



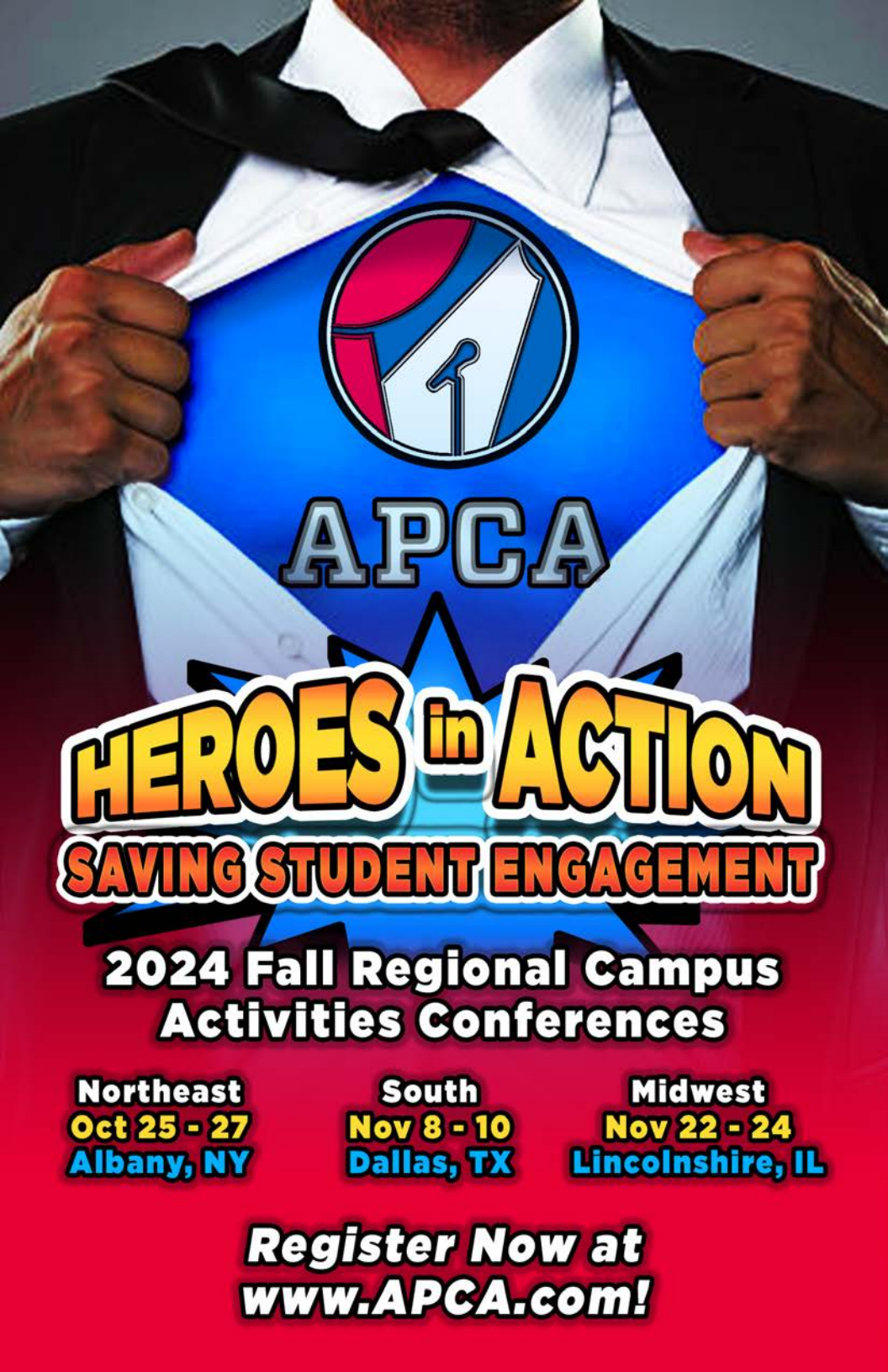
APCA

ASSOCIATION FOR THE PROMOTION
OF CAMPUS ACTIVITIES

18TH ANNUAL
**LEADERSHIP ON
BROADWAY
EXPERIENCE**

JULY 23 - 25, 2024

#APCANYC24



APCA

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SAVING STUDENT ENGAGEMENT

**2024 Fall Regional Campus
Activities Conferences**

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Albany, NY

South
Nov 8 - 10
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Midwest
Nov 22 - 24
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Register Now at
www.APCA.com!

WELCOME TO APCA'S 18TH ANNUAL LEADERSHIP ON BROADWAY EXPERIENCE



ERIC LAMBERT
Executive Director
elambert@apca.com

On behalf of the entire APCA family, welcome to the **18th Annual Leadership on Broadway Experience.**

APCA has a great event in store for you. We want you to leave with a clear vision of how to establish engagement and leadership programs and facilitate success for future generations of students! In this program, you will find your session details, schedule of events, and layout of the hotel conference area. We encourage you to immerse yourself in this experience and to make memories and connections that will last a lifetime. If there is anything our staff can do to assist, we are glad to help.

We look forward to meeting each of you, and welcome to the Big Apple!!



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



2024 Schedule

18th ANNUAL LEADERSHIP ON BROADWAY EXPERIENCE

*** Student Leadership Blocks:** All student delegates will form groups and rotate through 3 student leadership development blocks!

Monday, July 22

5:00 pm - 6:30 pm.....	Conference Registration/APCA Serves	Harlem
7:00 pm.....	Advisor Welcome Reception	Marriott Marquis, 8th Floor
7:00 pm.....	Student Welcome Event	Astor Ballroom

Tuesday, July 23

8:00 am.....	Conference Registration/APCA Serves	Harlem
9:00 am.....	Conference Kickoff (ALL)	Astor Ballroom
9:30 am.....	Opening Keynote (ALL)	Astor Ballroom
10:00 - 10:50 am.....	*Student Leadership Block 1	SOHO Complex
10:00 - 10:50 am.....	Featured Advisor Keynote	Astor Ballroom
11:00 am - 1:15 pm.....	Lunch on Your Own	Sardi's or On Your Own

OR - Sardi's Professional Keynote Luncheon (must be pre-registered)

1:30 - 2:20 pm.....	*Student Leadership Block 2	SOHO Complex
1:30 - 2:20 pm.....	Advisor Workshop	Astor Ballroom
2:30 - 3:20 pm.....	*Student Leadership Block 3	SOHO Complex
2:30 - 3:20 pm.....	Advisor Sessions	Various Rooms
3:30 - 4:30 pm.....	Exhibit Hall 1 (ALL)	Astor Pre-Function
4:30 pm (pick up Lion King tickets!).....	Closing Keynote (ALL)	Astor Ballroom
7:00 pm.....	THE LION KING on Broadway!	Minskoff Theatre

Wednesday, July 24

8:00 am.....	Conference Registration/APCA Serves	Harlem
8:30 am.....	Opening Keynote (ALL)	Astor Ballroom
9:00 - 9:50 am.....	Advisor/Student Sessions	Various Rooms
10:00 - 10:50 am.....	Advisor/Student Sessions	Various Rooms
11:00 - 11:45 am.....	DISNEY Keynote	Astor Ballroom
11:45 am - 1:30 pm.....	Lunch on Your Own	On Your Own

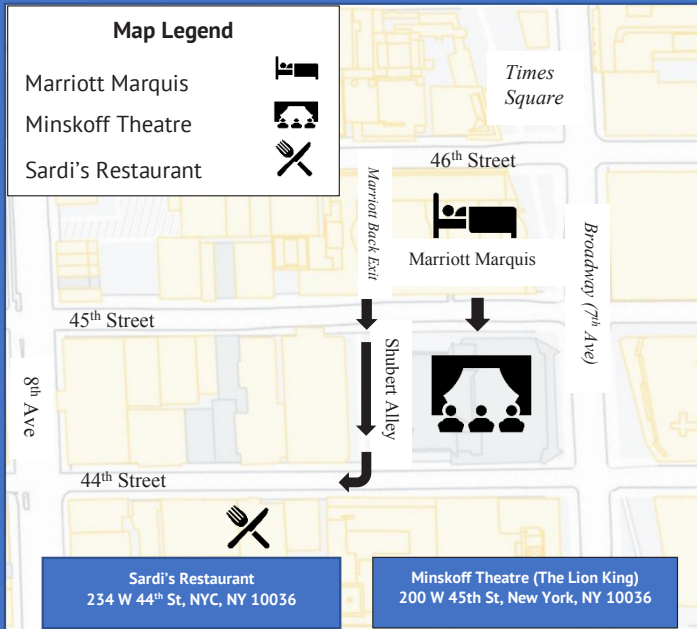
1:30 pm - 2:20 pm.....	Advisor/Student Sessions	Various Rooms
2:30 pm - 3:20 pm.....	Advisor/Student Sessions	Various Rooms
3:30 pm - 4:20 pm.....	Advisor/Student Sessions	Various Rooms
4:30 pm - 5:30 pm.....	Exhibit Hall 2 (ALL)	Astor Pre-Function
5:30 pm.....	Closing Keynote (ALL)	Astor Ballroom

Must be present to receive certificates and enter the raffle for the grand prize!

Thursday, July 25

10:00 am.....	Conference Wrap-up (ALL)	Astor Ballroom
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OFF-SITE LOCATIONS



Walking Directions to Off-site Events

Sardi's (Professional Luncheon) - Tuesday, July 23rd @ 11:00 am

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

The Lion King- Tuesday, July 23rd @ 7:00 pm

Exit the Marriott onto 45th St. The Minskoff Theatre will be directly across the street. Please arrive at least 15 minutes early!! Late arrivals will have to wait until the ushers allow seating, after the opening number.

Conference Expectations & Helpful Hints

When you're at the conference:

Please be on time and present at every keynote and session! 10-minute breaks between sessions should be plenty of time to use the restroom and get to your next session room – all APCA sessions are on the 7th floor of the Marriott Marquis!

Bring high energy and stay engaged! Take notes and spread your delegation across the sessions so you can take back as much information as possible to share with your campus.

See someone you'd like to bring back to your campus? Let us know! APCA schools are given special discounts, and you might even be able to jump on a block, saving you even more. All speakers and agencies will be available at Exhibit Halls to answer any questions you might have. They're all eager to share their expertise with you and help you engage your student populations!

When you're at a Broadway Theater:

Arrive early! If you're not in your seat when the show begins, you'll have to wait in the lobby until after the opening number.

Do NOT take out your cell phones for any reason. No photos or videos are allowed once the show begins. Don't look at your phones or take any texts or calls during the show – it's incredibly distracting to those around you, and it's considered to be very poor etiquette in a theater.

Clap and cheer when appropriate, but otherwise, no talking! Even whispers can ruin the experience for those around you.

There is no dress code, but many people dress nicely for the theater. You'll see everything from jeans to formal attire, so be comfortable, but look appropriate for the theater.

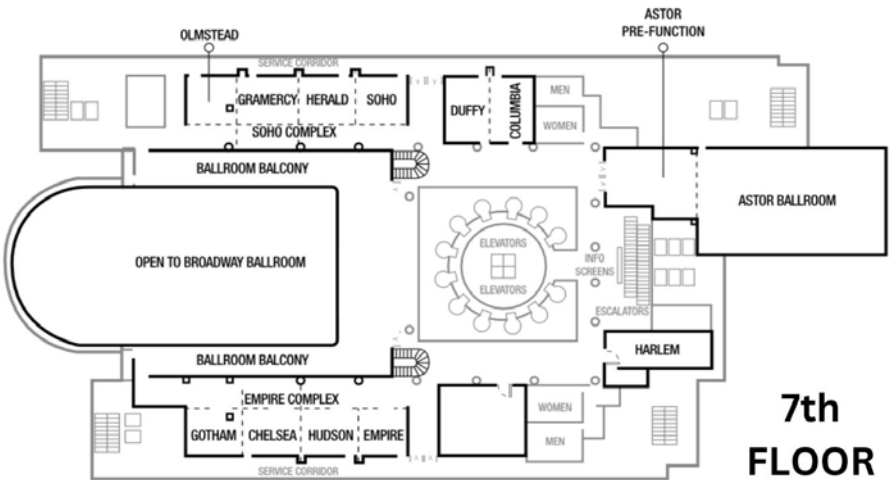
When you're out and about in New York City:

Please use caution when crossing the street! Traffic is BUSY and FAST. Use the crosswalks, crossing signals, and do not dart in and out between cars. Always look both ways before you step off a curb, even on one-way streets! Cars/cabs/bikes/rickshaws are everywhere!

There are many places in and near Times Square to get a quick, inexpensive meal. In addition to fast food options like McDonalds and Taco Bell a few steps from the hotel, there are lots of street carts, kiosks, and little pizza places to pop in a buy a quick slice.

We recommend that students do not go far from the hotel without an advisor, and please stay together! Buddy system is best in NYC.

CONFERENCE LAYOUT



**7th
FLOOR**

APCA Conference Layout, Marriott Marquis (7th Floor)

Harlem: APCA Registration

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

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



APCA CONFERENCE TEAM



ERIC LAMBERT
Executive Director
elambert@apca.com



HEATHER LAMBERT
Vice President
heather@apca.com



RONNIE CURRENT
Director of Operations
ronnie@apca.com



MARGARET LAMBERT
Conference Assistant



SYDNEY ATCHLEY
Conference Assistant

APCA EXHIBITORS

AMERICA'S STUDENT LEADERSHIP TRAINER

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

AUTOMATION WORKZ

Ida Byrd-Hill
(313) 483-2126
ida@autoworkz.org
www.autoworkz.org

BRANDON LEAKE, INC.

Brandon Leake
(209) 479-9782
bleake@calleddtomovectm.org
www.brandonleake.com

DEL SUGGS, M.S.ED.

Del Suggs
(800) 323-1976
del@delsuggs.com
www.delsuggs.com
DIAMOND

EMPOWERED VOICES COLLECTIVE

Marissa F. Cohen
(732) 642-0809
booking@marissafayecohen.com
www.empoweredvoicescollective.com
RUBY

ENERGETIC IMPACT

Rebecca Ahmed
(702) 234-4409
rebecca@energeticimpact.com
www.energeticimpact.com

METROPOLIS MANAGEMENT

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

MICHELLE BLUE

Michelle Blue
(678) 522-1601
mblue@thejourneywithblue.com
www.themichelleblue.com

MYSTER-E EDUTAINMENT

Eric Shandroff
(732) 492-9458
mystereedutainment@gmail.com
www.mystereedutainment.com

PROMOTIONS & UNICORNS, TOO

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

RICO SHARP MOTIVATIONS

Rico Sharp
(321) 262-8871
ricosharp@icloud.com
www.ricosharp.org

APCA Gems:

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

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CONFERENCE SESSION PRESENTERS



Adam Lambert

Attorney at Law • LSULawyer@aol.com

Adam Lambert is a practicing attorney in New Orleans, Louisiana. He has been a regular fixture in the campus activities community for over 20 years and he is regularly engaged to speak on legal and social issues affecting colleges across the nation. Mr. Lambert speaks on various issues affecting the campus activities community and he has authored many articles on the laws of higher education, including his popular magazine column, Campus Law. Mr. Lambert often speaks to administrators

and students across the country on legal topics including Clery Act training, Title IX, Sexual Harassment training, FERPA, Free Speech, Plagiarism, Faculty-Student Judicial Committee training, and much more.



bill harclerod

**SUNY Oneonta • bill.harclerod@oneonta.edu
607-436-2550**

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

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



Brandon Leake

Brandon Leake, Inc.

bleake@calledtomovectm.org • 209-479-9782

Brandon Leake is a spoken word artist, keynote speaker, workshop facilitator and winner of America's Got Talent; Season 15! Leake is an academic advisor at San Joaquin Delta College who has also performed his poetry all over the world while promoting his album Deficiencies: A Tale from My Dark Side. He is the founder and CEO of Called to Move, an organization that helps youth through poetry. Today, he also trains student programmers to incorporate a performer's

personal narrative and skill set into event planning.

CONFERENCE SESSION PRESENTERS



Cheyenne Olson

Hillsborough Community College, SouthShore Campus
cheyenne.olson19@gmail.com • 813-484-3684

Cheyenne Olson is the Student Activities Coordinator at Hillsborough Community College, SouthShore Campus and a dedicated Plus Size Fashion and Lifestyle Influencer. Over the past 7 years, she has cultivated a significant social media presence, with over 65,000 followers and with 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. Through her platform, she shares valuable tips on building confidence and embracing self-

acceptance. This personal mission has opened doors to social media success and deep insights into the Instagram algorithm.



Damian Glover

South Louisiana Community College
damian.glover@solacc.edu • 337-258-0093

Dr. Damian Glover serves as the chief student services officer for South Louisiana Community College where he provides oversight for: Student Financial Services (Financial Aid and Student Accounts), Career and Transfer Services, Accommodations and Disability Resources, Title IX Compliance, Student Rights and Responsibilities, TRiO Student Support Services, Testing and Assessment Services, Student Engagement, and SGA.



Dave Kelly

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

Dave Kelly is a professional student leadership expert, experienced campus, state, and international student leader and advisor, motivator, author, trainer, and coach. He focuses on student leadership development, running better campus organizations, and building awesome student governments – Dave's the APCA SGA expert! Dave's presentations are high energy, interactive, fun, and, most importantly, content-rich. He has spoken/trained more than 750 times on 350+ campuses. Dave coordinates *APCA Serves!*, APCA's community service

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

CONFERENCE SESSION PRESENTERS



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

Del Suggs was named one of the “Five Top Performers of the Last 25 Years” by *Campus Activities Magazine*. Del is a true “Life Hacker”; his leadership programs engage and empower student leaders by using the technology they love. From high school student body president to founding the Florida Chapter of the Recording Academy (the Grammy Awards), Del has served in many different leadership roles. Del’s latest book is *The Student Handbook for Campus Activities Boards*. His best-seller *Truly Leading: Lessons in Leadership* (second edition) is

in the sixth printing. Del innovated “Instant Assessment” where students complete a program assessment on their cell phones!



Doug Sweet
Texas A&M University
dougsweet@tamu.edu • 979-847-8945

Doug Sweet is an Associate Director at Texas A&M University’s Memorial Student Center Programs, where he advises two Recognized Student Organizations. Doug has over 40 years of diverse experience in financial services, construction management, student advising, training, and personnel management. Doug is a seasoned facilitator and trainer and has presented locally and at state and national conferences on topics ranging from Project Management to Audio/Video Training. As a Certified Gallup Strength’s Coach and Past President of his local Association for Training and Development,

Doug actively seeks to share his skills and knowledge with audiences from one to hundreds.



Eric Shandroff
Myster-E Edutainment
mystereedutainment@gmail.com • 732-492-9458

Eric Shandroff of Myster-E Edutainment is a creative, compelling, and captivating spoken word poet, Hip Hop MC, event curator, teaching artist, and host. He has made a name for himself locally and globally for his powerfully poetic rapping style that weaves together wisdom & wordplay. Myster-E has educated, entertained, and inspired a variety of audiences and has hosted Open Mics all over the state of NJ. These events continue to draw large crowds and build a growing community for students, artists, creatives, and young professionals. He currently has

monthly open mic shows taking place in Asbury Park, Newark, and Freehold, NJ.

CONFERENCE SESSION PRESENTERS



Ida Byrd-Hill

Automation Workz

ida@autoworkz.org • 313-483-2126

Ida Byrd-Hill is a graduate of the University of Michigan-Ann Arbor with a BA in Economics and the Jack Welch Management Institute at Strayer University with an MBA. Ida Byrd-Hill is CEO of Automation Workz, a tech reskilling firm training where front-liners increased their average annual salaries from \$31,200 to \$67,250. Ida is the author of 9 books, including her upcoming book, Level Up. She is a Director of Detroit Regional Chamber of Commerce and a member of the CEO Talent Council. Ida strives to help students persist in college as she almost dropped out of

college twice... voluntarily and involuntarily.



Jacob-Aidan Martinez

San Antonio College

jmartinez932@alamo.edu • 210-725-9160

Dr. Jacob-Aidan Martinez (Dr. JAM) is the Director of Student Life at San Antonio College (SAC). He received a doctorate of education in the Higher Education Administration program at Texas Tech University and is currently working on his second masters in Educational Psychology. He is knowledgeable in several areas within Student Affairs and Leadership with over 18 years of experience. Dr. JAM is also an adjunct faculty in the Student Development department at SAC and in the Educational

Leadership and Policy Studies department at the University of Texas - San Antonio. In his free time, he remains active within his community.



Joseph DeSanto Jones

Higher Education Consortium for Student Affairs Certification

**jdesantojones@studentaffairscertification.org
202-903-0654**

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

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

CONFERENCE SESSION PRESENTERS



Larry Grogan
Empowered Voices Collective
booking@marissafayecohen.com • 732-642-0809

Larry is the owner of a private wealth management firm, author of a multiple award-winning book, "A Tail of Love, Life Lessons from Scrappy, a Pet Therapy Dog" and a frequent speaker. Larry's passion for pet therapy has led him to become a national advocate for pet therapy and its use in addressing mental health concerns. The founder of Delta Omega Gamma, Campus Life Pet Therapy, Larry now speaks about the many advantages of pet therapy in addressing a wide array of mental health issues including anxiety, discrimination, inclusion, engagement, conflict resolution, and suicidal tendencies.



Marissa F Cohen
Empowered Voices Collective
booking@marissafayecohen.com • 732-642-0809

Marissa F. Cohen was voted APCA's 2024 National Campus Speaker of the Year! She is the Founder of the Healing From Emotional Abuse Philosophy™, 6x best-selling and award-winning author, top podcaster, and international speaker. She received the 2023 Purple Ribbon Award from DomesticShelters.org as Survivor of the Year! Marissa F. Cohen was named Top 10 Most Inspirational Female Entrepreneur on International Women's Day and shared a stage with Jack Canfield, Joe Theismann, and James Malinchak. Marissa's award-winning Podcast, Healing From Emotional

Abuse, has ranked Top 10% Globally and is a Top Podcast in 25 countries. Marissa's interactive presentations focus on healthy relationships, setting boundaries, and how to be a proactive student leader and advocate for your peers.



Matthew Craig
Northwestern State University
craigm@nsula.edu • 318-703-7740

Matthew Craig attended Northwestern State University where he obtained his bachelor's degree in communications. He is a dedicated professional known for his leadership in education and advocacy. As a proud member of Alpha Phi Alpha, he embodies the values of service and community upliftment. Currently serving as the Director of Student Media at Northwestern State University, he guides students in the realms of journalism and media production, fostering their skills and creativity. In addition to his role, Craig

provides invaluable mentorship as an advisor to his undergraduate chapter Theta Chi, Black Male Alliance, NAACP and NABJ, supporting and empowering students in their endeavors for social justice and representation.

CONFERENCE SESSION PRESENTERS



Michelle Blue

Michelle Blue

mblue@thejourneywithblue.com • 678-522-1601

Michelle Blue is a transformational purpose and possibility coach dedicated to helping individuals and corporations lead purposeful, impactful, and resilient lives and careers through entrepreneurial principles. Blue connects with her audience by transparently sharing her entrepreneurial journey. As a trained coach and host, she engages with the nation's thought leaders on her talk show, *The Journey with Blue*. Blue has presented a TED Talk and spoken at numerous universities. She has delivered

keynotes for corporations including Coca-Cola, Mastercard, and Chase. Additionally, she leads an education consulting company that serves the NYC Department of Education in developing custom curriculum and programs to aid in student development. Blue supports colleges in the areas of student resilience, retention, confidence, leadership, and exploring passions.



Norman Lee

Cayuga Community College

leen@cayuga-cc.edu • 315-294-8412

Norman Lee is Director of Student Activities/Professor at Cayuga Community College in Auburn, NY. His responsibilities include academic and personal advisement of students, clubs and orgs, and coordinator of NSO programs, leadership, and DEI initiatives. A tenured Professor of business and college success courses, Norm has been a co-presenter and facilitator of educational sessions for NODA, APCA, and other regional and national conferences since 1996. In 2022, Norm received the APCA Lifetime Achievement Award. He is currently a candidate for the SUNY Chancellor's Award, and he

serves as NAACP Board of Directors college transition officer, Auburn NY chapter.



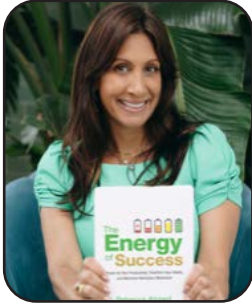
Peter Bielagus

Metropolis Management

joyce@metropolismanagement.com • 510-585-

Peter has spoken in 49 U.S. States and eight countries. He is the author of four books on money management and the creator of the YouTube personal finance show, *Money In The Movies*, which uses popular movies to teach financial lessons. He has appeared in the *Wall Street Journal*, *USA Today*, and on the PBS Special, *Your Life, Your Money*. Previous clients include Harvard Law School, Zappos.com, and all branches of the United States Military. Mixing humor and emotion with heartfelt stories, he inspires audiences of all backgrounds to take control of their financial lives.

CONFERENCE SESSION PRESENTERS



Rebecca Ahmed

Energetic Impact

rebecca@energeticimpact.com • 702-234-4409

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!



Rebecca Smith

Metropolis Management

joyce@metropolismanagement.com • 510-585-5585

Rebecca Smith founded Thrifty, a mobile app that helps people sell things they no longer use by matching them with a manager who sells the items and splits the revenue. Rebecca's journey started when she finished college as a single mom and needed a side hustle to make ends meet. Prior to founding Thrifty, Rebecca owned several successful businesses including a product line sold on the Home Shopping Network and a product licensed by the Collegiate Licensing Company. Rebecca's topics range

from sustainability to entrepreneurship, highlighting concepts like starting small with humble beginnings, and pursuing a path of least resistance to earn extra cash.



Rico Sharp

Rico Sharp Motivations

ricosharp@icloud.com • 321-262-8871

Meet Rico Sharp, a Professional Speaker, Motivator, Life Coach, Entrepreneur, Leadership Trainer, Interpersonal Discovery Developer, Counselor, and Television Personality. For over 33 years, Rico has shared his passion of mindset transformation, resiliency, occupational integrity, and interpersonal discovery. Rico is a beacon of energy and a dynamo of inspiration whose very presence lights up a room and whose words have the power to transform lives. Rico has dedicated his life to uplifting others,

encouraging them to reach for the stars and chase their dreams with unrelenting passion. His message is simple yet profound: believe in yourself, maximize your moment, embrace challenges, and let life's experiences guide your path forward.

CONFERENCE SESSION PRESENTERS



Rob Einhorn

Promotions & Unicorns, Too

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

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



Sailesh Jiawan

Metropolis Management

joyce@metropolismanagement.com • 510-585-5585

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.



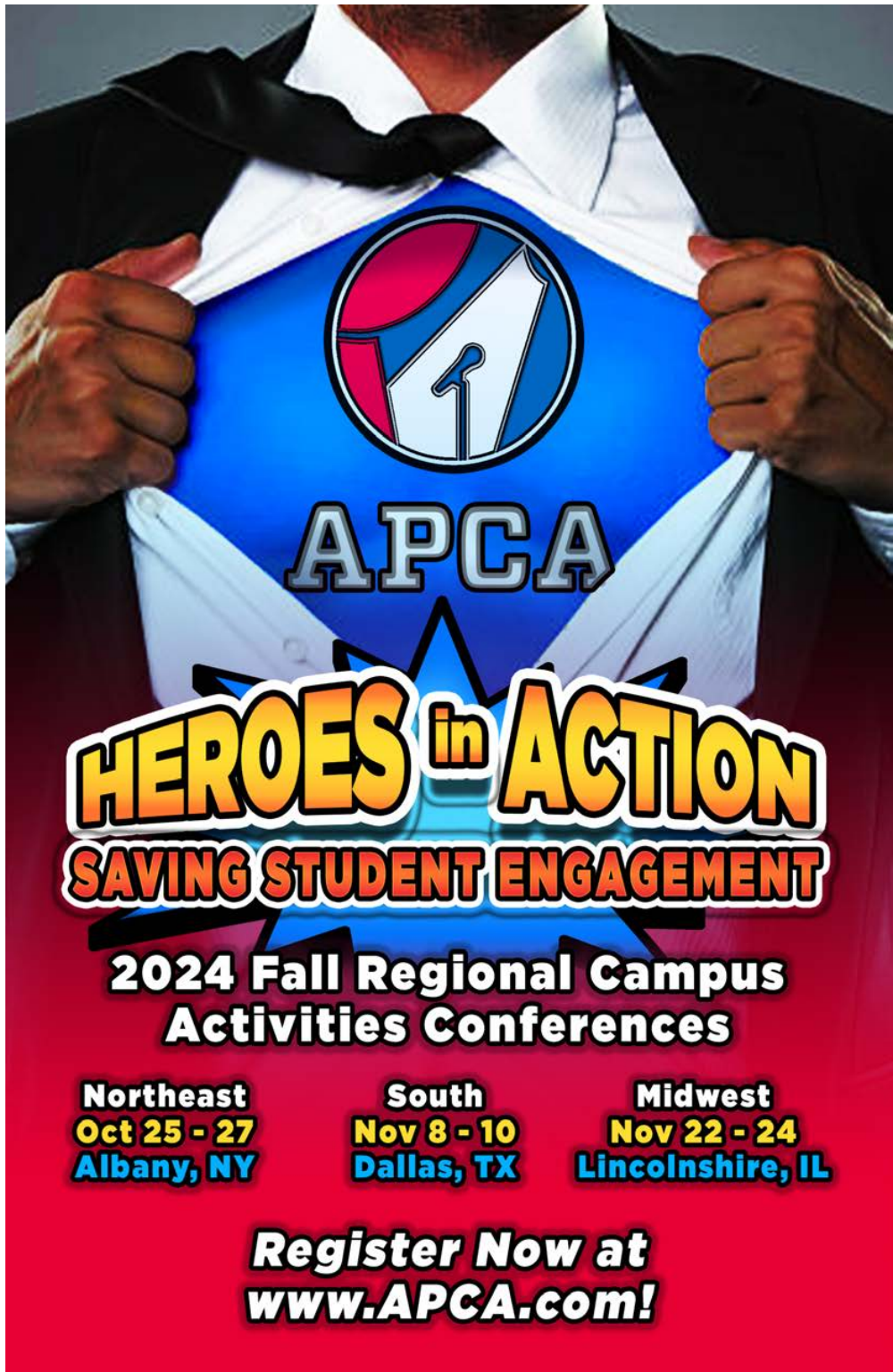
Stephanie Gordon

NASPA

sgordon@naspa.org • 202-719-1166

Stephanie A. Gordon, Ed.D. serves as the vice president for professional development at NASPA - Student Affairs Administrators in Higher Education. Prior to joining NASPA, Stephanie served as director of residence life and coordinator of first-year programs at Chatham University, assistant director of residence life, staff development, and training at Colgate University, and assistant director of undergraduate admissions at Simmons College. Her research interests focus on student retention, persistence, and readiness to learn. Stephanie received

her B.A. in English literature and political science from Simmons College and earned her Ed.M. in higher education administration at Harvard University Graduate School of Education. She recently completed her Ed.D. in higher education management at the University of Pennsylvania Graduate School of Education.



Northeast
Oct 25 - 27
Albany, NY

South
Nov 8 - 10
Dallas, TX

Midwest
Nov 22 - 24
Lincolnshire, IL

Register Now at
[www.APCA.com!](http://www.APCA.com)



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

Attendees of the 18th Annual Leadership on Broadway Experience who are currently certified by the Consortium for Student Affairs Certification are eligible to earn Continuing Education credits during the event! The credits below are available and will be denoted with the following symbols throughout the program:



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



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



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

Interested in learning more about certification?

Join us on Wednesday, July 24 at 10:00 AM in the Astor Ballroom

“Advancing Your Career with Student Affairs & Campus Activities Certification”

Presented by:

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

STUDENT LEADERSHIP BLOCKS

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

WATCH FOR YOUR SYMBOL TO IDENTIFY YOUR SESSIONS



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

- **CAMPUS ENGAGEMENT** with Brandon Leake
- **STUDENT ORGANIZATION/TEAM DEVELOPMENT** with Del Suggs
- **PEER LEADERSHIP** with Ida Byrd-Hill

STUDENT LEADERSHIP BLOCK SCHEDULE

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

GREEN TEAM: ENGAGEMENT

Duffy/Columbia

YELLOW TEAM: TEAM DEVELOPMENT

Herald/Soho

RED TEAM: LEADERSHIP

Olmstead/Gramercy

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

YELLOW TEAM: ENGAGEMENT

Duffy/Columbia

RED TEAM: TEAM DEVELOPMENT

Herald/Soho

GREEN TEAM: LEADERSHIP

Olmstead/Gramercy

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

RED TEAM: ENGAGEMENT

Duffy/Columbia

GREEN TEAM: TEAM DEVELOPMENT

Herald/Soho

YELLOW TEAM: LEADERSHIP

Olmstead/Gramercy

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

STUDENT LEADERSHIP BLOCK DESCRIPTIONS

CAMPUS ENGAGEMENT • Duffy/Columbia

The heART of the Matter

Brandon Leake • Brandon Leake, Inc.

This session focuses on the intentionality of using art as a vehicle not only to entertain, but to build community, create engaging experiences, and impact student success. Knowing that your organizations strive to create thought-provoking conversations through events and provide levity from the heaviness of academia, Brandon teaches how to successfully incorporate your campus entertainer's backstory and message in a way that helps your student audiences absorb meaningful learning outcomes for student and organizational success. This presentation is not static, so come prepared to engage with Brandon and your peers, but most importantly, your conceptions.

Participants will 1) understand the significance behind providing art with a discernible and applicable message in conjunction with its entertainment value, 2) identify history and data that supports art as a driving force behind impactful engagement, and 3) understand a minimum of 2 reasons why the campus community needs engagement programs that both comfort and challenge.

TEAM DEVELOPMENT • Herald/Soho

Creating a High-Powered Organization

Del Suggs • Del Suggs, M.S.Ed.

The students on your campus can be a powerful source of both ideas and energy-- but your biggest challenge is harnessing that energy. Let's learn how to get your members engaged and working to achieve your organizational goals. We'll touch on board structure, responsibilities, recruitment, involvement, and branding.

Participants will 1) learn how to recruit new and better members, 2) know three new ways to increase engagement, and 3) know new ways to get things done!

LEADERSHIP • Olmstead/Gramercy

Become Like Nala – A Peer-to-Peer Leader

Ida Byrd-Hill • Automation Workz

In Disney's *The Lion King*®, Simba, who is destined to be the Lion King, drops out of the Pride and abandons his leadership responsibilities to live a carefree life with Timon and Pumbaa. Nala, providing moral support, successfully challenges Simba to reclaim the throne. College is likewise intended to prepare students for leadership roles, yet student peer-to-peer leadership is often ignored in campus leadership programs. Join us for a discussion about Peer-to-Peer Leadership, and like Nala, learn to motivate your peers to step into their present and future leadership roles.

Participants will 1) understand the real reason why college matters, 2) know why peer-to-peer mentoring is a life-long leadership skill, and 3) understand the true value in college friendships.

MONDAY, JULY 22

5:00-6:30 PM: Registration & APCA Serves! Community Service

Projects: Harlem Room (7th Floor)

7:00 PM: Advisor Welcome Reception: Marriott Marquis 8th Floor Lounge

Come socialize and meet new advisors in a casual, fun atmosphere!

7:00 PM: Student Welcome Event: Astor Ballroom (7th Floor)

Sailesh, The Hypnotist, Presented by Metropolis Management.



TUESDAY, JULY 23

RAFFLE
FOR
PRIZES

9:00 AM • CONFERENCE KICK-OFF Astor Ballroom



Eric and Heather Lambert

Join us for important conference details and learn how to make the most of your conference experience, get involved, and have fun!

OPENING KEYNOTE



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

Rebecca Ahmed • Energetic Impact

Experience a transformative keynote with Rebecca Ahmed, renowned speaker and Energy Leadership Index™ Master Practitioner, tailored for college students. Embark on a journey akin to Simba's, navigating the daunting landscape of decision-making anxiety prevalent in academia and personal life. Uncover tools to conquer self-doubt and embrace uncertainty in career, relationships, and finances. Through relatable case studies and actionable strategies in line with APCA's 18th Annual Leadership on Broadway Experience, empower yourself to align choices with your aspirations. Break free from limiting beliefs, redirecting wasted energy into purposeful action. Discover the power of values-driven decisions for a more enriching college experience and beyond.

Participants will 1) learn to recognize and overcome the "scar" of limiting beliefs that hinder confident decision-making, 2) know ways to align your values with solutions to boost energy levels and reduce anxiety, and 3) understand how to craft actionable strategies tailored to achieving your specific objectives, just as Simba devised plans to restore balance to the Pride Lands.

TUESDAY, JULY 23

10:00 AM • Featured Advisor Keynote Astor Ballroom

Leadership and Learning in Student Affairs

Stephanie Gordon, Ed.D., VP of Professional Development • NASPA



Student affairs has been at the center of many of the challenges and opportunities over the last few years. From the pandemic to protests, student affairs educators have been integral to student success in higher education. Understanding your competencies in the field and developing skills in key domains are fundamental to building your career path in the student affairs profession. Making a commitment to ongoing learning and strategic thinking will help you thrive in your position and expand your leadership skills for future opportunities. Join Stephanie Gordon, vice president for professional development at NASPA, for an insightful look at where the student affairs profession is today and where we need to be!

Participants will 1) learn the key domains for student affairs educators who are mid-level in the profession, 2) understand the competencies needed to be successful in student affairs in today's higher education environment, and 3) begin to develop a plan for lifelong learning in student affairs.

STUDENT LEADERSHIP BLOCK 1

10:00 AM - 10:50 AM



CAMPUS ENGAGEMENT • Duffy/Columbia

The heART of the Matter

Brandon Leake



TEAM DEVELOPMENT • Herald/Soho

Creating a High-Powered Organization

Del Suggs



LEADERSHIP • Olmstead/Gramercy

Become Like Nala – A Peer-to-Peer Leader

Ida Byrd-Hill

TUESDAY, JULY 23

11:00 AM - 1:30 PM

LUNCH ON YOUR OWN OR
SARDI'S PROFESSIONAL LUNCHEON (must be pre-registered)

STUDENT LEADERSHIP BLOCK 2

1:30 PM - 2:20 PM



CAMPUS ENGAGEMENT • Duffy/Columbia
The heART of the Matter
Brandon Leake



TEAM DEVELOPMENT • Herald/Soho
Creating a High-Powered Organization
Del Suggs



LEADERSHIP • Olmstead/Gramercy
Become Like Nala – A Peer-to-Peer Leader
Ida Byrd-Hill



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

TUESDAY, JULY 23

1:30 PM • ADVISOR WORKSHOP

Astor Ballroom



Recharge and Engage: Health, Well-being, and Learning in Higher Education
Stephanie Gordon, Ed.D., VP of Professional Development • NASPA

Your role as an advisor is central to student success in higher education. From early meetings to late night events, you can influence and interact with students at many levels, and you do! But to sustain this work means that you must also focus on well-being, self-care, and innovation in your everyday work. Student affairs is a human development field where things change and evolve constantly – which means we need to do this too. The presenter will share a meta definition of well-being and ways to think about managing your work while keeping abreast of the changing nature work in higher education.

Participants will 1) learn the inter-association definition of well-being, 2) understand the human development foundations of the student affairs profession, and 3) begin to develop a plan for their own well-being and sustainability in the profession.

ADVISOR SESSIONS

2:30 PM • ADVISOR ED SESSION

Astor Ballroom

Effective Risk Management Practices for Protests, Sit-ins and Campus Occupations

Adam Lambert • Attorney at Law



The recent outbreak of campus protests has necessitated updated risk management best practices for campus staff and administrators. Learn how to avoid lawsuits, personal and institutional exposure to damages, and subsequent bad publicity from campus life disruptions. Attorney Adam Lambert will discuss relevant case law and give insights to managing risk and liability. Some topics that will be addressed:

- Institutional, administration, and staff liability concerns
- Avoiding escalation and violence at a protest
- Freedom of speech - constitutional guarantees and limitations
- Handling incidents of hate speech and terrorism
- When to call in the police
- Time and place restrictions to consider when creating institutional protest policies

Participants will 1) be aware of valuable updates in campus legal issues, and 2) learn important ways to manage risk and liability involving campus protests and free speech issues.

Advisor Sessions Continued →

TUESDAY, JULY 23

2:30 PM • ADVISOR ED SESSION

Hudson/Empire



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

Marissa F Cohen • Empowered Voices Collective

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

Participants will 1) know how to identify narcissistic and difficult personalities in the workplace/organization, 2) learn the 4 Keys to Creating and Sustaining a Healthy Work Environment, and 3) learn the art of balancing the personalities in your workplace!

STUDENT LEADERSHIP BLOCK 3

2:30 PM - 3:20 PM



CAMPUS ENGAGEMENT • Duffy/Columbia

The heART of the Matter

Brandon Leake



TEAM DEVELOPMENT • Herald/Soho

Creating a High-Powered Organization

Del Suggs



LEADERSHIP • Olmstead/Gramercy

Become Like Nala – A Peer-to-Peer Leader

Ida Byrd-Hill

TUESDAY, JULY 23

THE BODACIOUS RULE THE WORLD

**FUTURE OF
WORK & TECH**

**FAILURE
Stepping Stone
to Success**

**REVIVING the
American Dream**

**LEVEL UP
Your Lifestyle**

**VISION BOARD-
Map to Your Future**

**ECONOMICS
of Diversity**

**IDEA IN YOUR
HANDS**



BOOK IDA BYRD-HILL AS SPEAKER

ida@autoworkz.org 313-483-2126 cell

Dave Kelly

America's Student Leadership TrainerSM

Keynotes, Leadership Training,
Workshops and Coaching for
SGA, CAB, Clubs, Orgs, & more

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www.DaveGonzoKelly.com
DaveKelly@GonzoSpeaks.com
404-403-1481



TUESDAY, JULY 23

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

Meet your presenters & APCA exhibitors

4:30 PM • CONFERENCE KEYNOTE

Astor Ballroom • AUDIENCE: ALL



Maximize Student Success

Rico Sharp • Rico Sharp Motivations

This presentation will focus on “Bringing out the Best” in each individual! This is accomplished through interpersonal discovery and through the power of resiliency. In the heart of every student lies the tenacity to relentlessly pursue academic success. However, there are times when distractions, setbacks, and circumstances throw us off balance and distort our focus. Yet, through resiliency we can regain our focus for educational empowerment and student success. The process of maximizing student success requires embracing every opportunity and taking advantage of the resources made available on campus while being passionate about building a successful life and future.

Participants will 1) know how to maximizing their changes for academic and student success, 2) understand new ways to bring out their best, and 3) know the definition and importance of resilience.

PICK UP BROADWAY TICKETS HERE!

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

APCA

HEROES in ACTION

SAVING STUDENT ENGAGEMENT

2024 Fall Regional Campus Activities Conferences

Northeast
Oct 25 - 27 | Albany, NY

South
Nov 8 - 10 | Dallas, TX

Midwest
Nov 22 - 24 | Lincolnshire, IL

WEDNESDAY, JULY 24

8:00 AM • HARLEM • CONFERENCE REGISTRATION/APCA SERVES

8:30 AM • OPENING KEYNOTE

Astor Ballroom • AUDIENCE: ALL



Be a Proud Failure: Lessons from Simba and Turning Setbacks into Success

Michelle Blue



Inspired by Simba's journey in *The Lion King*, this keynote explores how to turn failures into transformative successes. Two weeks after graduating from the University of Georgia, and motivated by a study abroad trip to Ghana, Blue launched Bené, a scarf company dedicated to supporting girls' education. Through Blue's work, Bené was named Mashable's Top Black Owned Businesses Changing the World, was featured in *Essence*, *Black Enterprise*, Pantene commercials, WalMart's "Stronger Together" Campaign, and she has since returned to Ghana to celebrate the graduation of the girls she started the business to support. Despite facing a \$40,000 loss early on, Blue found strength in her failures, much like Simba did when reclaiming his destiny. Her story is a testament to resilience and purpose. Join Blue as she shares how to embrace your failures, discover your true path, and achieve greatness.

Participants will 1) be able to redefine failure and develop a resilient, growth-oriented mindset, 2) learn practical strategies for overcoming setbacks and turning them into opportunities for success, leveraging the power of purpose and resilience in your campus and personal life.

Learn More

QR Code

Book Blue

WWW.THEMICHELLEBLUE.COM

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THE JOURNEY WITH BLUE

MICHELLE BLUE
Transformational Keynote Speaker
& Coach with 11 Yrs. Experience

The Michelle Blue

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Helping You Lead Purposeful, Impactful
& Resilient Lives & Careers

Previous Engagements

TEDx

Coca-Cola

UNIVERSITY OF GEORGIA

Google

Keynote & Coaching Topics:

- Becoming YOU: Creating a Purpose Driven Life
- Be a Proud Failure: Overcoming Setbacks & Owning Your Story
- Confidently YOU

WEDNESDAY, JULY 24

9:00 AM • ADVISOR PANEL

Astor Ballroom

Current Trends in Higher Education and Student Life



**bill harclerod, CSAEd,
CSAEd-CA, CSAEd-CU**
Director of Campus
Activities &
Leadership,
SUNY Oneonta



Doug Sweet
Associate Director,
Texas A&M University
Memorial Student
Center



Erik D'Aquino, Ph.D.
Vice President
of Enrollment
Management, Daytona
State College



Jarrick Brown, M.Ed.
Director of Student
Life, University of
Colorado, Denver

Join us for a panel discussion on the national and local issues driving higher education funding, enrollment, engagement, and retention. There will be time allotted for advisor audience Q&A and discussion. Topics of discussion will include:

- The influences of current legislation on diversity programs and departments
- The disposition of undocumented students in higher ed
- The impact of the current dip in traditional student populations on enrollments
- The potential outcomes for higher education funding and policies in this post-election cycle

STUDENT SESSIONS

9:00 AM • STUDENT ED SESSION

Duffy/Columbia

How to Host an Amazingly Interactive Open Mic

Eric Shandroff • Myster-E Edutainment

Are you looking for new ways to engage students in campus activities that build lasting impact, culture, and community? If so, you've come to the right place! Open Mics are fantastic ways to build student engagement and community on campus by providing a platform for talents of all types to come together, network, and creatively express themselves. Open Mics support artists, singers, poets, writers, activists, authors, rappers, musicians, dancers, comedians and more! This session will teach you how to host open mics on campus that will guarantee your students will be asking, "When is the next one?!"

Participants will 1) learn how to host an event that creates a sense of community and engagement, 2) gain tips on ensuring that your event host or MC keeps the audience inspired and involved, and 3) sharpen their networking skills and elevator pitches.

Student Sessions Continued →

WEDNESDAY, JULY 24

9:00 AM • STUDENT ED SESSION

Herald/Soho

What is SGA? Student Government 101

Dave Kelly • America's Student Leadership Trainer

Do you want to help your student government association members get off to a great start or ramp up their understanding of their roles and responsibilities? This program does this and more! This session will clarify what you should be doing as a student government leader: representing the voice of the students, advocating for positive changes to enhance educational experiences and opportunities, making life on your campus fun, interesting, safe, and more. Come learn how to develop SGA objectives for the coming year and beyond with successful approaches from an SG veteran who has led hundreds of student government training sessions, events, and retreats.

Participants will 1) have better understanding of their roles as an SGA member or officer, 2) know how to create and structure committees, and 3) be able to identify the elements needed in their governing documents.

9:00 AM • STUDENT ED SESSION

Olmstead/Gramercy

The Role of Pet Therapy in Suicide Prevention

Larry Grogan • Empowered Voices Collective

Often, suicide can be prevented. Many humans have an innate desire to engage with and interact with animals. This bond provides a relaxing experience and decreases psychological pain while increasing their sense of purpose and engagement. Pet therapy programming is an essential tool to build the necessary self-confidence, offer a positive environment, and provide a sense of purpose to many who contemplate suicide.

Participants will 1) learn valuable suicidal data and risk factors, 2) learn preventative suicidal measures, and 3) understand the benefits of pet therapy towards suicide prevention.



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

WEDNESDAY, JULY 24

ADVISOR SESSIONS

10:00 AM • ADVISOR ED SESSION

Astor Ballroom

Advancing Your Career with Student Affairs & Campus Activities Certification

**Joseph DeSanto Jones, Higher Education Consortium for Student Affairs Certification
bill harclerod, SUNY Oneonta**

Student Affairs, Campus Activities, and other specialty certifications are exciting credentials for mid-level professionals to demonstrate their knowledge of the field, inform professional development, earn recognition, and support career advancement. Nearly 250 professionals have earned their certification within this new program including over 35 in Campus Activities! This session answers many of the common questions about certification. Explore whether certification is right for you, and learn what to expect before, during, and after the certification exam. APCA is a Pre-Approved Provider for Continuing Education Credits so certified educators earn credit through participating in APCA programs!

10:00 AM • ADVISOR ED SESSION

Hudson/Empire

Advisor Training 101

Del Suggs • Del Suggs, M.S.Ed.



Congratulations on becoming the advisor for a campus organization! Now what the heck do you do? This program is for all advisors, both new and experienced. The session is designed to help you understand the basics of advising, some “do’s and don’ts,” and give you a chance to interact with both seasoned and rookie advisors. We’ll cover some basic concepts from the current research, and then participants can learn Best Practices, share their experiences, and learn from the wisdom of others.

Participants will 1) learn important guidelines for advising student organizations, and 2) understand the research behind the importance of student engagement as it pertains to retention and student success.

Advisor Sessions Continued →

WEDNESDAY, JULY 24

10:00 AM • ADVISOR ED SESSION

Chelsea/Gotham

The heART of the Matter

Brandon Leake • Brandon Leake, Inc.

This session focuses on the intentionality of using art as a vehicle not only to entertain, but to build community, create engaging experiences, and impact student success. Your campus programming board strives to create thought-provoking conversations through events and provide levity from the heaviness of academia. Brandon teaches how to successfully incorporate your campus entertainer's backstory and message in a way that helps your student audiences absorb meaningful learning outcomes for student and organizational success. This presentation is not static, so come prepared to engage with Brandon and your peers, but most importantly, your conceptions.

Participants will 1) understand the significance behind providing art with a discernible and applicable message in conjunction with its entertainment value, 2) identify history and data that supports art as a driving force behind impactful engagement, and 3) understand a minimum of 2 reasons why the campus community needs engagement programs that both comfort and challenge.

STUDENT SESSIONS

10:00 AM • STUDENT ED SESSION

Duffy/Columbia

Reimagining Recruitment of Student Leaders Through Clubs' Leadership Program

Norman Lee • Cayuga Community College

Beyond COVID 19, student club membership has dramatically decreased at many institutions. With possible lower student enrollment numbers, these challenges have given rise to creative solutions in attracting new student leaders. In this session, I will share the success of how Cayuga's reimagined fall leadership program was shaped to fit and attract a new wave of engaging students leaders.

Participants will 1) learn tools to attract new student leaders for their campus community, and 2) learn methods to maintain an engaging campus life through trained student leaders.

Student Sessions Continued →

WEDNESDAY, JULY 24

10:00 AM • STUDENT ED SESSION

Herald/Soho

*Turning Setbacks into Triumphs: Organizational Leadership
Lessons from The Lion King*

Michelle Blue

Discover how to turn organizational setbacks into triumphs with lessons from The Lion King. In this session, Michelle Blue will guide student organization leaders on cultivating resilience and effective leadership within their teams. Drawing parallels from Simba's journey, attendees will learn strategies to embrace failures, foster a growth mindset, and lead their organizations to success. Gain practical tools to transform challenges into opportunities, ensuring your student organization thrives even in the face of adversity. Join us for an empowering session on organizational resilience and leadership, inspired by the timeless wisdom of The Lion King.

Participants will 1) develop strategies to transform organizational failures into opportunities for growth and success, 2) know how to cultivate a resilient mindset within your team, enhancing adaptability in the face of challenges.

10:00 AM • STUDENT ED SESSION

Olmstead/Gramercy

When You Need A Little Confidence Boost...

Marissa F Cohen • Empowered Voices Collective

Between social media and the unreasonable standards society places on students, our confidence takes a massive beating daily. Comparing ourselves to other people at alarming rates and never feeling good enough becomes a daily habit. WE NEED TO BREAK THIS! In this Ed Session, we are working on our confidence! Through an interactive activity, we will shine our brightest and recognize our worth, that we ARE Good Enough, Smart Enough, Cool Enough, Awesome Enough, WE ARE ENOUGH!

Participants will 1) be able to recognize the beauty in each of us, and 2) leave with newfound and untouchable confidence!



APCA
ASSOCIATION FOR THE PROMOTION
OF CAMPUS ACTIVITIES

WEDNESDAY, JULY 24

11:00 AM • DISNEY KEYNOTE

Astor Ballroom • AUDIENCE: ALL



A Disney Spotlight Series: Exploring Diversity, Culture, and the Magic of The Lion King on Broadway

Within this experience, we will engage in a conversation of what diversity looks like at The Lion King, why it's important to the evolving culture of Broadway, and how members of the cast contribute daily to the magic and the legacy of Disney on Broadway.

11:45 AM - 1:30 PM

LUNCH ON YOUR OWN

ADVISOR SESSIONS

1:30 PM • ADVISOR ED SESSION

Astor Ballroom



Creating Certification Programs

Doug Sweet • Texas A&M University

This session will explain how to turn staff or student training programs into Certification Programs. Through practical examples, the class will cover the benefits of creating certification programs, and the steps needed to create valuable certification designations. Also covered will be identifying general training needs and coaching participants in utilizing certification assets within resumes and during job interviews.

Participants will 1) know how to define potential certification needs, 2) understand the steps needed to develop a certification program, and 3) know how to maximize the benefits of certification in resumes and during interviews.

***Advisor Sessions Continued* →**

WEDNESDAY, JULY 24

1:30 PM • ADVISOR ED SESSION

Hudson/Empire

LEVEL UP - Turn Your Passion into a Prosperous Lifestyle

Ida Byrd-Hill • Automation Workz

College dropouts are at an all-time high at both 2 and 4-year institutions. Among students at four-year colleges, two of every five do NOT complete their college degree. At 2-year colleges, five out of six do not complete their degree. For those who do graduate with only a bachelor's degree, fifty-two (52%) percent are underemployed a year after getting their diploma, meaning they are not employed in college-level jobs. Every college student must turn their life passion into a prosperous lifestyle vision to accomplish the 20% of effort that matters most for a prosperous lifestyle, even if it is difficult.

Participants will 1) know how to help students choose lifestyle visions and not just college majors, 2) understand how college provides access to experiment with future of work trends, and 3) know how to turn passion into a high-demand emerging future career specialty.

1:30 PM • ADVISOR ED SESSION

Chelsea/Gotham

Leading with Less: Strategies for Thrifty Leadership in Higher Education

Rebecca Smith • Metropolis Management

In an era where campus resources are often limited, the ability to lead with less is an invaluable skill for student affairs professionals. This session will explore innovative strategies for maximizing impact while minimizing costs, drawing on parallels between startup principles and higher education challenges. Rebecca successfully built a tech startup by leveraging creativity and resourcefulness, and she will highlight how similar approaches can be applied to enhance student engagement and success. By embracing the principles of thrifty leadership, college advisors and student leaders can set powerful examples, demonstrating that impactful leadership is about efficiency, ingenuity, and resilience.

Attendees will 1) understand the parallels between the lifecycle of a startup and student engagement and retention, 2) discover strategies to foster a culture of resourcefulness within their organizations, and 3) gain practical, actionable takeaways to implement on campus, enhancing student engagement, retention, and overall performance.

WEDNESDAY, JULY 24

STUDENT SESSIONS

1:30 PM • STUDENT ED SESSION

Duffy/Columbia

Credit Score Deep Dive: The TRUTH Behind the Most Powerful Number in Finance

Peter Bielagus • Metropolis Management

For over two decades, Peter Bielagus has transformed the financial lives of students at more than 50 colleges annually. The hottest topic? Credit scores. In this session, dive into the real mechanics of credit scores, understand how students can establish a solid credit foundation without accruing debt, and explore cutting-edge tools like apps, programs, and websites designed to enhance and safeguard credit scores. Peter's unbiased expertise uniquely positions him to deliver this crucial knowledge, empowering student life professionals to leave a lasting legacy by equipping students with the skills to manage their financial futures confidently.

Participants will 1) INSTANTLY increase your score with a BRAND NEW technique known as score swapping. (Not many people know you can do this!), 2) know three credit score myths busted. (And what really makes your score go up.), and 3) learn how to build credit without ever borrowing a dime.

1:30 PM • STUDENT ED SESSION

Herald/Soho

Reel it Feel it | How to Engage Students on Social Media

Cheyenne Olson • Hillsborough Community College, SouthShore Campus

Social media holds immense power to attract students to your organization. This session will guide you on effectively engaging students by harnessing the full potential of Instagram, focusing on creating compelling content with reels and short-form videos that drive participation. Join us to explore best practices for developing eye-catching content that resonates with your audience. Discover techniques from crafting captivating visuals to using trending audio and hashtags. Whether you're a seasoned social media user or just starting, this session will equip you with the skills needed to boost your organization's presence online, increase student involvement, and make a lasting impact on your campus.

Participants will 1) be able to create engaging and visually appealing content on Instagram using reels and short-form videos, and 2) gain insights into best practices for leveraging social media to increase student engagement and participation in campus activities.

***Student Sessions Continued* →**

WEDNESDAY, JULY 24

1:30 PM • STUDENT ED SESSION

Olmstead/Gramercy

Rest, Rejuvenate, and Recharge with Sailesh

Sailesh, the Hypnotist • Metropolis Management

Join Sailesh for a transformative session designed to help students realign with their personal and professional goals. This sensory experience combines deep relaxation techniques with powerful goal-setting exercises, providing participants with the tools they need to further their legacy. Through guided imagery and hypnotic suggestions, attendees will leave feeling rejuvenated, focused, and ready to tackle their challenges with renewed energy and clarity.

Participants will 1) learn techniques to achieve deep relaxation, reducing stress and enhancing their ability to concentrate on their goals, 2) realign their personal and professional goals, fostering a clear path towards achieving their aspirations, and 3) possess new coping mechanisms and motivational strategies to maintain their momentum and resilience in the face of obstacles.

ADVISOR SESSIONS

2:30 PM • ADVISOR ED SESSION

Astor Ballroom

Rooted in Collaboration: The Art of Building, Supporting, and Armoring Your Team for Success.

Damian Glover • South Louisiana Community College

Have you ever thought about the key ingredients to a success? Here's an inside tip - it has nothing to do with big budgets, titles or positions, or even securing a desired venue or location. It has everything to do with collaboration and building the right team. Join me for this interactive session where I offer an inside look on how I was able to build a team from the ground up in less than 10 months while executing memorable, co-curricular, life-changing events and programs.

Participants will 1) know the key essentials to building an effective team of students and/or professionals, 2) know the framework for the successful execution of an event or program, 3) understand the importance of planning, data collection and analysis, and including others to achieve a common goal.

Advisor Sessions Continued →

WEDNESDAY, JULY 24

2:30 PM • ADVISOR ED SESSION Hudson/Empire

Making Finance Fun: How to Get Students Excited About Money Management

Peter Bielagus • Metropolis Management

The challenge is clear: financial issues remain the primary reason students leave college. However, there's promising news: even minimal financial education can significantly help students afford their education and graduate with a viable financial strategy. Peter will unveil the methods he has successfully employed to inform students about personal finance and spark their enthusiasm for managing their finances proactively. Learn how you, too, can make finance engaging and accessible for your students, regardless of your resources or time constraints. This approach doesn't just prepare students financially; it inspires them to build a lasting financial legacy that supports their educational success and beyond.

Participants will 1) discover two seemingly harmless but utterly damaging remarks parents and educators say to students (and what to say instead), 2) know how to make personal finance education go VIRAL on your campus (yes, it can be done!), and 3) discover 3 simple ways to promote sound financial planning, to increase parent engagement, make college more affordable, and get students to take immediate action.

2:30 PM • ADVISOR ED SESSION Chelsea/Gotham

The Energy of Success: Unveiling the Power of Your Energy Levels

Rebecca Ahmed • Energetic Impact

Discover the seven zones of energy and how each energy level influences your core thoughts, feelings, and actions. Learn to consciously harness your daily energy for desired results and understand others' energy patterns. Identify and address energy-draining aspects in your life, fostering a deeper understanding of how satisfaction drives success. Through the Energy Leadership Index Assessment™, gain insights into personal energy dynamics, guided by Rebecca Ahmed, a certified Master Practitioner, to experience, express, and expand your energy for holistic fulfillment.

Participants will 1) recognize energy-draining factors and their impact on personal and interpersonal dynamics, 2) cultivate strategies to enhance satisfaction and drive success in professional and personal realms, and 3) gain actionable insights into personal energy dynamics through the Energy Leadership Index Assessment™.

WEDNESDAY, JULY 24

STUDENT SESSIONS

2:30 PM • STUDENT ED SESSION

Duffy/Columbia

Your Journey to be an Authentic Leader

Dr. Jacob-Aidan Martinez • San Antonio College

This educational session will present unique characteristics and traits on how to be an authentic leader. Attendees will learn how life experiences (both good and bad) shape our leadership. We will discuss Dr. JAM's Top 10 Practitioner Pointers on how to turn these life experiences into traits that are helpful in the age of social media, a competitive job market, and through the hustle of life. Through a playful Broadway approach, attendees will leave feeling inspired, motivated, and ready to live the best versions of themselves.

Participants will 1) describe your current leadership traits and define those that you want to improve, 2) explain practitioner pointers that can help you in finding your authentic leadership style, 3) demonstrate your understanding of what it means to be an authentic leader.

2:30 PM • STUDENT ED SESSION

Herald/Soho

Give it All You've Got!

Rico Sharp • Rico Sharp Motivations

This is message of affirmation and dedication that focuses on empowering students to make a heartfelt commitment to academic success. Oftentimes, students deviate from their original plan of determination, thus settling for an average path resulting in the abandonment of their commitment to a promising career. Rico Sharp reminds students what's at stake when they fall into this lackadaisical state of complacency, therefore forfeiting the maximum return on their promising future. Rico motivates and encourages students to dig deep, recommit to the process of success, and give it all they've got to give at making their dream come true.

Participants will 1) understand the danger of average and mediocrity, 2) have a precise understanding of how to identify subtle deviation and digression from their commitment, and 3) learn how to reengage their will-power and overcome these setbacks with a renewed heart-felt commitment.

Student Sessions Continued →

WEDNESDAY, JULY 24

2:30 PM • STUDENT ED SESSION

Olmstead/Gramercy

Conflict Resolution with Pet Therapy

Larry Grogan • Empowered Voices Collective

Unfortunately, we have all been exposed to large volumes of discrimination and conflict on college campuses. Regardless of the reasons, conflict causes tremendous mental health stress and unfortunate decisions. Solutions to implement stress reduction techniques are necessary to reduce the conflict and ultimately a resolution. Pet therapy has the potential to be the catalyst of conflict resolution. This presentation will evaluate how pet therapy positively effects our mental health, how pet therapy has been used in conflict resolution already, and strategies to incorporate pet therapy as a conflict resolution method.

Participants will 1) learn the science of emotional conflict, 2) learn the positive science of pet therapy including areas where pet therapy has been used in conflict, and 3) know how colleges and universities can develop a pet therapy conflict resolution program.



WEDNESDAY, JULY 24

ADVISOR SESSIONS

3:30 PM • ADVISOR PANEL

Astor Ballroom

Current Trends in Campus Event Programming



Matt Patry, M.Ed.
Vermont State
University



**Shari Smith, Coordinator of
Student Activities, Clubs,
Organizations, Health
& Wellness - Georgia
Piedmont Technical
College**



**Norman Lee, Director
of Student Activities,
Prof. of Business
Cayuga Community
College**



Sharinda Welton, M.A.E.
Director of Student
Activities, University of
Findlay

Join us for a panel discussion regarding campus activities funding, event attendance challenges, and the role of campus event programming in enrollment and retention. There will be time allotted for advisor audience Q&A and discussion. Topics of discussion will include:

- Event programming best practices
- Creating an inclusive campus environment
- Student Organizational models and development
- Risk Management and liability concerns for events

3:30 PM • ADVISOR ED SESSION

Hudson/Empire

Be a Positive Force for Change as a Visionary Leader

Dave Kelly • America's Student Leadership Trainer

Making change on campus, in the community, state, nation, and world means being an advocate for a new way of thinking and looking at aspects of life. Advisors can do this in ways that are respectful, thoughtful, impactful, and support their students. It requires critical thinking skills, the ability to communicate effectively while listening to differing opinions and present persuasive arguments while engaging in civil discourse. You will look at historical advocacies, discuss and grade them, and learn the most effective methods of affecting change while working with other people.

Participants will 1) use and practice critical thinking skills that can be translated to their campus environment, and 2) know how to engage in civil discourse and teach these principles to their students.

WEDNESDAY, JULY 24

Engaging programs that teach *practical and useful skills* for your students

Leadership Skills are LIFE Skills and JOB Skills:

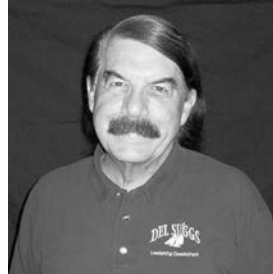
Goal Setting & Achievement ~ Recruitment
Interpersonal Skills ~ Time Management
Organizational Management ~ SGA Training

Help your leaders to Emerge and Thrive!

Includes *FREE* Assessment!

"Del was amazing! The students walked away with information that will help them succeed not only in college, but in life!" --University of Texas-RGV

"Thank you so much for coming to our campus. I guarantee that everyone who attended today walked away with new knowledge and great ideas to apply in their clubs." --Wor-Wic Community College (MD)



Del Suggs, M.S.Ed.
DelSuggs.com
Del@DelSuggs.com

STUDENT SESSIONS

3:30 PM • STUDENT ED SESSION

Duffy/Columbia

M.I.N.D.F.U.L. Leadership

Rob Einhorn • Promotions & Unicorns, Too

M.I.N.D.F.U.L. Leadership is taking into account how you recruit, retain, and lead your student leaders to make them feel that they complete the organization and instilling them with the pride of keeping the group thriving. The program will be a led discussion where audience input will be recorded and used to expand on the session in the future. The students should take what they have learned and implement the new concepts on campus.

Participants will 1) work to find student leaders who may be different from them, 2) know how to apply new techniques in recruitment, and 3) learn methods to use campus resources and staff to recruit organization members.

Student Sessions Continued →

WEDNESDAY, JULY 24

3:30 PM • STUDENT ED SESSION

Herald/Soho

The Studentpreneur: Cultivating Entrepreneurship in Students Through Side Hustles

Rebecca Smith • Metropolis Management

In today's evolving educational landscape, financial challenges and time constraints often disrupt students' academic journeys, leading to disengagement and retention issues. This session is designed for student leaders who are committed to fostering student success. We will explore how side hustles can serve as a powerful tool for students to develop essential business skills, drive innovation, and build a strong foundation for their future careers. By leveraging entrepreneurial opportunities, student leaders can empower their peers to achieve their academic and personal goals.

Attendees will 1) understand how to integrate entrepreneurial thinking and side hustle opportunities into student programming to enhance engagement and retention, 2) explore strategies to support students in developing entrepreneurial skills such as creativity, resilience, and problem-solving, and 3) know examples of student side hustles that have scaled and provided significant personal and professional growth opportunities.

3:30 PM • STUDENT ED SESSION

Olmstead/Gramercy

Event Planning and Goal Setting: From Vision to Execution

Matthew Craig • Northwestern State University

In this comprehensive workshop, participants will delve into the art and science of event planning and goal setting. Whether you're planning a small gathering or a large conference, this session will provide you with practical tools and strategies to turn your vision into a successful event.

Participants will 1) know how to create detailed event plans that include clear objectives, timelines, budgets, and risk management strategies to ensure successful execution, 2) set SMART Goals that guide their event planning processes and contribute to measurable success, and 3) acquire practical skills in developing and executing marketing and promotional strategies that enhance event visibility and increase participant engagement.

WEDNESDAY, JULY 24

4:30 PM • EXHIBIT HALL • ASTOR PRE-FUNCTION

Meet your presenters & APCA exhibitors and get signatures for the **GRAND PRIZE DRAWING**

5:30 PM • CLOSING KEYNOTE

Astor Ballroom • AUDIENCE: ALL



The Circle of Leadership Life

Dave Kelly • America's Student Leadership Trainer

We have had two great days of leadership learning! You have learned from speakers, in workshops, by interacting with people from other schools, and during a Broadway spectacle, *The Lion King*. What are your takeaways? Did you have any "aha" moments? Are there ideas you can implement right away? This interactive keynote will help you to get your thoughts together and have a chance to get even more great ideas.

THURSDAY, JULY 25

10:00 AM

Astor Ballroom

REFLECTIVE COMPONENT AND WRAP-UP

ERIC LAMBERT



Join us for a great interactive session to wrap up the 18th Annual Leadership on Broadway Experience. We want your feedback on what you liked and how we can make things better for future conferences! Your input makes a difference in APCA policies, directions, and programs – so come share your thoughts and get involved with APCA!

NOTES

STUDENT SESSION STAMP SHEET

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

Tuesday, July 23

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

Wednesday, July 24

8:30 AM Opening Keynote	9:00 AM Educational Sessions	10:00 AM Educational Sessions	
1:30 PM Educational Sessions	2:30 PM Educational Sessions	3:30 PM Educational Sessions	5:30 PM Closing Keynote

EXHIBIT HALL

Exhibitors by Booth Number

- 1 - Automation Workz
- 2 - Brandon Leake, Inc.
- 3 - America's Student Leadership Trainer
- 4 - Energetic Impact
- 5 - Rico Sharp Motivations
- 6 - Myster-E Edutainment
- 7-8 - Metropolis Management
- 9 - Promotions and Unicorns, Too
- 10 - Empowered Voices Collective
- 11 - Michelle Blue
- 12 - Del Suggs, M.S.Ed.

Layout – Astor Ballroom Pre-Function

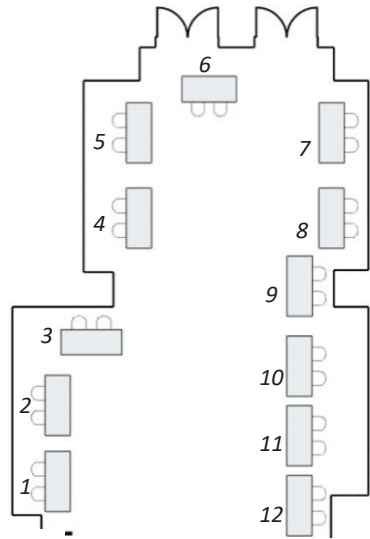


Exhibit Hall Signature Sheet

Turn in completed signature sheet at the closing keynote to be entered in the grand prize drawing!

- 1. Automation Workz _____
- 2. Brandon Leake, Inc. _____
- 3. America's Student Leadership Trainer _____
- 4. Energetic Impact _____
- 5. Rico Sharp Motivations _____
- 6. Myster-E Edutainment _____
- 7. Metropolis Management _____
- 8. Metropolis Management _____
- 9. Promotions and Unicorns, Too _____
- 10. Empowered Voices Collective _____
- 11. Michelle Blue _____
- 12. Del Suggs, M.S.Ed. _____

Save the Date

APCA NATIONAL CAMPUS ACTIVITIES PLANNING CONFERENCE

Hershey, PA

MARCH 6-9, 2025

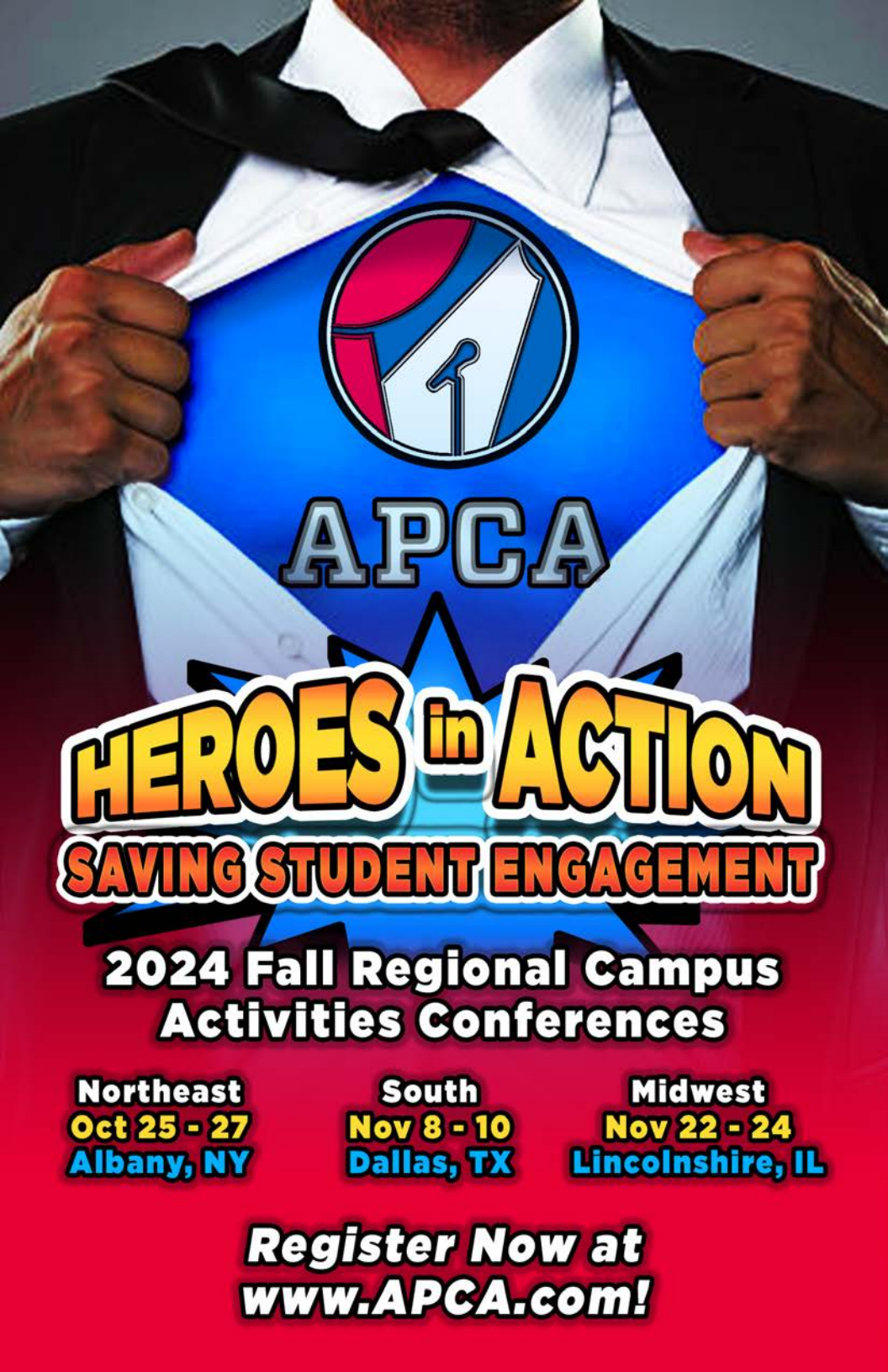
2025 NATIONAL CAMPUS ACTIVITIES PLANNING CONFERENCE

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



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APCA

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SAVING STUDENT ENGAGEMENT

**2024 Fall Regional Campus
Activities Conferences**

Northeast
Oct 25 - 27
Albany, NY

South
Nov 8 - 10
Dallas, TX

Midwest
Nov 22 - 24
Lincolnshire, IL

Register Now at
[www.APCA.com!](http://www.APCA.com)