



2025 Fall Campus Activities Planning Conference!

Northeast
Oct 3 - 5
Albany, NY

#APCANE25



Save the Date

MARCH 5-8, 2026

2026 NATIONAL
CAMPUS ACTIVITIES
CONFERENCE

HERSHEY, PA

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



APCA

www.apca.com

2025 Northeast - Albany, NY



ERIC LAMBERT

Executive Director, APCA



On behalf of the entire APCA family, I welcome you to Albany for the 2025 Fall Northeast Campus Activities Planning Conference!

We have a great experience in store for you, and we hope you will take full advantage of this opportunity. In this program, you will find the tools you need to have a successful conference, such as listings of educational sessions, schedule of events, and the line-up of incredible talent for your programming needs. 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. You can learn more about Co-op at the Advisor Orientation on Friday morning, or feel free to ask me for help at any time. Please let any member of the APCA team know if there is something we can do to make your APCA experience the best ever!



Heather Lambert
Vice President
heather@apca.com

APCA STAFF



Ronnie Current
Director of Operations
ronnie@apca.com



Rita Goyette
Cooperative Buying Coordinator
SUNY Morrisville



Kyle Cannon
Event Crew Coordinator
SUNY Cortland



Erin Stevie
Production Coordinator
Imagine Design & Production
Services



Robbie Chulick
Conference Assistant
Marietta College



2025 Regional Conference

ALBANY, NY • 10/3-10/5

Thursday, 10/2

6:00 pm	Registration/APCA Serves	West Gallery
8:00 pm	Event Crew Meeting (Student Volunteers)	Capital AB
8:30 pm	Advisor Welcome Reception	Sessions
8:30 pm	Student Welcome Party	Chambers

Friday, 10/3

7:30 am	Registration/APCA Serves	West Gallery
8:30 am	Opening Kickoff & Keynote (All)	Hudson Ballroom
9:30 am	Student Ed Sessions	Various Rooms
9:30 am	Advisor Orientation	Kelsey's
10:30 am	Brunch Mainstage Showcase	Governor Ballroom CDE
1:00 pm	Exhibit Hall	Governor Ballroom AB
2:00 pm	Student/Advisor Sessions	Various Rooms
3:00 pm	Purposeful Programming	Hudson Ballroom
4:30 pm	Break	
5:00 pm	Dinner Mainstage Showcase	Governor Ballroom CDE
7:30 pm	Exhibit Hall	Governor Ballroom AB
8:30 pm	Mainstage Showcase	Hudson Ballroom
Following Events	Late Night Jam	Sessions

Saturday, 10/4

8:00 am	Student/Advisor Sessions	Various Rooms
9:00 am	Morning Mainstage Showcase <i>*coffee & danish provided!</i>	Governor Ballroom CDE
11:00 am	Student Sessions	Various Rooms
11:00 am	<i>Cooperative Buying Session</i>	Kelsey's
12:00 pm	Student Sessions	Various Rooms
1:00 pm	Lunch Mainstage Showcase	Governor Ballroom CDE
3:30 pm	Exhibit Hall	Governor Ballroom AB
4:30 pm	Student/Advisor Sessions	Various Rooms
5:30 pm	Break	
6:00 pm	Dinner Mainstage Showcase	Governor Ballroom CDE
8:30 pm	Exhibit Hall	Governor Ballroom AB
9:30 pm	<i>Final Cooperative Buying Session</i>	Kelsey's
9:30 pm	Late Night Student Event	Chambers
Following Events	Late Night Jam	Sessions

Sunday, 10/5

10:00 am	Conference Wrap-up	Kelsey's
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CONFERENCE MAP

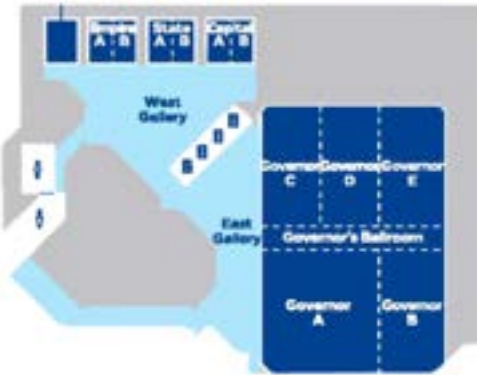


Lobby Level

Co-op & Advisor Sessions
Student Welcome Party
Advisor Welcome Reception
Late Night Jam



****Take Elevator Down***



Event Level

APCA Registration
Student Ed Sessions
Meal Showcases
Exhibit Hall



****Take Elevator Down***



Patio Level

Kickoff
Non-Meal Showcases



CONFERENCE INFORMATION

Registration & Information Desk

The registration desk is located in the Gallery on the Event Level. The hours of registration are: **Thursday 6pm - 8pm and Friday & Saturday 7:30am - 8:30am.** *Other times as indicated at the APCA registration desk.*

Schools: An ADVISOR must check in for your school.

Associates: An AGENT must check in for all Artists.

Name Tags

Name tags and lanyards are required for entry into all APCA Events. Please do not leave your name tag in your room - you will have to retrieve it prior to entering ballrooms or any sessions.

Showcases

Please be respectful during showcases. Keep talking to a minimum and show your appreciation for the performers. If you must leave to go to the restroom, make a call, etc., please do so in between acts.

Sessions

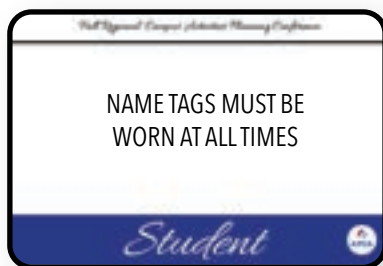
Educational Sessions have limited seating. Please get to the session early to ensure you have a seat.

Meals

At meal showcases, please do not enter the dining room prior to the meal to save seats. Wait for staff to open doors before entering. *If you are an artist and have not purchased a delegate pass, you will not be admitted into the ballroom during meals.*

In Case of Emergency

If you have an emergency, please let a member of APCA Staff or the hotel staff know that you need assistance immediately.



APCA 2025 NE Regional Exhibitors Map and Listings

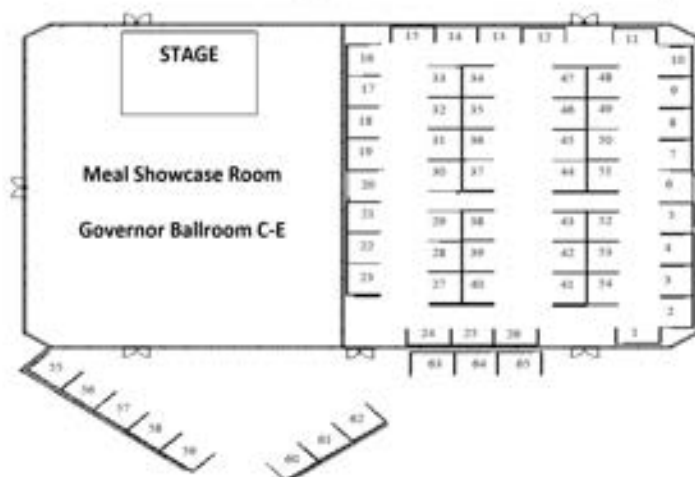


Exhibit Hall
Governor Ballroom A-B

Visit all booths to
be eligible for the
Grand Prize
Drawing at
Saturday Dinner
Showcase!

Vendors (Alphabetically)

2 Funny Entertainment.....	17-19
America's Student Leadership Trainer	37
APCA.....	64
Awesomized Tees.....	20
Bandhouse Music Group	46
Campus Spa.....	15-16
Cool Dude.....	36
Degy Entertainment.....	21-23
Del Suggs, M.S.Ed.	63
Delta Omega Gamma	62
Downstage Entertainment.....	35
Drag Me to the Stage	12
Enslow.....	32
Entertainment Royale.....	1-2
Everything But The Mime, Inc.	13-14
Foam Party USA.....	11
Houla Entertainment.....	5-10
Jatty Robinson.....	31
Lounge Technologies, Inc.....	61
Marissa F. Cohen.....	30
Metropolis Management, LLC.....	41-43,52-54
MMaxwell Media, LLC.....	50
Neon Entertainment.....	3-4
Next Level Gaming.....	55-60
Perfect Parties USA.....	51
Phantom Entertainment Services.....	47
Promotions & Unicorns, Too.....	34
RK Entertainment.....	25-26
Russell Kaback Music.....	48
The Cosmic Romantics.....	49
The Rock Star Project™.....	65
Tom Decilis - Hidden Disabilities.....	33
United in Hyper Health and Wellness.....	24,27-29,38-40
Wally's World of Entertainment.....	44-45

Vendors (Numerically)

Entertainment Royale.....	1-2
Neon Entertainment.....	3-4
Houla Entertainment.....	5-10
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APCA.....	64
The Rock Star Project™.....	65

EXHIBITOR LIST

2 FUNNY ENTERTAINMENT

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SAPPHIRE

AMERICA'S STUDENT LEADERSHIP TRAINER

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DIAMOND

AWESOMIZED TEES

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CAMPUS SPA

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DIAMOND

COOL DUDE

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DIAMOND

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DIAMOND

DELTA OMEGA GAMMA

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RUBY

DOWNSTAGE ENTERTAINMENT

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DRAG ME TO THE STAGE

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ENSLOW

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ENTERTAINMENT ROYALE, LLC

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DIAMOND

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DIAMOND

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EMERALD

HOULA ENTERTAINMENT

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DIAMOND

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EXHIBITOR LIST

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EMERALD

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DIAMOND

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DIAMOND

NEXT LEVEL GAMING

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RUBY

PERFECT PARTIES USA

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DIAMOND

PHANTOM ENTERTAINMENT SERVICES

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DIAMOND

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DIAMOND

RK ENTERTAINMENT

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EMERALD

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THE COSMIC ROMANTICS

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THE ROCK STAR PROJECT™

Jason LeVasseur
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EMERALD

TOM DECILLIS

Tom DeCillis
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UNITED IN HYPER HEALTH AND WELLNESS

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EMERALD

WALLY'S WORLD OF ENTERTAINMENT

Wally Saukerson
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wally@houseofwally.com
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DIAMOND

APCA Membership Gems:

DIAMOND - 15 YEARS
SAPPHIRE - 10 YEARS
EMERALD - 5 YEARS
RUBY - 3 YEARS





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

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 Caucus 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 talent 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. APCA rules are also listed in the conference program and are subject to change. 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

APCA COOPERATIVE BUYING FORM		
Please print & press firmly.	TODAY'S DATE: _____ ☐ Update	
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 _____ Year		
OR SEMESTER		
☐ Fall ☐ Winter ☐ Spring ☐ Summer _____ Year		
TRAVEL/LODGING RIDER: Overrides all other travel agreements.		
If this section is left blank, reasonable travel and lodging are assumed to be in addition to isolated performance prices and travel and lodging are assumed to be in addition to all block prices unless otherwise stated in the attraction bid in the conference program. Credit may be taken for travel and lodging if specified below.		
_____ _____ _____		
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.

SESSION PRESENTERS.....

ARUNANSU PATTANAYAK • UNITED IN HYPER HEALTH AND WELLNESS
nselaaward@gmail.com • (202) 215-1236



Arunansu Pattanayak – The Tech Career Alchemist – helps international students and first-gen grads break into Big Tech and become industry leaders, despite visa issues, automation, or résumé robots. After graduating from India's top engineering school and earning a full U.S. scholarship, Arun lost everything post-9/11. Jobless and visa-expired, he taught himself .NET overnight, landed a breakthrough role, and rose to tech leadership at Microsoft. His signature session, "Break into Big Tech: The No-Network, No-Visa Advantage," equips students with real-world hiring strategies recruiters don't teach—perfect for Career Readiness Week or Immigrant Heritage Month.

DAN RADIN • METROPOLIS MANAGEMENT
joyce@metropolismanagement.com • (510) 585-5585



Blending classical training with folk-pop melodies, cellist and singer-songwriter Dan Radin is on a mission to entertain and delight audiences by redefining a cello's role in rock. Dan has backed contestants from The Voice, played SXSW showcases, and opened for Grammy winners as a sideman with past projects; he's now unveiling himself as an equally capable frontman and songwriter.

DANA COX • UNITED IN HYPER HEALTH AND WELLNESS
nselaaward@gmail.com • (202) 215-1236



Dana L. Cox is a powerhouse speaker and executive coach who helps students, advisors, and rising leaders turn burnout into boldness and ambition into aligned impact. With more than 25 years of experience in financial services, technology, and consulting, Dana has held senior leadership roles at industry giants including Mastercard, FIS, and Fiserv. She has led high-performing global teams, driven over \$850 billion in business results, and mentored diverse talent across all stages of career growth. Dana's bold, transformative style empowers audiences to lead with clarity, resilience, and purpose in today's fast-changing professional and academic landscapes.

Secure Your CE Credits at APCA!



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



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

SESSION PRESENTERS.....

DAVE KELLY • AMERICA'S STUDENT LEADERSHIP TRAINER
davekelly@gonzospeaks.com • (404) 403-1481



Dave Kelly is a professional serving leadership expert, experienced campus, state, and international student leader and advisor, motivator, author, and trainer. An expert in student leadership development and on running better campus organizations and student governments, Dave's presentations are high energy, interactive, theatrical, filled with humor, stories, fun, and, most importantly, content rich. Dave is the National Coordinator of "APCA Serves!", APCA's community service initiative. Dave has been twice named as the APCA Campus Speaker of the Year (2019 and 2022)! Check out his Affordable Pricing Model for your campus, both for virtual and in-person events!

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



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

DR. NATASHA WILLIAMS • UNITED IN HYPER HEALTH AND WELLNESS
nselaaward@gmail.com • (202) 215-1236



Dr. Natasha Williams is a Radical Self-Care and Leadership Expert, Registered Psychologist, and one of the founding clinical directors of Allied Psychological Services—an anti-oppressive, multi-ethnic, multi-lingual private practice in Toronto, Canada. She is also an international speaker, trainer, and best-selling author. Dr. Williams was a regular contributor to the Marilyn Denis Show and is currently a media expert with CTV News, CTV Your Morning, and CBC. Her books include Embracing Selfishness: It's Not What You Think and You Are Not Every Woman!. She blends clinical expertise, faith, and personal insight to inspire transformation.

JASON LEVASSEUR • THE ROCK STAR PROJECT™
jason@therockstarproject.com • (336) 918-1661



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.

SESSION PRESENTERS.....

JEFF HYMAN • DEGY ENTERTAINMENT
jeff@degyc.com • (732) 818-9600



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 15 Associate Member/Agency of the Year awards and has been involved in APCA for over 20 years.

JEN USCHOLD • UNITED IN HYPER HEALTH AND WELLNESS
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Jen Uschold is a seasoned physical therapist with decades of experience. A University of Scranton graduate, she specializes in pain science, mental fitness, and health coaching. She became a National Board-Certified Health and Wellness Coach and completed a Fellowship in Pain Science with Evidence in Motion by 2021. She is also a Certified Positive Intelligence Coach. Jen directs the Certification in Lifestyle Medicine at Evidence in Motion and mentors practitioners, balancing work with devotion to her three children. Jen believes in the power of laughter and connection, inviting students to explore diverse strategies throughout their journeys.

JENNIFER WILT • UNITED IN HYPER HEALTH AND WELLNESS
nselaaward@gmail.com • (202) 215-1236



Hi, I'm Jennifer Wilt, and I'm here to help you unlock the tools to thrive—not just survive. After serving in the U.S. Air Force, I faced years of debilitating mental health struggles stemming from trauma. But through holistic healing—combining nutrition, faith, and community—I transformed my life. Today, as a mental health coach and nutritionist, I share practical strategies to help students create their own 'MAP to Mental Freedom.' Whether you're dealing with stress, anxiety, or just trying to figure out your next step, I'll show you how to heal today and build a future worth living for.

LARRY GROGAN • DELTA OMEGA GAMMA
larry@deltaomegagammanet.net • (423) 557-1908



Larry Grogan is a pet therapy mental health advocate. For 8 years, Larry and Scrappy volunteered at a children's hospital and witnessed firsthand the challenges of mental health but also the powerful and significant impact pet therapy has on improving everyone's mental health. Now, with Angel, Larry travels the country speaking on college campuses about all levels of mental health, demonstrating in an entertaining yet educational format how pet therapy should be utilized more frequently on all college campuses. Larry is an author, frequent media guest speaker, and a certified pet therapy tester.

SESSION PRESENTERS.....

MARISSA F. COHEN • MARISSA F. COHEN
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Marissa F. Cohen is the 2024 APCA National Campus Speaker of the Year, founder of the Healing From Emotional Abuse Philosophy™, and a 6x best-selling award-winning author. She received the Purple Ribbon Award for National Survivor of the Year and was named a Top 10 Most Inspirational Female Entrepreneur on International Women's Day. She has shared a stage with Jack Canfield, James Malinchak, and Patty Aubery. Marissa's award-winning Podcast, Healing From Emotional Abuse, has ranked Top 10% Globally. Marissa's interactive presentations focus on healthy relationships, setting boundaries, and how to be a proactive student leader and advocate for your peers.

MARTY KELLY • VTSU CASTLETON
mfk05140@vermontstate.edu • (802) 733-4653



Marty Kelly is a 26-year-old student life pro at his alma mater, Vermont State University - Castleton. After earning his AS from Hudson Valley CC in Automotive Management, Kelly earned his BA in Media and Communications with a Business minor. He returned as the Graduate Assistant for Student Activities, working towards his MBA with a concentration in Leading Organizational Change. Since then, Marty's goals have been to increase vibrancy on his campus with great crowds at campus events and to help develop the leadership skills of his students with the help of Assistant Director of Student Activities, Kayla Laurie.

NIKKI LANGMAN • UNITED IN HYPER HEALTH AND WELLNESS
nselaaward@gmail.com • (202) 215-1236



As a high-energy, no-BS communication expert and emotional intelligence master practitioner, Nikki has spoken to thousands of students across the USA and Australia, helping them ditch self-doubt, own their voice, and lead with unshakable confidence. Through interactive keynotes and workshops, she breaks down the science of communication, resilience, and self-mastery—minus the fluff. Whether you're looking to lead, influence, or just stop second-guessing yourself, Nikki brings the bold insights, humor, and unforgettable strategies that will level up your confidence, leadership, and communication skills for life. Get ready to step up, speak out, and lead like you mean it!



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All Inclusive



CAMPUS SPA

jennifer@campus-spa.com • 865-512-8042

APCA Isolated: \$2,850 • 2 of 3 - \$2,650 • 3 of 5 - \$2,550 • 5 of 7 - \$2,500

Plus: Travel & Lodging



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calvin@nextlevelgamingevents.com • 978-601-5473

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carol@everythingbutthemime.com • 407-856-2412

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m.lawton@ppentertainmentgroup.com • (800) 275-0185

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LATE NIGHT JAM

Sessions ~ 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.*

THURSDAY, OCTOBER 2nd

6:00 PM • REGISTRATION/APCA SERVES • WEST GALLERY
8:00 PM • EVENT CREW MEETING (STUDENT VOLUNTEERS) • CAPITAL

8:30 PM • ADVISOR WELCOME PARTY • SESSIONS

*Come meet other Advisors and see old friends.
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8:30 PM • STUDENT WELCOME PARTY • CHAMBERS

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FRIDAY, OCTOBER 3rd

7:30 AM • REGISTRATION/APCA SERVES • WEST GALLERY

8:30 AM • OPENING KICKOFF & KEYNOTE • HUDSON BALLROOM



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 info and logistics!



OPENING KEYNOTE

Jason LeVasseur • The Rock Star Project™

Celebrating the Rock Star Student Leader!

Jason LeVasseur is a touring musician, keynote speaker, workshop facilitator, summer camp program director, and online teacher—and the most awarded music performer in campus entertainment history with over 25 national awards. He has inspired students at more than 2,500 colleges and schools nationwide, sharing stages with The Roots, Ludacris, Train, John Mayer, Dave Matthews Band, J. Cole, LMFAO, and Maroon 5.

In this kickoff keynote, you'll discover your instrument (your strengths), connect with your band (your teams), and celebrate your audience (the communities you impact). Get ready to step into your role as a Rock Star Student Leader!

Instagram: @makeleadershipfun | YouTube: @JasonLeVasseur

9:30 AM • ADVISOR ORIENTATION • KELSEY'S

AUDIENCE: ADVISORS AND TALENT BUYERS

Eric Lambert, APCA Executive Director

Rita Goyette, Cooperative Buying Coordinator

This engaging and informative session provides the opportunity to network with your colleagues around the country and connect with mentors in your region. 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

ANTEROOM

Del Suggs, M.S.Ed.

Bigger Crowds, Better Shows

It takes more than just booking Billie Eilish or Pete Davidson to have a great show. Okay, bad example. But what if you can't afford major acts? Are your programs destined to fail? Absolutely not! It may have been a while since you've done an in-person event on campus, but they are back and you need to be ready. This session is a potpourri of promotion, production, scheduling, and planning ideas to make sure you do it right. Relevant to any type of program, from major concert to coffeehouse to comedy club.

EMPIRE

Dave Kelly • America's Student Leadership Trainer

Planning and Marketing Great Campus Events and Programs

Great events and programs don't just happen. They take planning, preparation, and marketing. This 15 step approach to events big, small, and everything in-between was created by a professional event planner who has planned close to 1,000 events and programs, including more than 100 for college students. You will learn how time-lining, SWOT analysis, effective debriefing, and more can make your programs and events more successful, engaging, and fun.

STATE

Larry Grogan • Delta Omega Gamma

Effective Team Building for College Students: Strategies and Benefits

This presentation is designed to equip college students with the skills and strategies necessary for effective team building. Recognizing the importance of collaboration, the session will explore various aspects of forming and maintaining strong teams within and outside their academic environments.

CAPITAL

Marissa Cohen • Marissa F. Cohen

The Ripple Effect: Building Lasting Student Engagement

You know that student who somehow gets everyone in their residence hall to show up to events? Or the one who mentions a workshop in passing and suddenly registration fills up? They're not RAs, they're not on student government, and they're definitely not getting paid to recruit their friends. But somehow, when they're excited about something, other students listen. What if we could bottle that magic and create it intentionally? This session is about finding those natural connectors and turning them into your secret weapon – without making them sound like walking advertisements.

10:30 AM • BRUNCH SHOWCASE • GOVERNOR CDE



Fast Tunes Game Show • Neon Entertainment

Variety

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: _____



Lyrical Faith • Metropolis Management

(Spoken Word)

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

Instagram: @lyricalfaithpoetry

Notes: _____



Eric Dittelman • Degy Entertainment

(Mentalist)

APCA Isolated: \$3,700 • 2 of 3: \$3,500 • 3 of 5: \$3,300 • 5 of 7: \$3,000
Plus: Travel, Lodging, Sound & Lights

Instagram: @edittelman | Facebook: @EDittelman

Notes: _____



Adam Bohanan • Houla Entertainment

(Solo Artist)

APCA Isolated: \$2,500 • 2 of 3: \$2,250 • 3 of 5: \$2,100 • 5 of 7: \$2,000
Plus: Travel, Lodging, Meals, Sound & Lights

Instagram: @AdamBohananMusic | Facebook: @adam.d.bohanan |
YouTube: @adambohanan3954

Notes: _____



Kelly Kellz • 2 Funny Entertainment

(Comedy)

APCA Isolated: \$3,500 • 2 of 3: \$3,000 • 3 of 5: \$2,500 • 5 of 7: \$2,000
Plus: All Inclusive

Instagram: @kellykellz_22 | Facebook: @kellykellz | YouTube: @thoughtnt

Notes: _____

FRIDAY, OCTOBER 3rd



Devon Braxton • Degy Entertainment
(Solo Artist)

APCA Isolated: \$1,800 • 2 of 3: \$1,500 • 3 of 5: \$1,300 • 5 of 7: \$1,200
Plus: Travel, Lodging, Meals, Sound & Lights

Instagram: @devonbraxton | Facebook: @devonbraxton |
YouTube: @devonbraxton

Notes: _____



Bentley Burns • RK Entertainment
(Magician)

APCA Isolated: \$2,500 • 2 of 3: \$2,400 • 3 of 5: \$2,250 • 5 of 7: \$1,950
Plus: Travel, Lodging, Meals, Sound & Lights

Notes: _____



Julio Diaz • Downstage Entertainment
(Comedy)

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

Instagram: @juliodiazcomedy

Notes: _____



Garrett Huffman • Bandhouse Music Group
(Band)

APCA Isolated: \$3,150 • 2 of 3: \$2,950 • 3 of 5: \$2,850 • 5 of 7: \$2,700
Plus: \$150 Travel Allowance, Lodging, Meals, Sound & Lights

Instagram: @garrethuffmanmusic | Facebook: @ghuffman2003 |
YouTube: @garrethuffman

Notes: _____

1:00 PM • EXHIBIT HALL • GOVERNOR AB

During Exhibit Hall, visit the booths of all APCA Showcasing Artists and Presenters! Network, get the latest novelty items, and start working to book these artists and attractions for your campus. Please keep in mind that you won't have time to visit every booth during one Exhibit Hall, so plan accordingly!

2:00 PM • STUDENT EDUCATIONAL SESSIONS

ANTEROOM

Jason LeVasseur • The Rock Star Project™

Series Success: How to Build & Promote a Music or Speaker Series

Want a music or speaker series that builds buzz all semester? Series Success walks you through a proven blueprint: choose a compelling theme, brand the series, set the right cadence, and plan an escalating lineup that turns casual attendees into regulars. You'll design a semester roadmap, align campus partners (residence life, academic departments, athletics), and create a rolling promotion engine - teasers, content capture, and "next-show" CTAs baked into every event. Learn simple loyalty tactics (stamps, giveaways, ambassador crews) and budget-wise booking strategies. Leave with a ready-to-run series plan and promo toolkit tailored to your campus.

EMPIRE

Jeff Hyman • Degy Entertainment

Best Practices When Booking Events on Campus

This session is designed to discuss basic programming 'best practices' and what to think about when bringing Entertainment to your campus! The session will help develop skills, like what to consider when looking for an act or event, how to set up a room, and the basics of why sound and lighting are important. Hospitality, Marketing and Audience Development are all touched on to give foundational knowledge that can be built on and are important for every event brought to campus.

STATE

Jennifer Wilt • United in Hyper Health and Wellness

The Power of Community: Building Support Networks in College

Loneliness is a common challenge in college—but it doesn't have to be permanent. This workshop helps students build meaningful connections through shared experiences. Participants will learn how to foster friendships that uplift them emotionally while creating a supportive network that strengthens their mental health. These workshops are designed to address key challenges faced by college students while offering actionable solutions through engaging content.

CAPITAL

Nikki Langman • United in Hyper Health and Wellness

Speak Without Saying a Word: The Power of Presence and Nonverbal Influence

You speak volumes—before you even open your mouth. This workshop is your masterclass in commanding a room without uttering a word. Ideal for leaders and emerging speakers who want to captivate, connect, and lead with impact. We dive deep into body language, presence, and nonverbal influence so you can own any space with confidence and authenticity. Because when your presence speaks, the world listens.

2:00 PM • ADVISOR EDUCATIONAL SESSIONS

KELSEY'S

Marissa Cohen & Del Suggs



Real Talk: Marketing Lessons from the Trenches

After 40+ years of collective marketing wins and epic fails in higher education, we've learned the difference between campaigns that work and ones that flop. This isn't a session about best practices from some marketing textbook. It's about real campaigns we've run that had students lining up around the block, and the ones that made us want to hide under our desks. More importantly, it's about helping you figure out why some marketing works while other efforts feel like shouting into the void. You'll walk away knowing exactly what to look for in your own marketing planning.

Participants will 1) identify the "hidden factors" that make some marketing efforts wildly successful while seemingly similar ones completely fail 2) adapt successful marketing strategies from other programs and institutions to fit your specific context and constraints, 3) learn how to avoid the most common marketing mistakes.



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3:00 PM • PURPOSEFUL PROGRAMMING • HUDSON BALLROOM



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)

Instagram: @gonzospeaks | Facebook: @AmericasStudentLeadershipTraining |
YouTube: @gonzospeaks

Notes: _____



Jen Uschold • United in Hyper Health and Wellness
(Speaker)

APCA Isolated: \$2,500 • 2 of 3: \$2,300 • 3 of 5: \$2,100 • 5 of 7: \$1,800
Plus: Travel, Lodging, Meals, Sound & Lights

Instagram: @iriseforme | Facebook: @IRiseForMe

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: @angelthepettherapydog | YouTube: @DeltaOmegaGamma1

Notes: _____



Ball in the House - And Now I See: Race, Racism and American Music • Degy Entertainment
(Speaker)

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: @ballinthehouse | Facebook: @ballinthehouse |
YouTube: @ballinthehouse

Notes: _____

Save the Date

MARCH 5-8, 2026

2026 NATIONAL
CAMPUS ACTIVITIES
CONFERENCE

HERSHEY, PA

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



APCA

www.apca.com



Dana Cox • United in Hyper Health and Wellness
(Speaker)

APCA Isolated: \$2,500 • 2 of 3: \$2,300 • 3 of 5: \$2,100 • 5 of 7: \$1,800
Plus: Travel, Lodging, Meals, Sound & Lights

Instagram: @danabrowncox | Facebook: @dana.browncox

Notes: _____



Marissa F. Cohen • Marissa F. Cohen
(Speaker)

APCA Isolated: \$2,750 • 2 of 3: \$2,600 • 3 of 5: \$2,450 • 5 of 7: \$2,250
All Inclusive

Instagram: @marissa.faye.cohen | Facebook: @marissa.cohen.98 |
YouTube: @healingfromemotionalabuse

Notes: _____



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

APCA Isolated: \$2,400 • 2 of 3: \$2,250 • 3 of 5: \$1,950 • 5 of 7: \$1,700
Plus: Travel, Lodging & Sound

Instagram: @codyclarkmagic | Facebook: @codyclarkpersonal |
YouTube: @TheMagicofCodyComet

Notes: _____

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APCA FALL 2025 REGIONAL CONFERENCES

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FRIDAY, OCTOBER 3rd



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Save the Date

MARCH 5-8, 2026
2026 NATIONAL CAMPUS
ACTIVITIES CONFERENCE
HERSHEY, PA

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



APCA
www.apca.com

5:00 PM • DINNER MAINSTAGE SHOWCASE • GOVERNOR CDE



Kikashima • Metropolis Management
(Band)

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

Instagram: @kikashimamusic

Notes: _____



Mike Head • Houla Entertainment
(Comedy)

APCA Isolated: \$2,250 • 2 of 3: \$2,000 • 3 of 5: \$1,800 • 5 of 7: \$1,600
Plus: Travel, Lodging, Meals, Sound & Lights

Instagram: @mikeheadisfunny | Facebook: @mikeheadisfunny |
YouTube: @mikeheadisfunny

Notes: _____



BJ Griffin • Houla Entertainment
(Solo Artist)

APCA Isolated: \$3,500 • 2 of 3: \$3,100 • 3 of 5: \$2,800 • 5 of 7: \$2,700
Plus: Travel, Lodging, Meals, Sound & Lights

Instagram: @bjgriffinmusic | Facebook: @bjgriffinmusic |
YouTube: @BJGriffinMusic

Notes: _____



Alex Quow • Metropolis Management
(Comedy)

APCA Isolated: \$1,950 • 2 of 3: \$1,650 • 3 of 5: \$1,450 • 5 of 7: \$1,250
Plus: Tech Rider

Instagram: @alexquow | Facebook: @alex.quow.1

Notes: _____



Nselaa Ward • United in Hyper Health and Wellness
(Speaker)

APCA Isolated: \$2,500 • 2 of 3: \$2,300 • 3 of 5: \$2,100 • 5 of 7: \$1,800
Plus: Travel, Lodging, Meals, Sound & Lights

Instagram: @nselaaward | Facebook: @nselaawardfanpage |
YouTube: @nselaaward

Notes: _____

FRIDAY, OCTOBER 3rd



RAGS AND RICHES • Houla Entertainment
(Musical Group)

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

Instagram: @ragsandrichesmusic | Facebook: @ragsandrichesmusic |
YouTube: @ragsandrichesmusic

Notes: _____



Mat O'Neill • RK Entertainment
(Mentalist)

APCA Isolated: \$2,750 • 2 of 3: \$2,650 • 3 of 5: \$2,500 • 5 of 7: \$2,000
Plus: Travel, Lodging, Meals, Sound & Lights

Notes: _____



Madelein Murphy • 2 Funny Entertainment
(Comedy)

APCA Isolated: \$2,500 • 2 of 3: \$2,000 • 3 of 5: \$1,800 • 5 of 7: \$1,600
All Inclusive

Instagram: @Madeleinmurphy | Facebook: @Madeleinmurphy

Notes: _____



Astronaut Class • Degy Entertainment
(Band)

APCA Isolated: \$2,250 • 2 of 3: \$2,000 • 3 of 5: \$1,850 • 5 of 7: \$1,650
Plus: Travel, Lodging, Meals, Sound & Lights

Instagram: @astronautclassband | Facebook: @astronautclassband |
YouTube: @AstronautClassBand

Notes: _____

7:30 PM • EXHIBIT HALL
GOVERNOR AB

Connect with Performers, Speakers & Vendors, and Other Professionals in Your Field!

8:30 PM • MAINSTAGE SHOWCASE • HUDSON BALLROOM



Jatty Robinson • Jatty Robinson
(Comedy)

APCA Isolated: \$2,500 • 2 of 3: \$2,250 • 3 of 5: \$2,100 • 5 of 7: \$2,000
Plus: Travel, Lodging, Meals, Sound & Light

Instagram: @justjatty | Facebook: @jatty.robinson | YouTube: @jattyrobinson

Notes: _____



When It Happens To You • MMaxwell Media, LLC
(Specialty Show)

****TRIGGER WARNING - Sexual Assault**

See Agent For Pricing

Notes: _____



Sam Haiman • Houla Entertainment
(Solo Artist)

APCA Isolated: \$1,600 • 2 of 3: \$1,450 • 3 of 5: \$1,350 • 5 of 7: \$1,250
Plus: Travel, Lodging, Meals, Sound & Lights

Instagram: @samhaiman | Facebook : @samhaimanmusic |

YouTube: @samhaiman

Notes: _____



Alex Babbitt • Neon Entertainment
(Comedy)

APCA Isolated: \$2,700 • 2 of 3: \$2,450 • 3 of 5: \$2,300 • 5 of 7: \$2,200
Plus: Travel, Lodging, Meals, Sound & Lights

Notes: _____



The Cosmic Romantics • The Cosmic Romantics
(Magician)

APCA Isolated: \$3,500 • 2 of 3: \$2,500 • 3 of 5: \$2,200 • 5 of 7: \$1,800
All Inclusive

Instagram: @thecosmicromantics | YouTube: @thecosmicromantics

Notes: _____

FRIDAY, OCTOBER 3rd



Leonard Ouzts • 2 Funny Entertainment
(Comedy)

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

Instagram: @ouztssy

Notes: _____



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: _____

STUDENT LATE NIGHT • CHAMBERS



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Website: JattyRobinson.com

IG: @JattyRobinson | TikTok: JattyRobinsoncomedy

"Stories that unite, comedy that connects"

8:00 AM • STUDENT EDUCATIONAL SESSIONS

EMPIRE

Marissa Cohen • Marissa F. Cohen

Experience Design: Creating Programs That Market Themselves

Here's the dream: students leave your program so genuinely excited that they can't help but tell their friends about it. Not because you asked them to, not because you're bribing them with extra credit, food or swag, but because something genuinely cool just happened and they need to share it with someone. Most of our programs are educational and valuable, but let's be honest – they're not exactly Instagram-story worthy. This session is about changing that without compromising the learning (or your budget).

STATE

Dan Radin • Metropolis Management

How to Sell Out Your Next Campus Event (Without a Massive Budget)

What if your next campus event had a line out the door? In this fast-paced, no-fluff session, touring musician and speaker Dan Radin shares the real-world strategies he used to sell out small clubs around the country—and how you can use the same playbook to pack your events with students who actually want to be there. Learn how to create buzz, tap into student networks, and promote authentically without relying on big budgets or boring flyers. Whether you're booking comedy, music, or anything in between, this session gives you the tools to make your event the one everyone's talking about.

CAPITAL

Dave Kelly • America's Student Leadership Trainer

Building Leaders Through Service

Serving leadership is the best, truest form of leadership for your campus. Leadership skills and abilities can be developed in an experiential way through community service. Students can develop as many as 15 different qualities, discussed in this program, of leadership by serving. This program is based on the presenter's experience of not only performing more than 50,000 hours of service to date, but also motivating, inspiring, and guiding college students to perform more than 2 million hours of community service through his leadership.

8:00 AM • COOPERATIVE BUYING CAUCUS • KELSEY'S

AUDIENCE: ADVISORS/CO-OP BUYERS

APCA Co-op Buyers meet in their regions to discuss showcasing artists and tour dates and make preparations to block book acts and save programming dollars!

Coffee
& Danish
Provided!



Jacob Khalil • Houla Entertainment
(Solo Artist)

APCA Isolated: \$1,775 • 2 of 3: \$1,575 • 3 of 5: \$1,375 • 5 of 7: \$1,250
Plus: Travel, Lodging, Meals, Sound & Lights

Instagram: @jacobkhalilmusic | Facebook: @jkhalilmusic |
YouTube: @JacobKhalil

Notes: _____



Nikki Langman • United in Hyper Health and Wellness
(Speaker)

APCA Isolated: \$2,500 • 2 of 3: \$2,300 • 3 of 5: \$2,100 • 5 of 7: \$1,800
Plus: Travel, Lodging, Meals, Sound & Lights

Instagram: @nikkilangman | Facebook: @nikkibadass

Notes: _____



Tom DeCillis - Hidden Disabilities • Tom DeCillis
(Speaker)

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

Instagram: @tomdecilliscomedy | YouTube: @tomdecillis6095

Notes: _____



Jennifer Wilt • United in Hyper Health and Wellness
(Speaker)

APCA Isolated: \$2,500 • 2 of 3: \$2,300 • 3 of 5: \$2,100 • 5 of 7: \$1,800
Plus: Travel, Lodging, Meals, Sound & Lights

Facebook: @amaptohope | YouTube: @AMapToHope

Notes: _____



Amy Schwartz • Wally's World of Entertainment
(Comedy)

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

Instagram: @amynicolaughs | Facebook: @schwartzcomedy

Notes: _____



Russell Kaback • Russell Kaback Music
(Solo Artist)

APCA Isolated: \$2,500 • 2 of 3: \$2,300 • 3 of 5: \$2,100 • 5 of 7: \$1,800
Plus: Travel and Lodging

Instagram: @russellkaback | Facebook: @rkmusic

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 | Facebook: @Tkorso

Notes: _____



Dr. Natasha Williams • United in Hyper Health and Wellness
(Speaker)

APCA Isolated: \$2,500 • 2 of 3: \$2,300 • 3 of 5: \$2,100 • 5 of 7: \$1,800
Plus: Travel, Lodging, Meals, Sound & Lights

Instagram: @drnatashawilliams | Facebook: @drnatashawilliams

Notes: _____



Arunansu Pattanayak • United in Hyper Health and Wellness
(Speaker)

APCA Isolated: \$2,500 • 2 of 3: \$2,300 • 3 of 5: \$2,100 • 5 of 7: \$1,800
Plus: Travel, Lodging, Meals, Sound & Lights

Instagram: @arunansuspeaks | Facebook: @arunansupattanayak

Notes: _____

11:00 AM • COOPERATIVE BUYING SESSION • KELSEY'S

AUDIENCE: MANDATORY FOR 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, and the meeting is for all Cooperative Buying representatives and Advisors. Agents are encouraged to attend as well.

HUDSON

Marissa F Cohen • Marissa F Cohen

Outrageous Marketing Strategies

Your current marketing strategy is invisible. Students delete your emails without opening them. Walk right past the corkboards of flyers. Organizations don't become marketing legends by being polite and forgettable. They create marketing so compelling, so impossible to ignore, that people have no choice but to pay attention. The outrageous approach isn't about shock value – it's about psychological triggers that make human brains stop, look, and act. This workshop deconstructs proven methods and rebuilds them for campus environments. You'll discover why these tactics work, how to implement them, and what happens when you finally give yourself permission to create marketing that demands attention.

EMPIRE

Del Suggs • Del Suggs, M.S.Ed.

60 Awesome Programming Ideas

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!

STATE

Larry Grogan • Delta Omega Gamma

Angel's 12 Rules of Self-Care

Mental health is a growing concern on all college campuses across the nation. When we are struggling with our mental health, it is often shown through our self-care practices. If we take care of ourselves in a positive manner, our mental health will improve. Sometimes though it's difficult to know exactly what to do. This presentation will show you 12 specific self-care techniques from a dog's perspective. That's right, Angel's 12 Rules of Self-Care will make you laugh, have fun, but teach very important lessons only a dog could deliver.

CAPITAL

Dave Kelly • America's Student Leadership Trainer

Closing the Sale: Membership Recruitment for Clubs and Organizations

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!

12:00 PM • STUDENT EDUCATIONAL SESSIONS

STATE

Jason LeVasseur • The Rock Star Project™

Packed House Playbook: Marketing & Promotion for Campus Events

Great programs deserve great turnouts. This fast-paced, hands-on session gives campus leaders a practical playbook for growing audiences and creating buzz. Participants will learn how to identify target audiences, craft compelling value propositions, build multi-channel promo plans (digital + face-to-face), and track what works. We'll cover timelines, street-team roles, messaging frameworks, and low-lift content you can reuse all semester. Leave with a simple, repeatable system to turn solid events into packed-house experiences.

EMPIRE

Del Suggs • Del Suggs, M.S.Ed.

Top 3 Leadership Skills

There are so many books on leadership, chock full of skills and attributes that you should demonstrate. Del Suggs has narrowed it down to this: great leaders have abilities in personal leadership, organizational management, and interpersonal skills. In this session, you'll learn the three most important skills that ALL great leaders possess. Want to be a better leader? Master these three skills! This is a great session for emerging leaders and intermediate leaders, those who are showing great potential and need some direction to the next level.

HUDSON

Dana Cox • United in Hyper Health and Wellness

From Group Chat to Greatness: Turning Influence Into Impact

Some students run their campuses from the group chat, and that influence is real. This session meets students where they are, in the DMs, on Discord, and in community group texts, and teaches them how to turn informal credibility into intentional leadership. Dana helps students recognize their current power and equips them with tools to lead more visibly, strategically, and with a voice that moves their campus forward. No title required. This session is especially impactful for students who lead relationally but have yet to identify as traditional "leaders."

CAPITAL

Jen Uschold • United in Hyper Health and Wellness

Survive or Thrive Finals Week?

Finals week often means sleepless nights, junk food, and anxiety. Many students resort to cramming, fueled by caffeine and fast food, which leads to burnout and stress. Is this you? Here's an alternative: Thrive with Lifestyle Medicine and Mental Fitness. Imagine a finals week where you boost your grades and well-being! Come learn to incorporate lifestyle medicine and mental fitness for effective time management, nutritious meals, restorative sleep, and mental clarity. Leave with strategies to transform your finals experience into a period of academic and personal growth.

1:00 PM • LUNCH SHOWCASE • GOVERNOR CDE



Rhythmtrix • Degy Entertainment
(Musical Act)

APCA Isolated: \$2,600 • 2 of 3: \$2,400 • 3 of 5: \$2,200 • 5 of 7: \$1,950
Plus: Travel, Lodging, Meals & Lights

Instagram: @rhythmtrix | Facebook: @rhythmtrix |
YouTube: @rhythmtrix6907

Notes: _____



Ysa • Degy Entertainment
(Solo Artist)

APCA Isolated: \$2,500 • 2 of 3: \$2,200 • 3 of 5: \$2,000 • 5 of 7: \$1,750
Plus: Travel, Lodging, Meals & Sound

Instagram: @soundslikeysa | Facebook: @soundslikeysa |
YouTube: @soundslikeysa

Notes: _____



Liam McGurk • Metropolis Management
(Comedy)

APCA Isolated: \$1,950 • 2 of 3: \$1,750 • 3 of 5: \$1,500 • 5 of 7: \$1,350
Plus: Tech Rider

Instagram: @liammcgurkliammcgurk

Notes: _____



Lex Cole • Houla Entertainment
(Solo Artist)

APCA Isolated: \$1,400 • 2 of 3: \$1,350 • 3 of 5: \$1,300 • 5 of 7: \$1,250
Plus: Travel, Lodging, Meals, Sound & Lights

Instagram: @lexcolemusic | YouTube: @LexColemusic

Notes: _____



Chuck The Juggler • RK Entertainment
(Variety)

APCA Isolated: \$2,250 • 2 of 3: \$2,150 • 3 of 5: \$2,000 • 5 of 7: \$1,850
Plus: Travel, Lodging, Sound & Lights

Notes: _____



Dan Radin • Metropolis Management
(Solo Artist)

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 | Facebook: @itsdanradin

Notes: _____



Chris Brown • 2 Funny Entertainment
(Comedy)

APCA Isolated: \$2,100 • 2 of 3: \$1,800 • 3 of 5: \$1,600 • 5 of 7: \$1,400
All Inclusive

Instagram: @Chrisbrowncomedy

Notes: _____



Andrew Shubin • Houla Entertainment
(Solo Artist)

APCA Isolated: \$1,500 • 2 of 3: \$1,400 • 3 of 5: \$1,325 • 5 of 7: \$1,250
Plus: Travel, Lodging, Meals, Sound & Lights

Instagram: @andrewshubin | YouTube: @andrewshubin

Notes: _____



Enslow • Enslow
(Band)

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: @enslow | Facebook: @enslow | YouTube: @enslowmusic

Notes: _____

Save the Date

MARCH 5-8, 2026

2026 NATIONAL
CAMPUS ACTIVITIES
CONFERENCE

HERSHEY, PA

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



APCA

www.apca.com



3:30 PM • EXHIBIT HALL • GOVERNOR AB
Last Chance to Get Your Signatures for the GRAND PRIZE
DRAWING! Drawing held during Saturday Dinner.

4:30 PM • STUDENT EDUCATIONAL SESSIONS

HUDSON

Jeff Hyman • Degy Entertainment

MAJOR EVENTS: How to Survey, Budget, Offer, Contract, Market, Advance and Execute a Major Concert/Event in Under 60 Minutes!

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!

EMPIRE

Del Suggs • Del Suggs, M.S.Ed.

Becoming Remarkable

Everybody wants to succeed. But that should be the least of your goals. You should be working towards excellence, and a singular success that sets you apart from everyone else. In this session, Del will help you to understand the importance of goals, and provide you with ten steps to achieve the success that you desire and deserve. You can become remarkable!

STATE

Arunansu Pattanayak • United in Hyper Health and Wellness

Get Past the AI Screening Process in Job Applications

Companies are using AI to shortlist applicants during resume submission, online testing, and interview stages. Learn how to make the AI work for you to make sure you meet the selection criteria in every stage of job application.

CAPITAL

Dr. Natasha Williams • United in Hyper Health and Wellness

Anxious But Ambitious: Managing Anxiety in a Performance-Driven Culture

Are you anxious...but still aiming for greatness? This interactive workshop is for students who strive to succeed while battling constant worry. We'll explore how anxiety shows up in school, social life, and identity—and how performance culture makes it worse. Through calming exercises, peer discussions, and self-compassion practices, you'll learn to listen to your anxiety without letting it control you. You'll leave grounded, validated, and equipped with easy-to-use techniques to manage anxious thoughts and thrive under pressure.

4:30 PM • ADVISOR EDUCATIONAL SESSIONS

KELSEY'S

Jason LeVasseur • The Rock Star Project™



Resilient Leadership: Bouncing Back from Setbacks

CORE Credits

Setbacks are inevitable, but how we respond defines our growth. This session focuses on resilience as a key leadership trait. Through stories, reflection, and practical exercises, participants will explore strategies for reframing challenges, managing stress, and maintaining motivation during difficult times. Attendees will leave with tools to embrace obstacles as opportunities and build resilience for both personal and professional success.

Participants will 1) Reframe Challenges: view setbacks as opportunities for learning and growth, 2) Build Practices: incorporate resilience-building habits into daily life, and 3) Sustain Motivation: maintain energy and commitment despite obstacles.

ANTEROOM

Marty Kelly • VTSU Castleton



Drought to Stout: Resurrecting Campus Activities

Our CAB has recently experienced success with growing its following and increasing turnout at events. Data collection, methods of advertising/marketing, timing/scheduling have all contributed to this turnaround. From Spring of 2024-Fall 2025, VTSU Castleton's CAB has improved greatly. This presentation will discuss: scheduling methods, marketing tactics, rewards programs for attending students (CAB Bucks and the CAB Auction), and how data collection and a CAB Rubric helped improve attendance and event success.



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



CORE Credits



CAMPUS ACTIVITIES SPECIALTY Credits



6:00 PM
DINNER MAINSTAGE SHOWCASE
GOVERNOR CDE

Join us for the Award
Ceremony to congratulate the
winners of the
***2025 Fall Regional Campus
Activities Awards!***

6:00 PM • DINNER MAINSTAGE SHOWCASE • GOVERNOR



The Jared Stout Band • Houla Entertainment
(Band)

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

Instagram: @thejaredstoutband | Facebook: @thejaredstoutband |
YouTube: @TheJaredStoutBand

Notes: _____



Yarden Shalev • Cool Dude
(Magician)

APCA Isolated: \$2,550 • 2 of 3: \$2,400 • 3 of 5: \$2,300 • 5 of 7: \$2,000
Plus: Travel, Lodging, Meals, Sound & Lights

Instagram: @YardenShalev | YouTube: @YardenShalev

Notes: _____

SATURDAY, OCTOBER 4th



Blair Bodine • Houla Entertainment
(Solo Artist)

APCA Isolated: \$1,450 • 2 of 3: \$1,400 • 3 of 5: \$1,350 • 5 of 7: \$1,250
Plus: Travel, Lodging, Meals, Sound & Lights

Instagram: @blairbodine | Facebook: @blair.bodine | YouTube: @blairbodine

Notes: _____



Mario Tory • 2 Funny Entertainment
(Comedy)

APCA Isolated: \$2,200 • 2 of 3: \$2,000 • 3 of 5: \$1,800 • 5 of 7: \$1,600
All Inclusive

Instagram: @mariotory | Facebook: @mariotory

Notes: _____



Anthem and Aria • Metropolis Management
(Variety)

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

Instagram: @anthemandaria | Facebook: @anthemandaria |

YouTube: @anthemflint

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: \$1,100
Plus: Travel, Lodging, Meals & Sound

Instagram: @benfrankcomedy | Facebook: @benfrankcomedy |

YouTube: @benfrankcomedy

Notes: _____



All Smoke No Mirrors • Metropolis Management
(Band)

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

Instagram: @all.smoke.no.mirrors | Facebook: @all.smoke.no.mirrors

Notes: _____

Submit Your
Co-op Forms
at the APCA
Booth!

8:30 PM • EXHIBIT HALL
GOVERNOR AB
*Final Opportunity to Connect
with Agents and Vendors at
Their Booths!*



9:30 PM • FINAL COOPERATIVE BUYING SESSION • KELSEY'S



Come finalize the
details for your
school calendar!



THIS IS IT! FINAL CO-OP SESSION!!!



Attendees are
entered to win
BIG PRIZES!



9:30 PM • LATE NIGHT STUDENT EVENT • CHAMBERS

PRESENTED BY:



LATE NIGHT JAM

Sessions
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.*



Audience: Schools and Talent Buyers
Executive Director, APCA

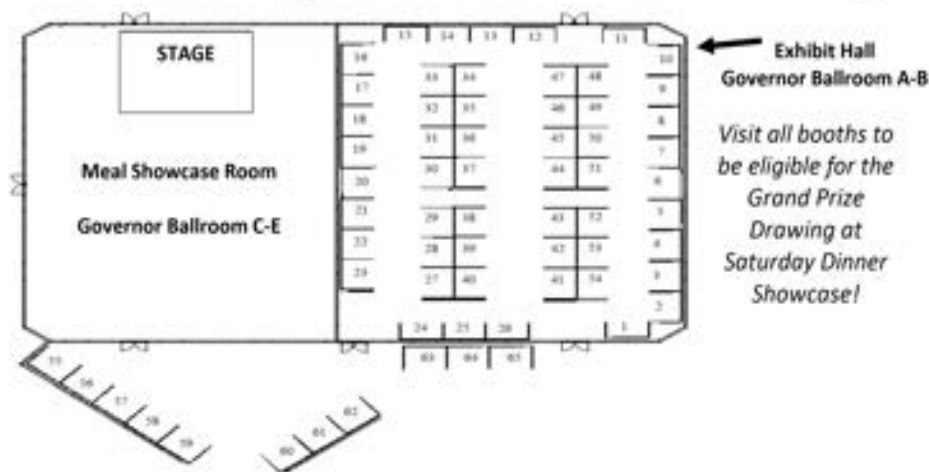
Join us for a great interactive session to wrap up the 2025 Fall Regional Conference. We want your feedback on what you liked and how we can make things better for future conferences! Your input makes a difference in APCA policies, directions, and programs – so come share your thoughts and get involved with APCA!

*Thank you for being a part of the
APCA Fall Northeast Campus Activities
Planning Conference - Albany!
~Have a safe trip home~*

**The Association for the
Promotion of Campus Activities**



APCA 2025 NE Regional Exhibitors Map and Listings



Vendors (Alphabetically)

2 Funny Entertainment.....	17-19
America's Student Leadership Trainer	37
APCA.....	64
Awesomized Tees.....	20
Bandhouse Music Group.....	46
Campus Spa.....	15-16
Cool Dude.....	36
Degy Entertainment.....	21-23
Del Suggs, M.S.Ed.....	63
Delta Omega Gamma.....	62
Downstage Entertainment.....	35
Drag Me to the Stage.....	12
Enslow.....	32
Entertainment Royale.....	1-2
Everything But The Mime, Inc.....	13-14
Foam Party USA.....	11
Houla Entertainment.....	5-10
Jatty Robinson.....	31
Lounge Technologies, Inc.....	61
Marissa F. Cohen.....	30
Metropolis Management, LLC.....	41-43, 52-54
MMaxwell Media, LLC.....	50
Neon Entertainment.....	3-4
Next Level Gaming.....	55-60
Perfect Parties USA.....	51
Phantom Entertainment Services.....	47
Promotions & Unicorns, Too.....	34
RK Entertainment.....	25-26
Russell Kaback Music.....	48
The Cosmic Romantics.....	49
The Rock Star Project™.....	65
Tom Decillis - Hidden Disabilities.....	33
United in Hyper Health and Wellness.....	24, 27-29, 38-40
Wally's World of Entertainment.....	44-45

Vendors (Numerically)

Entertainment Royale.....	1-2
Neon Entertainment.....	3-4
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EXHIBIT HALL BOOTH SIGNATURE SHEET



Exhibit Hall
Governor Ballroom A-B

*Collect the Signatures of
ALL Vendors to be eligible
for the Grand Prize
Drawing at Saturday
Dinner Showcase!*

Vendors (Alphabetically)

2 Funny Entertainment	17-19	Metropolis Management	41-43,52-54
America's Student Leadership Trainer	37	MMaxwell Media, LLC.....	50
Awesomized Tees.....	20	Neon Entertainment	3-4
Bandhouse Music Group	46	Next Level Gaming	55-60
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Everything But The Mime, Inc.	13-14	24,27-29,38-40.....	
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Houla Entertainment.....	5-10		
Jatty Robinson.....	31		
Lounge Technologies, Inc.	61		
Marissa F. Cohen	30		





STUDENT SESSION STAMP SHEET



Get the boxes stamped at the end of each session and receive a *Certified Student Programmer* Certificate! Certificates will be mailed to your advisor following the conference.



Friday, October 3

8:30 AM Kick-off	9:30 AM Ed Sessions	2:00 PM Ed Sessions
3:00 PM Purposeful Programming	8:30 PM Mainstage showcase	

Saturday, October 4

8:00 AM Ed Sessions	11:00 AM Ed Sessions	12:00 PM Ed Sessions
4:30 PM Ed Sessions		

BIG NEWS

APCA Partners with *The Higher Education Consortium for Student Affairs Certification!*

\$200 Sponsorship towards Student Affairs Educator Certification for all advisors attending an APCA Fall Conference!!

CAMPUS ACTIVITIES
STUDENT AFFAIRS CERTIFICATION

STUDENT AFFAIRS
EDUCATOR CERTIFICATION

HIGHER EDUCATION
CONSORTIUM FOR
STUDENT AFFAIRS
CERTIFICATION

APCA is thrilled to offer a special opportunity for all advisors attending our Northeast, South, and Midwest Fall Conferences! This official certification validates your expertise, supports career growth, and strengthens your professional impact. Now's the time to take your career to the next level!

Scan this QR code to
begin your certification
journey



Save the Date

MARCH 5-8, 2026

2026 NATIONAL
CAMPUS ACTIVITIES
CONFERENCE

HERSHEY, PA

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



APCA

www.apca.com