.

THANK YOU, SPONSORS!

2025 APCA NATIONAL CONFERENCE - HERSHEY, PA

NOVELTY ITEM SPONSOR



BADGE & LANYARD SPONSOR



T-SHIRT SPONSOR



AWESOMIZEDTEES

10:00 AM • CONFERENCE WRAP-UP • EMPIRE ABC



Audience: Schools and Talent Buyers

Eric Lambert • Executive Director, APCA

Join us for a great interactive session to wrap up the 2025 National Conference. 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!

THANK YOU FOR BEING A PART OF THE APCA NATIONAL CAMPUS ACTIVITIES PLANNING CONFERENCE!



APCA
ASSOCIATION FOR THE PROMOTION
OF CAMPUS ACTIVITIES

SAVE THE DATE

**2025 Fall Regional Campus Activities
Planning Conferences**

APCA Northeast Albany, NY Oct 3-5, 2025	APCA South Dallas, TX Oct 24-26, 2025	APCA Midwest Chicago, IL Nov 21-23, 2025
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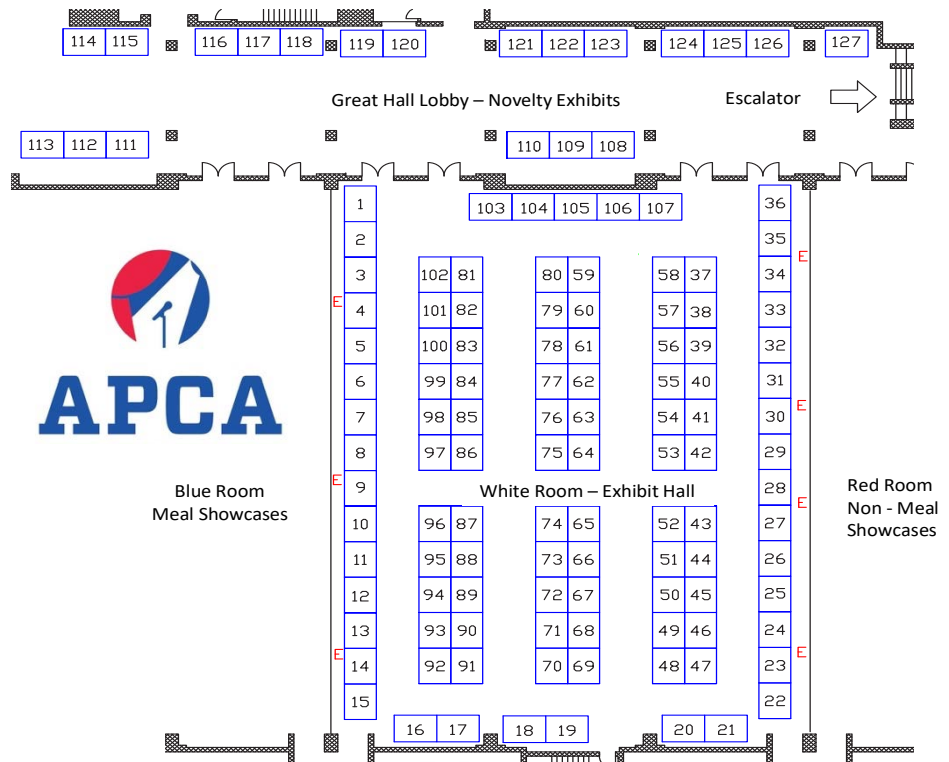
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EXHIBIT HALL BOOTH SIGNATURE SHEET

Get signatures from ALL vendors BEFORE the Saturday Dinner Drawing to win BIG PRIZES!



NAME (please print clearly): _____

SCHOOL (please print clearly): _____

Vendor	Booth #	Signature
Top Youth Speakers @	1-2	_____
Everything But The Mime, Inc.	3-6	_____
Delta Omega Gamma	7	_____
Houla Entertainment	8-16	_____
Next Level Gaming	17	_____
Campus Spa	18-19	_____
Birungi Birungi	20	_____
Tom DeCillis	21	_____
One Exit Mobile Escape Room	22	_____
Axcessive Force, LLC	24	_____
Whole Health Healing, LLC.....	25	_____
Yugar Productions	26-31	_____
Quality SIRvice	32	_____
NY Party Works	33	_____
Root of Jamar, LLC	34	_____
Fun Affairs	35	_____
Del Suggs, M.S.Ed.	36	_____
Kirkland Productions & KP Comedy ..	37	_____
Energetic Impact	38	_____
OnCampusText	39	_____
Bobby K Entertainment	40	_____
Charming Son Productions, LLC	41	_____
Stacy Toney Speaks	42	_____
Metropolis Management	43-52	_____
GP Entertainment	53-55	_____
Neon Entertainment	56-58	_____
Degy Entertainment	59-64	_____
Royal Entertainment	65,74	_____
The Wes Woodson Company	66	_____

Vendor	Booth #	Signature
Forbes Marketing Group	67	_____
United in Hyper Health & Wellness	68-71	_____
RX Mundi, LLC	72	_____
SOUL/Life Balance	73	_____
Bass/Schuler Entertainment	75-77	_____
The C-Word: Consent	78	_____
Axiom Music, LLC	79-80	_____
2 Funny Entertainment	81-82	_____
SM6, LLC	83	_____
Original Play, LLC	84	_____
ACW Entertainment, LLC.....	85-86	_____
Wally's World of Entertainment	92-96	_____
Ashley Wineland	97	_____
America's Student Leadership Trainer	98	_____
RK Entertainment Agency, LLC	103-106	_____
The Fun Dept.	107	_____
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Promotions & Unicorns, Too	110	_____
The College Agency	111-112	_____
Surelocked In Escape Games	113	_____
Awesomized Tees.....	115	_____
Phantom Entertainment Services	116	_____
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Perfect Parties USA	121-123	_____
Party People, Inc.	124	_____
Empowered Voices Collective, LLC	125	_____
Playful Campus	126	_____
Foam Party USA	127	_____



STUDENT STAMP SHEET

Get the boxes stamped at the end of each event below and receive a Certificate of Completion for the 2025 National APCA Student Programmer Track!

Print name LEGIBLY! Certificates will be emailed to your Advisors following the conference.

STUDENT NAME:

THURSDAY, MARCH 6TH

Opening Keynote 9:00 AM	Student Ed Session 9:30 AM	Student Ed Session 10:30 AM	Kickoff Showcase 11:30 AM
	Purposeful Programming 4:30 PM	Mainstage Showcase 9:30 PM	

FRIDAY, MARCH 7TH

Student Ed Session 8:00 AM	Student Ed Session 10:30 AM	Student Ed Session 11:30 AM
	Purposeful Programming 4:00 PM	Mainstage Showcase 9:00 PM


SATURDAY, MARCH 8TH

Student Ed Session 8:00 AM	Student Ed Session 10:00 AM	Student Ed Session 11:00 AM	Purposeful Programming 3:30 PM
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Join us for the

19TH ANNUAL

Leadership on
Broadway Experience



JUNE 28 - 30, 2025

NEW YORK MARRIOTT MARQUIS
TIMES SQUARE

- APCA Student Engagement Leadership Certification
- Educational Sessions and Keynotes for Students
- Professional Development for Student Life Advisors
- CE Credits through the Higher Education Consortium for Student Affairs
- **A ticket to the Broadway Musical, Disney's Aladdin!**

*seating placements are first come first served!



SCAN FOR
MORE INFO

Don't miss the annual

Broadway Cares Experience at Sardi's Restaurant!

Includes:

- Lunch at the famous Times Square restaurant, Sardi's.
- A Keynote presentation by the APCA Executive Director
- Broadway Cares/Equity Fights Aids auction - APCA raises thousands of dollars for its national charity, BCEFA, each year!
- Special events with surprise guests...



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ASSOCIATION FOR THE PROMOTION
OF CAMPUS ACTIVITIES



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OF CAMPUS ACTIVITIES

SAVE THE DATE

2025 Fall Regional Campus Activities Planning Conferences

APCA Northeast

Albany, NY • Oct 3-5, 2025

APCA South

Dallas, TX • Oct 24-26, 2025

APCA Midwest

Chicago, IL • Nov 21-23, 2025

REGISTRATION OPENS MAY 8, 2025

- 4 catered meals (2 dinners and 2 lunches)
- Over 50 live Showcasing Acts
- APCA Cooperative Buying
- Professional Development for Student Life Advisors
- Leadership and Organizational Training for Student Boards
- Certification Programs
- All conference events and materials!



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for more info