

**2026 FALL REGIONAL
CAMPUS ACTIVITIES CONFERENCES**

**THE GREATEST
SHOWCASES
ON EARTH**

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FOLLOW US:   

NORTHEAST • ALBANY, NEW YORK

OCTOBER 2-4, 2026

#APCANE26

A Warm Welcome to Albany!



From the Executive Director

On behalf of the Association for the Promotion of Campus Activities, I want to personally welcome you to the 2026 APCA Northeast Conference in Albany, New York!

This conference brings together amazing advisors, students, artists, and vendors who all share the same mission — creating engaging, inclusive, and unforgettable campus experiences. Over the next few days, you'll have the opportunity to discover incredible talent, gain new ideas, build your network, and leave with practical tools you can put to work right away on your campus.

Thank you for being part of the APCA community. Your work makes a difference, and we're honored to support you.

Have a fantastic conference!

Eric Lambert

Eric Lambert
Executive Director
Association for the Promotion of Campus Activities



*Great People.
Greater Possibilities.*



Eric Lambert
Executive Director



HEATHER LAMBERT
Vice President



RONNIE CURRENT
Director of Operations



ROBBIE CHULICK
Conference Coordinator



KYLE CANNON
Event Crew Coordinator
SUNY Cortland



ERIN STEVIE
Production Coordinator
Imagine Design & Production



RITA GOYETTE
Cooperative Buying Coordinator
SUNY Morrisville

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 tools for 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! Stretch your programming budget & bring more events to your school by participating in the Cooperative Buying Program. Learn more at the Advisor Orientation on Friday morning!

CONFERENCE SCHEDULE

Albany, NY • October 2-4, 2026

DAY	TIME	EVENT	LOCATION
THURSDAY, OCTOBER 1			
	6:00 PM	Registration/APCA Serves / Novelty Fair	West Gallery/Event Level
	8:00 PM	Event Crew Meeting (Student Volunteers)	Capitol
	8:30 PM	Advisor Welcome Reception	Sessions - Hotel Lounge
	8:30 PM	Student Welcome Reception	Kelsey's
FRIDAY, OCTOBER 2			
	7:30 AM	Registration / APCA Serves	West Gallery/Event Level
	8:30 AM	Associate Orientation	Chambers
	8:30 AM	Opening Kickoff & Keynote (All)	Hudson Ballroom
	9:30 AM	Student Educational Sessions	Various Rooms
	9:30 AM	Advisor Orientation	Chambers
	10:30 AM	Brunch Mainstage Showcase	Governors Ballroom C-E
	1:00 PM	Exhibit Hall	Governors Ballroom A-B
	2:00 PM	Purposeful Programming Showcase	Hudson Ballroom
	3:30 PM	Student & Advisor Ed Sessions	Various Rooms
	4:30 PM	Break	
	5:00 PM	Dinner Mainstage Showcase	Governors Ballroom C-E
	7:30 PM	Exhibit Hall	Governors Ballroom A-B
	8:30 PM	Advisor Co-op Caucus	Chambers
	8:30 PM	Student Novelty Fair / Film Screening	Kelsey's/Hudson Ballroom
	After Events	Late Night Jam	Sessions - Hotel Lounge
SATURDAY, OCTOBER 3			
	8:00 AM	Student Educational Sessions	Various Rooms
	8:00 AM	Advisor Roundtable	Chambers
	9:00 AM	Morning Mainstage Showcase (<i>Coffee!</i>)	Hudson Ballroom
	10:30 AM	Student Educational Sessions	Various Rooms
	10:30 AM	Cooperative Buying Session	Chambers
	11:30 AM	Student Educational Sessions	Various Rooms
	12:30 PM	Lunch Mainstage Showcase	Governors Ballroom C-E
	3:00 PM	Exhibit Hall	Governors Ballroom A-B
	4:00 PM	Special Event: Sailesh the Hypnotist!	Hudson Ballroom
	4:00 PM	Advisor Educational Sessions	Various Rooms
	5:00 PM	Break	
	5:30 PM	Dinner Mainstage Showcase	Governors Ballroom C-E
	8:00 PM	Exhibit Hall	Governors Ballroom A-B
	9:00 PM	Final Cooperative Buying Session	Chambers
	9:00 PM	Student Novelty Fair / Film Screening	Kelsey's/Hudson Ballroom
	After Events	Late Night Jam	Sessions - Hotel Lounge
SUNDAY, OCTOBER 4			
	10:00 AM	Conference Wrap-up	Chambers

CONFERENCE MAP

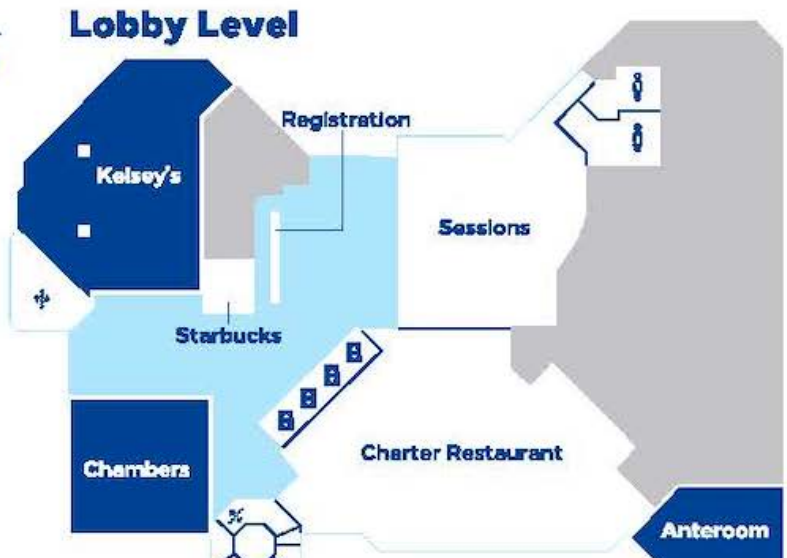
2026 Albany Hilton Map

FLOOR MAP KEY

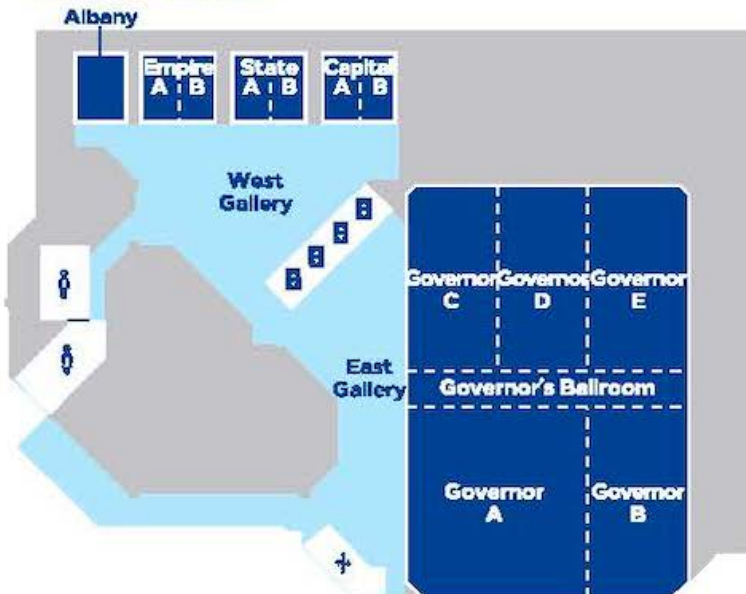
- Meeting/Conference Rooms
- Public Space
- Private

Lobby Level

- Co-op & Advisor Sessions (Chambers)
- Student Welcome Party (Kelsey's)
- Advisor Welcome Party (Sessions)
- Late Night Jams (Sessions)
- Novelty Fairs (Kelsey's)
- Ed Sessions (Anteroom)



Event Level



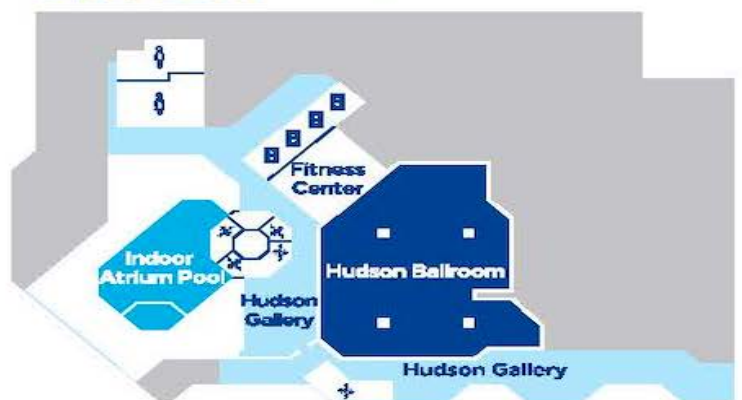
Event Level

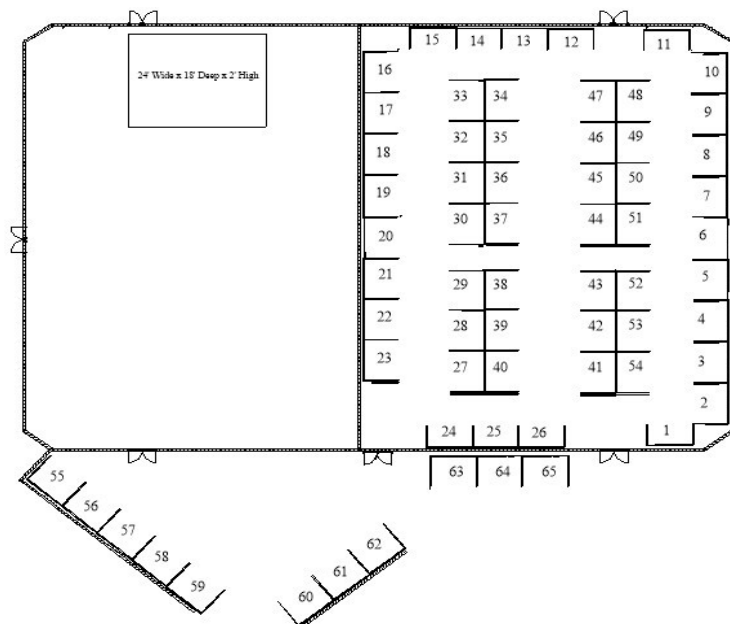
- Meal Showcases (Governors Ballroom C-E)
- Exhibit Hall (Governors Ballroom A-B)
- Student Ed Sessions (Empire, State, Capital)
- Registration (West Gallery)

Patio Level

- Conference Kickoff (Hudson Ballroom)
- Non Meal Showcases (Hudson Ballroom)

Patio Level





APCA 2026

Fall NE Conference

Exhibit Hall Vendors



Vendors Alphabetical

APCA	1
America's Student Leadership Trainer	6
Anyumel Rose	56
Awesomized Tees	2
Axiom Music	44-47
Ben Speaks Louder Than Words	36
Brave Enough Agency	49-51
Campus Spa	10-11
Criterion Pictures USA	3
Degy Entertainment	41-43,52-54
Del Suggs, M.S.Ed.	37
Delta Omega Gamma	65
Everything But The Mime, Inc.	25-26, 60
Gregory Griffith Productions	57
Izit, LLC	63
LSH Productions	17
Marissa F. Cohen	34
Mc 2whanne	12
Meggie Czepiel	58
Metropolis Management	27-29,38-40
Michael J. Vanderplas	30
Neon Entertainment	20-23
Next Level Gaming	59
NY Party Works	18
Oversoon	7
P.W.Leopard	55
Party People Inc.	8
Perfect Parties Rent + Event	61-62
Phantom Entertainment Services	31
Piata Productions LLC	14
Promotions & Unicorns, Too	64
Ray Ray's Comedy	24
Richard Bowen	33
RK Entertainment Agency	5
Sophie K Entertainment	9
Swift Kick Leadership	48
The Ownership Igniter	4
The Resilience Coach	19
Tom DeCillis	35
Top Youth Speakers	13
United in Hyper Health and Wellness	15-16
WesWoodson.com	32

Vendors Numerical

APCA	1
Awesomized Tees	2
Criterion Pictures USA	3
The Ownership Igniter	4
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Promotions & Unicorns, Too	64
Delta Omega Gamma	65

CONFERENCE LOGISTICS AND INFORMATION

REGISTRATION DESK & INFORMATION

An advisor should check in for each school delegation; an agent should check in for represented artists. The registration desk is in the West Gallery on the Event Level.

The hours of registration are:
Thursday 6pm - 8pm and Friday 7:30am - 8:30am.

NAME TAGS

Name tags and lanyards are required for entry into APCA events. Do not leave your credential in your room.

SHOWCASES

Please keep conversation to a minimum during showcases and show appreciation for performers. Please remain seated while performers are on stage.

EDUCATIONAL SESSIONS

Educational sessions may have limited seating. Arrive early and use the track labels in this program to divide your delegation.

MEALS

Your name tag is your meal ticket! Please form lines at the head of the buffet tables and wait for lines to open before entering! Artists without the appropriate meal/delegate credential will not be admitted during meals.

IN CASE OF EMERGENCY

Contact APCA staff or hotel staff immediately if assistance is needed.



Advisors!
Don't miss these important
Cooperative Buying events:

**ADVISOR
ORIENTATION**
Friday at 9:30 AM
in Chambers

**ADVISOR
CAUCUS**
Friday at 8:30 PM
in Chambers

**COOPERATIVE
BUYING SESSION 1**
Saturday at 10:30 AM
in Chambers

**COOPERATIVE
BUYING SESSION 2**
Saturday at 9:00 PM
in Chambers



Two Co-op Meeting Times!
Be there to win great giveaways!

2026 ALBANY • AGENCIES, ARTISTS, SPEAKERS & VENDORS

AMERICA'S STUDENT LEADERSHIP TRAINER

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

DIAMOND

ANYUMEL ROSE

Anyumel Roselind Emuge
(424) 239-4462
anyumel.emuge@gmail.com
https://sites.google.com/view/anyumel-rose/

AWESOMIZED TEES

Matt Gaskin
(727) 492-9509
matt@awesomizedtees.com
www.awesomizedtees.com

AXIOM MUSIC, LLC

Jane Kim
(847) 716-0783
jane@axiommusic.agency
www.axiommusic.agency

RUBY

BEN SPEAKS LOUDER THAN WORDS

Judy Giovangelo
(617) 592-6715
judygiovangelo@benspeaks.org
www.benspeaks.org

BRAVE ENOUGH AGENCY

Noah Hekhuis
(727) 277-8828
noah@braveenough.com
www.braveenough.com

EMERALD

CAMPUS SPA

Jennifer Sloan
(865) 512-8042
jennifer@campus-spa.com
www.campus-spa.com

DIAMOND

CRITERION PICTURES

Ryan Hedge
(800) 890-9494
ryan.hedge@anuvu.com
www.criterionpicusa.com

Sapphire

DEGY ENTERTAINMENT

Jeff Hyman
(732) 818-9600
jeff@degys.com
www.degys.com

DIAMOND

DEL SUGGS, M.S.ED.

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

DIAMOND

DELTA OMEGA GAMMA

Larry Grogan
(423) 557-1908
larry@deltaomegagamma.net
www.deltaomegagamma.net

RUBY

EVERYTHING BUT THE MIME, INC.

Carol Studer
(407) 856-2412
carol@everythingbutthemime.com
www.everythingbutthemime.com

DIAMOND

THE OWNERSHIP IGNITER

Gary Montalvo
(917) 744-8940
gary@garymontalvo.com
www.garymontalvo.com

GREGORY GRIFFITH PRODUCTIONS

Gregory Griffith
(305) 498-2266
omnigriff@icloud.com
www.gregorygriffithproductions.com

IZIT, LLC

Doug Dieter
(919) 649-9399
doug@knockerballinc.com
www.knockerballinc.com

LSH PRODUCTIONS

Luke "Skippy" Harbur
(913) 909-6863
skippy@lshproductions.com
www.lshproductions.com

MARISSA F. COHEN

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

EMERALD

MC 2WHANNE

Phil Madison
(702) 890-6855
philmad707@gmail.com

MEGGIE CZEPIEL

Meggie Czepiel
(203) 747-0094
meggiethesongwriter@gmail.com
meggiethesongwriter.com

METROPOLIS MANAGEMENT

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

DIAMOND

MICHAEL J. VANDERPLAS

Michael Vanderplas
(801) 809-9729
info@mikevanderplas.com
www.mikevanderplas.com

NEON ENTERTAINMENT

Scott Talarico
(800) 993-6366
scott@neon-entertainment.com
www.neon-entertainment.com

DIAMOND

APCA MEMBERSHIP GEMS:

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

2026 ALBANY • AGENCIES, ARTISTS, SPEAKERS & VENDORS (CONT)

NEXT LEVEL GAMING Calvin Reid (978) 601-5473 calvin@nextlevelgamingevents.com www.nextlevelgamingevents.com EMERALD	NY PARTY WORKS Theresa Jacobs (631) 501-1414 theresa@nypartyworks.com www.nypartyworks.com DIAMOND	OVERSOON Jared Diethrich (717) 578-9899 contact@oversoontheband.com www.oversoontheband.com
P. W. LEOPARD John Walsh (317) 739-1373 John.walsh@pwleopard.com EMERALD	PARTY PEOPLE, INC. David Hulme (203) 878-3458 dehulme@att.net www.partypeopleinc.com DIAMOND	PERFECT PARTIES RENT + EVENT Michael Lawton (800) 275-0185 m.lawton@ppentertainmentgroup.com www.perfectpartiesusa.com DIAMOND
PHANTOM ENTERTAINMENT SERVICES Dean Yaukey (717) 258-4401 dean@djphantom.com www.djphantom.com DIAMOND	PIATA PRODUCTIONS, LLC Maya Piata (972) 834-4906 shiningglorytalent@gmail.com	PROMOTIONS AND UNICORNS, TOO Rob Einhorn (732) 308-3444 promotions.unicorns@verizon.net www.promotionsandunicorns.com DIAMOND
RAY RAY'S COMEDY Raymond Austin (760) 261-8000 rayrayscomedy@gmail.com	RICHARD BOWEN Richard Bowen (802) 730-2911 colorblindbowen@gmail.com www.richardbowencomedy.com	RK ENTERTAINMENT AGENCY, LLC Rich Nikodem (315) 794-5961 rich@rkentertainmentagency.com www.rkentertainmentagency.com EMERALD
SOPHIE K ENTERTAINMENT Kate Magill (212) 268-9583 kate@sophiek.com www.sophiek.com DIAMOND	SWIFT KICK LEADERSHIP Tom Krieglstein (908) 248-2368 sk@swiftkickhq.com www.swiftkickhq.com DIAMOND	THE RESILIENCE COACH Liz Savage (907) 231-2892 liz@happysnailsent.com www.lizzsavage.com
TOM DECILLIS Tom DeCillis (631) 291-1207 tomdecilliscomedy@gmail.com www.tomdecilliscomedy.com RUBY	TOP YOUTH SPEAKERS Brandon Spinazzola (800) 799-1460 brandon@topyouthspeakers.com www.topyouthspeakers.com EMERALD	UNITED IN HYPER HEALTH AND WELLNESS Nsela Ward (202) 215-1236 nselaaward@gmail.com www.ninavafirm.com EMERALD
WESWOODSON.COM Wes Woodson (781) 363-3532 wes@weswoodson.com www.weswoodson.com RUBY		

APCA MEMBERSHIP GEMS:

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

ALL ABOUT APCA COOPERATIVE BUYING

APCA Cooperative Buying gives 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 lower prices and, when applicable, shared travel costs.

Types of Blocks Available in Cooperative Buying

APCA ISOLATED A single date.	2 OF 3 Two events in three days.	3 OF 5 Three events in five days.	5 OF 7 Five events in seven days.
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Levels of Interest You Can Enter in Cooperative Buying

ATTRACTION INTEREST (AI)

An AI commits neither party to a binding contract. It indicates strong interest and retains the option for the school to purchase at the published APCA conference-program price for up to 21 days after the conference.

COMMITMENT TO BLOCK (CB)

A CB indicates that the buyer is expressing commitment to enter into a contract at the published block price if a qualifying block forms within the 21 days following the conference.

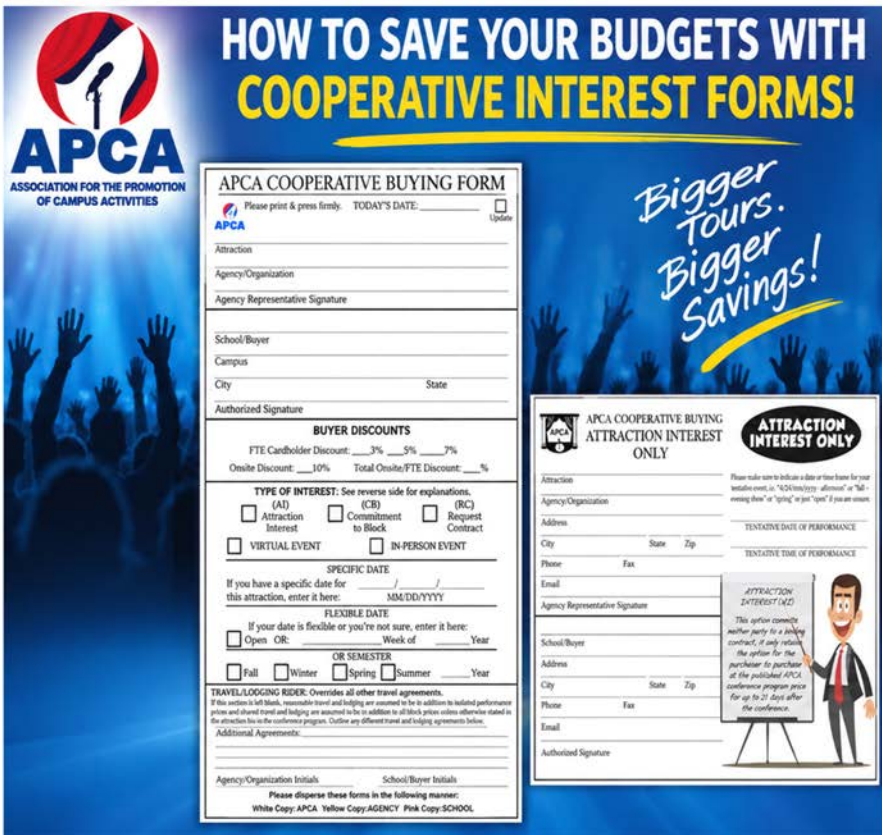
REQUEST CONTRACT (RC)

An RC indicates the buyer has agreed to purchase the attraction onsite and will proceed to the official contract process with the agent or artist.

ROUTING & CHANGES

Blocks are subject to reasonable travel and time constraints. Additions or changes to formed blocks are subject to the agreement of the parties and APCA Cooperative Buying procedures.

Schools should use Cooperative Buying sessions to compare dates with nearby campuses, develop workable routes and reduce talent and travel costs.



APCA COOPERATIVE BUYING FORM

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

Attraction _____

Agency/Organization _____

Agency Representative Signature _____

School/Buyer _____

Campus _____

City _____ State _____

Authorized Signature _____

BUYER DISCOUNTS

FTE Cardholder Discount: _____% _____% _____%

Onsite Discount: _____% Total Onsite/FTE Discount: _____%

TYPE OF INTEREST: See reverse side for explanations.

☐ Attraction Interest ☐ Commitment to Block ☐ 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/LOGGING RIDER: Overrides all other travel agreements.

If this section is left blank, reasonable travel and lodging are assumed to be in addition to all block prices unless otherwise stated in the attraction list or the conference program. Outline any different travel and lodging agreements below.

Additional Agreements _____

Agency/Organization Initials _____ School/Buyer Initials _____

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

APCA COOPERATIVE BUYING ATTRACTION INTEREST ONLY

Attraction _____

Agency/Organization _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

Agency Representative Signature _____

School/Buyer _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

Authorized Signature _____

ATTRACTION INTEREST ONLY

Please make sure to indicate a date or time frame for your tentative event, i.e. "4:00pm/5:00pm afternoon" or "fall - meeting them" or "spring" or "just before" if you are unsure.

TENTATIVE DATE OF PERFORMANCE _____

TENTATIVE TIME OF PERFORMANCE _____

ATTRACTION INTEREST (AI)

This option commits neither party to a binding contract, it only retains the option for the purchaser to purchase at the published APCA conference program price for up to 21 days after the conference.

Registering your interest and forming money saving tours is **EASY and FUN** using our APCA cooperative buying system!

IT'S AS EASY AS 1.. 2.. 3!

- Attend all conference showcases, taking notes on each performer and deciding which ones would be best for your campus environment.
- Go to the APCA conference exhibit hall and register your interest in bringing your artists using the cooperative buying forms below. You can just hold a date (AI), commit to join if a tour forms (CB) or even confirm a contract with the artist and member agents in the hall (RC)! Check the APCA cooperative buying booth in the hall to see which artists have tours forming.
- Attend the APCA cooperative buying meetings to discover all the available tours you can join to save money on your campus entertainment. Don't forget to apply for additional discounts for your campus full time enrollment and ability to purchase onsite!

Can't commit to anything just yet? No problem! Just fill out an Attraction Interest form (AI) and hold your chosen dates while you go back home to confer with your administration and board members.

Remember that you can participate even if you never have before. Your fellow APCA members will help mentor and guide you through this process. **Welcome to APCA cooperative buying!!!**

SESSION PRESENTERS



bill harclerod • SUNY Oneonta

bill.harclerod@oneonta.edu • (607) 436-2550

Bill is a lifelong activities professional and recognized leader in the field who has worked at R1, technical, and comprehensive colleges. Bill's 20+ years of experience in campus activities combined with his desire to always improve means that he is always seeking new ways to engage students. He is currently completing a certificate program in "Emerging Trends in Global Services and Retail Management." Podcasts also serve as great educational and inspirational tools for Bill. He has served at the highest levels of NACA and ACUI and currently serves as president of his professional cohort within SUNY.



DASHAWN LAMAR-BALDWIN • Swift Kick Leadership

sk@swiftkickhq.com • (908) 248-2368

DaShawn has spent his career on the front lines of student affairs, serving as Interim Dean of Students, Coordinator of Student Activities, and Hall Director across multiple institutions. An award-winning Division II athlete turned student development professional, he brings firsthand understanding of how to reach today's students and help them thrive. His presentations help student affairs teams rethink how they plan, promote, and deliver experiences that actually resonate.



DAVE KELLY • America's Student Leadership Trainer

davekelly@gonzospeaks.com • (404) 403-1481

Dave's a professional student leadership expert, experienced campus, state and international student leader and advisor, speaker, author (published 4 books), trainer, coach and consultant. He focuses on student leadership development, running better campus organizations, and building awesome student governments – Dave's the APCA SGA expert! He has spoken/trained more than 750 times on 400+ campuses. Dave coordinates APCA Serves, APCA's community service initiative, has twice received APCA Campus Speaker of the Year honors (2019 and 2022)!



DEL SUGGS, M.S.ED. • Del Suggs, M.S.Ed.

del@delsuggs.com • (800) 323-1976

Del Suggs was voted "Campus Speaker of the Year 2025" by APCA schools and named one of the "Five Top Performers of the Last 25 Years" by "Campus Activities" magazine. Del is a true "Life Hacker," and his leadership programs engage and empower student leaders to maximize their leadership by using the technology they love. Del's latest book is "The Student Handbook for Campus Activities Boards." His best-seller "Truly Leading: Lessons in Leadership" is in the sixth printing.



GARY MONTALVO • The Ownership Igniter

gary@garymontalvo.com • (917) 744-8940

Gary Montalvo, The Ownership Igniter, is one of the most compelling voices in student leadership today. With 20 years of experience, he has led professional development for over 40,000 leaders nationwide. Gary helps young adults break free from performative pressure and step into a new model of leadership built on self-ownership, authenticity, and personal power.



JEFF HYMAN • Degy Entertainment

jeff@degy.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. Jeff has won more than 15 Associate Member/Agency of the Year awards and has been involved in APCA for over 20 years.



LARRY GROGAN • Delta Omega Gamma

larry@deltaomegagamma.net • (423) 557-1908

Larry Grogan is a dedicated advocate for pet therapy in mental health. Currently, accompanied by Angel, he conducts educational presentations at college campuses nationwide, illustrating the value of integrating pet therapy into collegiate mental health programs through engaging and informative sessions. In addition to his advocacy work, Larry Grogan is an accomplished author, a frequent guest speaker in various media outlets, and a certified pet therapy evaluator.

SESSION PRESENTERS (Cont)



LIZ SAVAGE • The Resilience Coach

liz@happysnailsent.com • (907) 231-2892

Liz Savage is a digital media professor, stand-up comedian, and resilience coach who helps individuals and teams build mental resilience in high-pressure, digital environments. Her work focuses on wellbeing, communication, and sustainable engagement - key drivers of student persistence and retention. Through interactive workshops, Liz equips students with practical tools to manage overwhelming online culture, build healthier online relationships, and stay grounded in their goals. Institutions invite Liz for her approachable style, real-world examples, and ability to connect resilience, belonging, and academic success.



MARISSA F. COHEN • Marissa F. Cohen

booking@marissafayecohen.com • (732) 642-0809

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.



MICHAEL VANDERPLAS • Michael J. Vanderplas

info@mikevanderplas.com • (801) 809-9729

Michael (Mike) Vanderplas is a dynamic international speaker, 3-time International Bestselling Author, and trusted authority on mental health, suicide prevention, and leadership. With over 30 years of experience in suicide prevention as a veteran ICU travel nurse, (including 20+ years of leadership roles with major healthcare corporations) he has trained students, military personnel, executives, and organizations across 14 countries. His high-impact storytelling equips audiences with practical tools for resilience, leadership, and lasting change.



ROSARIO RODRIGUEZ-ERECHAR • Columbia Basin College

rrodriguez-erechar@columbiabasin.edu • (509) 542-4823

Rosario Rodriguez-Erechar grew up in Sunnyside, Washington—a small town where there are more cows than people! She earned her bachelor's degree in Political Science from Eastern Washington University, originally planning to become a lawyer. While working full-time at EWU, she discovered a passion for helping students and higher education. She later earned her master's in Public Administration, strengthening her leadership skills. After several years at EWU, Rosario joined Columbia Basin College as Director for Student Activities, where she absolutely loves her work. She is passionate about helping students discover their leadership styles, build confidence, and realize their potential.



SOPHIE LOW • Degy Entertainment

jeff@degy.com • (732) 818-9600

Sophie Low is a dedicated Agent at Degy Entertainment, where she leverages her expertise to connect talent with exceptional opportunities in the entertainment industry. With a Bachelor's Degree in Music Business from Belmont University, Sophie combines a solid educational foundation with hands-on experience to drive success for her clients and foster impactful industry relationships. After graduating, Sophie began her career in the industry as the assistant to CEO/President of Degy Entertainment, Ari Nisman. She has since transitioned to a full-time agent position, working with clients across diverse markets on events of all sizes.



TOM KRIEGLSTEIN • Swift Kick Leadership

sk@swiftkickhq.com • (908) 248-2368

Tom wasn't the best student. He graduated high school with a "C" average and got rejected from nearly every four-year college he applied to. But he turned his academics around through specific strategies, graduating college with straight As, earning valedictorian honors, and being named an All-USA Academic First Team member, which is given to only 20 students each year. While still in college, he launched his first business, growing it to over \$1.5 million in annual revenue. Since then, he's spoken to nearly one million people worldwide, trained teams at Coca-Cola, Apple, and Nike, and authored two best-selling books.



Follow the QR code or use the link below to evaluate educational sessions!
You MUST review at least 5 sessions to get your Certificate!

[CLICK HERE TO Evaluate Your Sessions!](#)

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See Agent for Pricing



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Foot and Calf Massage • Oxygen Therapy • Personal Chair Massage



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THURSDAY NIGHT WELCOME EVENTS



8:30 AM**OPENING KICKOFF &
KEYNOTE****HUDSON****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!

**DaShawn Lamar-Baldwin • Swift Kick Leadership**

APCA Isolated - \$2,950 • 2 of 3 - \$2,750 • 3 of 5 - \$2,550 • 5 of 7 - \$2,350

All Inclusive

Instagram: @swiftkickhq • Facebook: @SwiftKickHQ

**From Spectator to Participant:****Unleashing Your Leadership Potential Through Dance Floor Theory!**

Just like on a dance floor, every college experiences varying levels of student engagement, from the fully involved student leaders to the apathetic students lurking on the edge. Get ready to unlock your leadership potential and make a lasting impact at APCA with this inspiring and interactive opening keynote. Discover the mindset and behaviors that distinguish true leaders from passive observers, and learn how to show up with the right attitude, cultivate meaningful relationships, and take purposeful action. The same tactics that create an engaging and long-lasting dance floor also work to increase engagement within any college or student group. Dance Floor Theory gives student leaders and advisors a new model for creating community, increasing student engagement, and fostering a Culture of Connection.

OUTCOMES: After attending this session, participants will 1) have a new framework for understanding student apathy and engagement, and 2) have a tool to measure and track engagement within any group. It's time to step off the sidelines and onto the dance floor, where you can create moments, shape your destiny, and leave a lasting legacy.

9:30 AM**ADVISOR ORIENTATION****CHAMBERS****AUDIENCE: ADVISORS AND TALENT BUYERS****Heather Lambert, APCA Vice President****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

Friday 9:30 AM - Student
Educational Session

Empire

SGA

What is SGA? Roles, Responsibilities, and Voice of the Students**Dave Kelly • America's Student Leadership Trainer**

This program will show what you should be doing as a student government leader focusing on: 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. You will learn key roles and responsibilities and how to develop student government 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. You will learn how to SWOT your SGA to be more effective and get more done!

Friday 9:30 AM - Student
Educational Session

State

Programming

Booking 101: How to Bring Entertainment to Your Campus (Without the Chaos)**Jeff Hyman & Sophie Low • Degy Entertainment**

This session is designed to discuss basic programming 'best practices' and what to think about when bringing Entertainment to your campus. Setting up a Performance space, Hospitality, Marketing, and Audience Development are all touched on to give foundational knowledge of skills that are important for every event brought to campus.

Friday 9:30 AM - Student
Educational Session

Capitol

Leadership

Top 3 Leadership Skills**Del Suggs • Del Suggs, M.S.Ed.**

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.

Friday 9:30 AM - Student
Educational Session

Anteroom

Toolbox

MIND over Media™: Media Literacy & Digital Wellness Fundamentals**Liz Savage • The Resilience Coach**

MIND over Media™ Fundamentals introduces students to the foundational concepts of media literacy in today's digital world. Students explore how media is created, shared, and consumed and why it influences the way they think, feel, and make decisions. Through discussion and real-world examples, students examine their own media habits and leave with practical tools for engaging with content more critically and intentionally.



Follow the QR code or use the link below to evaluate educational sessions!
You MUST review at least 5 sessions to get your Certificate!

[CLICK HERE TO Evaluate Your Sessions!](#)

10:30 AM BRUNCH SHOWCASE • GOVERNORS C-E



Choose Your Own Game Show • Neon Entertainment (Variety)

APCA Isolated - \$2,800

2 of 3 - \$2,600

3 of 5 - \$2,400

5 of 7 - \$2,250

Plus: Travel, Lodging, Meals, Sound & Lights



SM6 • Axiom Music, LLC (Band)

APCA Isolated - \$4,000

2 of 3 - \$3,800

3 of 5 - \$3,600

5 of 7 - \$3,400

All Inclusive

Instagram: @sm6band | Facebook: @sm6band | YouTube: @SM6Band



Sammy Anzer • Degy Entertainment (Comedy)

APCA Isolated - \$1,700

2 of 3 - \$1,300

3 of 5 - \$1,100

5 of 7 - \$1,000

Plus: Travel on Isolated Dates, Lodging, Meals, Sound & Lights

Instagram: @badboyanzer | Facebook: @badboyAnzer



Foxrow • Sophie K Entertainment (Musical Duo)

APCA Isolated - \$2,500

2 of 3 - \$2,350

3 of 5 - \$2,200

5 of 7 - \$2,000

Plus: Lodging, Sound & Lights

Instagram: @foxrowmusic | Facebook: @Foxrow | YouTube: @foxrowmusic/videos



Josh McVicar • Metropolis Management (Magician)

APCA Isolated - \$2,850

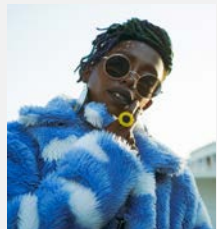
2 of 3 - \$2,500

3 of 5 - \$2,350

5 of 7 - \$2,150

Plus: Travel & Tech Rider

Instagram: @thejoshmcvicar | Facebook: @McVicarEntertainment



FreeQuency • Metropolis Management (Spoken Word)

APCA Isolated - \$2,000

2 of 3 - \$1,650

3 of 5 - \$1,450

5 of 7 - \$1,250

Plus: Travel & Tech Rider

Instagram: @freequencyspeaks



iamchelseaia • Brave Enough Agency (Solo Artist)

APCA Isolated - \$1,500

2 of 3 - \$1,350

3 of 5 - \$1,200

5 of 7 - \$1,000

Plus: Travel, Lodging & Sound

Insta: @iamchelseaia | Facebook: @iamchelseaia | YouTube: @iamchelseaia

10:30 AM BRUNCH SHOWCASE • GOVERNORS C-E (CONT)



Eric Dittelman • Degy Entertainment (*Mentalist*)

APCA Isolated - \$3,900

2 of 3 - \$3,700

3 of 5 - \$3,500

5 of 7 - \$3,250

Plus: Travel on Isolated Dates, Lodging, Meals, Sound & Lights

Instagram: @edittelman | Facebook: @EDittelman | YouTube: @edittelman



Mc 2whanne • Mc 2whanne (*Band*)

APCA Isolated - \$2,000

2 of 3 - \$1,800

3 of 5 - \$1,500

5 of 7 - \$1,250

Plus: Travel, Lodging, Meals, Sound & Lights

Instagram: @2whanne | YouTube: @2whanne

1PM – 2PM EXHIBIT HALL • GOVERNORS A-B

APCA
ASSOCIATION FOR THE PROMOTION
OF CAMPUS ACTIVITIES

1 PM IN GOVERNORS A-B

APCA EXHIBIT HALL

TALENT
SPEAKERS
NOVELTIES
ENTERTAINMENT
FOR COLLEGES

DISCOVER
**BOOK
CONNECT
SAVE**
GREAT TALENT
STRONGER
CAMPUSES

LIVE
ENTERTAINMENT
FOR COLLEGES
• COMEDIANS
• MUSICIANS
• NOVELTIES
& MORE!

**Get your
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STRONGER
CAMPUSES
APCA

**CLOSE-UP
MAGIC
AND MORE!**

IDEAS | PARTNERSHIPS | NEW TALENT | COST SAVINGS | A STRONGER CAMPUS TOGETHER!

2 PM PURPOSEFUL PROGRAMMING SHOWCASE • HUDSON



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

APCA Isolated - \$3,125

2 of 3 - \$2,925

3 of 5 - \$2,725

5 of 7 - \$2,525

Plus: Sound, Lights, Projector & Screen. (Rates for 2 hours. *All Inclusive, discount if you provide lodging)

Instagram: @gonzospeaks | Facebook: @AmericasStudentLeadershipTrainer | YouTube: @gonzospeaks



Michael Vanderplas • Michael J. Vanderplas (SPEAKER)

APCA Isolated - \$2,475

2 of 3 - \$2,300

3 of 5 - \$2,150

5 of 7 - \$2,000

All Inclusive

Instagram: @mike_vanderplas | Facebook: @michael.vanderplas | YouTube: @vikingnurse4319



NOW YOU SEE IT: How the World Wasn't Built For You • RK Entertainment Agency, LLC (SPEAKER)

APCA Isolated - \$3,500

2 of 3 - \$3,250

3 of 5 - \$3,000

5 of 7 - \$2,750

Plus: Travel, Lodging, Meals, Sound & Lights

Instagram: @josephtran | Facebook: @thejosephtran | YouTube: @josephtrandotcom



CJ Koepp • Neon Entertainment (Comedy)

APCA Isolated - \$1,825

2 of 3 - \$1,725

3 of 5 - \$1,525

5 of 7 - \$1,425

Plus: Travel, Lodging, Meals, Sound & Lights



Luke "Skippy" Harbur • LSH Productions (SPEAKER)

APCA Isolated - \$3,500

2 of 3 - \$2,950

3 of 5 - \$2,750

5 of 7 - \$2,500

All Inclusive

Instagram: @LSH_productions | Facebook: @LSHProduction | YouTube: @LSHproductionsLLC

2 PM PURPOSEFUL PROGRAMMING SHOWCASE • HUDSON



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

Special - 2 events in same academic year \$150.00 discount

Instagram: @angelthepettherapydog | YouTube: @deltaomegagamma



Sydney Montgomery, J.D. • Top Youth Speakers (SPEAKER)

APCA Isolated - \$2,700

2 of 3 - \$2,500

3 of 5 - \$2,300

5 of 7 - \$2,100

Plus: Travel & Lodging

Instagram: @_sydneyamontgomery | YouTube: @sydneyamontgomery

3:30 PM ADVISOR EDUCATIONAL SESSIONS

Friday 3:30 PM ADVISOR Educational Session

Chambers

The Leadership Multiplication Effect: Developing Student Leaders Who Can Lead Without You

Michael Vanderplas • Michael J. Vanderplas

Many advisors can feel like they're carrying the entire program on their shoulders. The strongest organizations are built when advisors intentionally develop student leaders who can think critically, solve problems, and take ownership. Discover how to identify leadership potential, coach emerging leaders, and create a culture where students grow into confident and capable leaders.

Friday 3:30 PM ADVISOR Educational Session

Anteroom

Surviving the Dreaded Student Affairs Burnout Factor

Tom Krieglstein • Swift Kick Leadership

There comes a moment in every Student Affairs professional's career when it's 1am and three students are still in the office and you know you have to be back at school the next morning. How can you keep going? Those who figure out how to survive the dreaded Student Affairs burnout factor go on to amazing and successful careers in higher education. In this session, we'll outline the key to helping you better manage the high level of pressure within Student Affairs and ultimately remain happy as you soar to new professional heights.

You MUST review at least 5 sessions to get your Certificate!

[CLICK HERE TO Evaluate Your Sessions!](#)

3:30 PM STUDENT EDUCATIONAL SESSIONS

Friday 3:30 PM - Student
Educational Session

Empire

Toolbox

Networking - How to Meet the People You Need to Meet

Larry Grogan • Delta Omega Gamma

This session is designed to empower participants with effective strategies for building valuable professional and personal connections. Through interactive workshops, attendees will learn practical techniques for initiating conversations, fostering genuine relationships, and leveraging networking opportunities in diverse settings. Emphasizing the role of empathy, active listening, and self-confidence, the program provides actionable steps for expanding your network and accessing new opportunities. By practicing everyday networking skills and sharing insights, participants will enhance their communication abilities and inspire others to engage meaningfully with their communities.

Friday 3:30 PM - Student
Educational Session

State

Programming

The Greatest Show: Presentation Tips and Tricks

bill harcleroad • SUNY Oneonta

The problem with PowerPoint isn't PowerPoint, it's that people don't use it properly (or even know when to bypass it). This presentation focuses on tips and tricks learned throughout a career that started in instructional support services and continued in student affairs, honed with expert advice from professionals in the field of advertising and marketing.

Friday 3:30 PM - Student
Educational Session

Capitol

Leadership

The Leader Within: Which Color are You?

Rosario Rodriguez-Erechar • Columbia Basin College

Students will explore their leadership style through a fun True Colors activity, discovering their leadership "color" and the strengths that come with it. We'll discuss how different leadership styles can complement each other, but also how they can clash. Students will learn that we don't have to see eye-to-eye to work effectively together. Understanding our own leadership style and recognizing the styles of others can help us communicate better, navigate differences, and build stronger teams.

LSH PRODUCTIONS

*Luke "Skippy" Harbur Speaks:
3 Programs Making Life Meaningful*



LSHProductions.com

5 PM DINNER SHOWCASE • GOVERNORS C-E


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


Jessica Maeve • Axiom Music, LLC (Solo Artist)

APCA Isolated - \$2,500
 2 of 3 - \$2,300
 3 of 5 - \$2,100
 5 of 7 - \$1,900
 All Inclusive
 Instagram: @jessica.maeve | Facebook: @jessicamaevemusic | YouTube: @jessicamaeve


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

APCA Isolated - \$2,900
 2 of 3 - \$2,750
 3 of 5 - \$2,650
 5 of 7 - \$2,550
 Plus: Travel & Lodging
 Instagram: @Ran_Magic


Devon Braxton • Degy Entertainment (Solo Artist)

APCA Isolated - \$1,800
 2 of 3 - \$1,650
 3 of 5 - \$1,500
 5 of 7 - \$1,300
 Plus: Travel on Isolated Dates, Lodging, Meals, Sound & Lights
 Instagram: @devonbraxton | Facebook: @devonbraxton | YouTube: @devonbraxton


Madam Nselaa Ward • United in Hyper Health and Wellness (SPEAKER)

APCA Isolated - \$3,997
 2 of 3 - \$3,797
 3 of 5 - \$3,597
 5 of 7 - \$3,397
 Plus: Travel & Lodging
 Instagram: @nselaaward | Facebook: @nselaawardfanpage | YouTube: @nselaaward


FREE DAPS • Degy Entertainment (Musical Comedy)

APCA Isolated - \$2,950
 2 of 3 - \$2,750
 3 of 5 - \$2,500
 5 of 7 - \$2,250
 Plus: Travel on Isolated Dates, Lodging, Meals, Sound & Lights
 Instagram: @freedaps | Facebook: @FREEDAPS | YouTube: @FREEDAPS

5 PM DINNER SHOWCASE • GOVERNORS C-E (CONT.)



Sam Morrison • Neon Entertainment (Comedy)

APCA Isolated - \$2,675

2 of 3 - \$2,525

3 of 5 - \$2,425

5 of 7 - \$2,325

Plus: Travel, Lodging, Meals, Sound & Lights



Summerdrive • Brave Enough Agency (Band)

APCA Isolated - \$2,450

2 of 3 - \$1,950

3 of 5 - \$1,750

5 of 7 - \$1,500

Plus: Travel, Lodging, Meals & Sound

Instagram: @summerdriveband | Facebook: @summerdriveband | YouTube:

@summerdriveband

7:30 PM – 8:30 PM EXHIBIT HALL • GOVERNORS A-B

APCA
ASSOCIATION FOR THE PROMOTION
OF CAMPUS ACTIVITIES

7:30 PM IN GOVERNORS A-B

APCA EXHIBIT HALL

**TALENT
SPEAKERS
NOVELTIES
ENTERTAINMENT
FOR COLLEGES**

**DISCOVER
BOOK
CONNECT
SAVE**

**LIVE
ENTERTAINMENT
FOR COLLEGES
• COMEDIANS
• MUSICIANS
• NOVELTIES
& MORE!**

**Get your
Co-op Forms
filled out
HERE!**

**GREAT
PROGRAMMING
STRONGER
CAMPUSES**

**CLOSE-UP
MAGIC
AND MORE!**

8:30 PM ADVISORS CO-OP CAUCUS • CHAMBERS



APCA
ASSOCIATION FOR THE PROMOTION
OF CAMPUS ACTIVITIES

ADVISORS CO-OP CAUCUS!

8:30 PM IN CHAMBERS BALLROOM

**STRONGER
TOGETHER
BIGGER
OPPORTUNITIES!**

- ✓ SHARE DATES
- ✓ BUILD BLOCKS
- ✓ MAXIMIZE SAVINGS
- ✓ STRONGER TOGETHER

Time to talk about
saving money on
the great talent here!

Meet in The Chambers
Room at 8:30 pm for
a short but **VERY**
important meeting
to begin forming
blocks of dates!

GREAT
TALENT
STRONGER
TOGETHER

COLLABORATE
BOOK
SAVE
SUCCEED

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8:30 PM LATE NIGHT EVENTS • KELSEY'S / HUDSON

STUDENT LATE NIGHT NOVELTY PARTY!



**FRIDAY NIGHT!
8:30 PM
IN KELSEY'S**

**GAMES!
NOVELTIES!
GOOD VIBES!**

FUN PEOPLE. GREAT ENTERTAINMENT. UNFORGETTABLE NIGHTS!

STUDENT LATE NIGHT MOVIE!

Sometimes getting back to the top means a whole new set of rules.

**FRIDAY NIGHT
9:15 PM
IN HUDSON BALLROOM**

THE DEVIL WEARS PRADA 2



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CP criterion PICTURES

MOVIES BRING PEOPLE TOGETHER!

GREAT FILMS. BOLDER STORIES. BRIGHTER TOMORROWS.

AFTER ADVISOR CAUCUS • SESSIONS LOUNGE

APCA
ASSOCIATION FOR THE PROMOTION OF CAMPUS ACTIVITIES

LATE NIGHT JAM

21+ ONLY
MUST BE 21 OR OLDER TO ATTEND

SESSIONS LOUNGE

Good Music. Great People. Relaxed Vibes!

ALL MUSICAL ARTISTS ARE INVITED TO PLAY!
See Del Suggs to sign up!

See Showcasing Artists Perform in a Relaxed Setting!



8:00 AM STUDENT EDUCATIONAL SESSIONS

Saturday 8:00 am - Student
Educational Session

Empire

SGA

Running and Participating in Meetings: Parliamentary Procedure Made Easy for SGA Members

Dave Kelly • America's Student Leadership Trainer

Meetings are where most students connect with clubs and organizations. Well-run meetings are key to membership retention! This session covers all aspects of SGA meetings, including the role of the chair, creating agendas, minutes, making motions, submitting proposals, and voting options for members. Parliamentary procedure is intended to facilitate discussion and protect the rights of the minority voice in debate. Attendees will receive a guide to parliamentary procedure that can put all members on an equal footing. Don't miss this informative, interactive training that will set your SGA up for success!

Saturday 8:00 am - Student
Educational Session

Ste

Programming

How To Run Icebreakers People Actually Enjoy

DaShawn Lamar-Baldwin • Swift Kick Leadership

Nobody wants to play another awkward icebreaker, and honestly, the word alone kills the room before you even start. In this session, student leaders learn the 5 rules for running icebreakers that actually get people talking, laughing, and connecting instead of staring at their shoes. We'll break down what separates a forced, cringe-worthy activity from one that has your whole group leaning in. Then you'll walk away with 5 ready-to-use icebreakers you can bring straight back to campus and run with your team this week. No more awkward silence, no more "Who wants to go first?"

Saturday 8:00 am - Student
Educational Session

Capitol

Leadership

Mental Health Leadership

Larry Grogan • Delta Omega Gamma

Mental health encompasses more than just therapeutic interventions or medication, it often involve the consistent, everyday actions individuals undertake to support their well-being. By prioritizing our own mental health, we serve as positive examples and motivate others to do likewise. Thus, mental health leadership can be understood as demonstrating behaviors that encourage and inspire others to maintain their mental wellness. This session will examine practical examples of mental health leadership in daily life and discuss strategies for integrating these approaches into our routines.

Saturday 8:00 am - Student
Educational Session

Anteroom

Toolbox

B-I-N-GO! Your Way to Success

Marissa Cohen • Marissa F Cohen

Goal setting doesn't have to be boring or overwhelming. In this interactive program, student leaders learn to establish meaningful, achievable goals using a creative bingo card approach that makes goal setting fun, strategic, and results-driven. Whether you're launching a new club initiative, growing membership, increasing event attendance, or building your leadership impact, this workshop teaches you how to identify your big-picture vision and break it into specific, actionable goals. Participants leave with their personalized B-I-N-GO goal card, accountability strategies, and the momentum needed to turn your vision into reality. Get ready to mark off your success—one goal at a time.

Saturday 8:00 am

ADVISOR ROUND TABLE

CHAMBERS

Advisor Roundtable: The Road Ahead for Campus Life

Eric Lambert • APCA Executive Director

Join us for a roundtable discussion to expound on our challenges and successes in the ever-evolving landscape of higher education. With a focus on actionable solutions, this session promises to provide invaluable takeaways for anyone in student affairs.

You MUST review at least 5 sessions to get your Certificate!

[CLICK HERE TO Evaluate Your Sessions!](#)

9 AM MAINSTAGE SHOWCASE • HUDSON

COFFEE SERVICE AT THIS EVENT

	Judy Giovangelo • Ben Speaks Louder than Words (<i>SPEAKER</i>) APCA Isolated - \$4,000 2 of 3 - \$3,500 3 of 5 - \$3,000 5 of 7 - \$2,500 All Inclusive Instagram: @benspeaks Facebook: @ben.speaks
	Lyrical Faith • Metropolis Management (<i>Spoken Word</i>) APCA Isolated - \$2,700 2 of 3 - \$2,450 3 of 5 - \$2,200 5 of 7 - \$2,000 Plus: Tech Rider Instagram: @lyricalfaithpoetry
	Tom DeCillis • Tom DeCillis (<i>SPEAKER</i>) APCA Isolated - \$2,000 2 of 3 - \$1,800 3 of 5 - \$1,500 5 of 7 - \$1,200 All Inclusive Instagram: @tomdecilliscomedy YouTube: @tomdecillis6095
	Darren Yong • Perfect Parties Rent + Event (<i>Magician</i>) APCA Isolated - \$2,800 2 of 3 - \$2,600 3 of 5 - \$2,300 5 of 7 - \$2,000 Plus: Travel, Lodging, Sound & Lights
	Dr. Tracy Latz • United in Hyper Health and Wellness (<i>SPEAKER</i>) APCA Isolated - \$2,997 2 of 3 - \$2,797 3 of 5 - \$2,597 5 of 7 - \$2,297 Plus: Travel & Lodging Instagram: @shiftyourlife Facebook: @ShiftYourLife

9 AM MAINSTAGE SHOWCASE • HUDSON BALLROOM (CONT)

**Gary Montalvo • The Ownership Igniter (SPEAKER)**

APCA Isolated - \$4,000

2 of 3 - \$3,800

3 of 5 - \$3,500

5 of 7 - \$3,200

All Inclusive

Insta: @garymontalvo | FB: @gary.montalvo | YouTube: @GaryMontalvoCoaching

**Sydney Leigh • Neon Entertainment (Solo Artist)**

APCA Isolated - \$1,875

2 of 3 - \$1,525

3 of 5 - \$1,325

5 of 7 - \$1,225

Plus: Travel, Lodging, Meals, Sound & Lights

10:30 AM CO-OP SESSION 1 • CHAMBERS

APCA
ASSOCIATION FOR THE PROMOTION
OF CAMPUS ACTIVITIES

**COOPERATIVE
BUYING SESSION 1**

SATURDAY • 10:30 AM • CHAMBERS ROOM

**ALL Advisors,
please be
on time!**

**STRONGER
TOGETHER
BIGGER
OPPORTUNITIES!**

**Come get a huge return on
your conference investment.**

**PEOPLE
PROGRAMS
PARTNERSHIPS
RESULTS**

Area 1

Saturday

10:30 AM STUDENT EDUCATIONAL SESSIONS

Saturday 10:30 am - Student
Educational Session

Empire

SGA

SGA Recruitment, Retention, and Engaging Meetings

Dave Kelly • America's Student Leadership Trainer

Many student leaders do not know how to keep members involved. They run boring or unproductive meetings, oversell the organization, or miss warning signs and issues that cause members to leave. Retention, done right, can be the best membership recruitment tool! Come learn the techniques, tips, and tricks that Dave employed to recruit more than 10,000 students into membership! These techniques are easy to do, duplicatable by your SGA, and effective in engaging students who may not normally check you out. Learn the key features of retention, including running fun and engaging meetings, that will keep them coming back.

Saturday 10:30 am - Student
Educational Session

State

Programming

60 Awesome Programming Ideas

Del Suggs • Del Suggs, M.S.Ed.

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

Saturday 10:30 am - Student
Educational Session

Capitol

Leadership

Lessons in Networking from Eevee

Marissa Cohen • Marissa F Cohen

Ever notice how some people effortlessly build strong connections and get noticed, while others work just as hard but struggle to create real relationships? In this engaging program, we explore authentic networking principles through the personalities of two dogs—one who naturally draws people in and another who doesn't quite get the attention she deserves. Discover how Eevee's approach to connection mirrors the most effective networking strategies: genuine interest, strategic visibility, consistent engagement, and authentic presence. Learn how to network authentically, overcome networking anxiety, and create genuine professional and social relationships that lead to real opportunities. Leave with a personalized networking action plan!

Saturday 10:30 am - Student
Educational Session

Anteroom

Toolbox

MIND over Media™: Managing Digital Distractions

Liz Savage • The Resilience Coach

MIND over Media™: Managing Digital Distractions helps students understand why staying focused feels so hard and what they can actually do about it. Students explore how platforms and apps are designed to capture attention, examine how constant connectivity affects their focus, sleep, and academic performance, and develop personalized, realistic strategies for reclaiming their time and attention without disconnecting entirely.

11:30 AM STUDENT EDUCATIONAL SESSIONS

Saturday 11:30 am - Student
Educational Session

Empire

SGA

Your SGA as a Positive Force for Change

Dave Kelly • America's Student Leadership Trainer

Making change as SGA 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. Serving leaders do this in a way that is respectful, thoughtful, and impactful. It requires critical thinking skills, the ability to communicate effectively while listening to differing opinions, and present persuasive arguments while engaging in civil discourse. Students will look at historical advocacies, discuss and grade them, and learn the most effective methods of creating change while working with other people. Effective communication strategies with decision makers will also be shared.

You MUST review at least 5 sessions to get your Certificate!

[CLICK HERE TO Evaluate your sessions!](#)

11:30 AM STUDENT EDUCATIONAL SESSIONS (CONT)

Saturday 11:30 am - Student Educational Session

State

Programming

Buying Big: The Real Process Behind Major Campus Events

Jeff Hyman/Sophie Low • Degy Entertainment

Bigger price tags. Tighter budgets. Here's how to actually land a major act without blowing the bank. We'll break down budgeting, campus surveys, and real pricing sheets — plus the docs everyone forgets about (riders, offer sheets, marketing plans, advance sheets). Come ready to ask questions and jump into the conversation.

Saturday 11:30 am - Student Educational Session

Capitol

Leadership

Mastering Your Influence: Body Language Secrets for Connection and Influence

Michael Vanderplas • Michael J. Vanderplas

Discover how to Master Your Influence by unlocking the hidden power of subconscious communication. In this fast-paced, interactive session, you'll learn the body language secrets that top communicators, leaders, and influencers use to create instant connection and trust. From subtle gestures to unspoken signals, you'll gain the tools to read others more accurately, project confidence, and build authentic relationships that open doors to new opportunities. Whether you're leading a student organization, networking for your future career, or simply wanting to connect more deeply with others, this class will teach you how to communicate beyond words; helping you engage, inspire, and lead with confidence.

Saturday 11:30 am - Student Educational Session

Anteroom

Toolbox

Anxious But Ambitious: How to Thrive Without Burning Out

Gary Montalvo • The Ownership Igniter

You've got big goals, but sometimes your anxiety and overthinking get louder than your motivation. This interactive session explores what it means to be ambitious *and* human. We'll unpack how pressure culture, comparison, and constant productivity can drain your energy and self-worth. Through interactive exercises, journaling, and honest conversation, you'll learn practical ways to manage stress, protect your peace, and still go after what matters most. Because you don't have to choose between success and sanity, you get to have both.

You MUST review at least 5 sessions to get your Certificate!

[CLICK HERE TO Evaluate your sessions!](#)

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in Hershey!*

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FEBRUARY 27 – MARCH 2, 2027
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A Sweeter Tomorrow.*

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SHOWCASING
ARTISTS & NOVELTIES

30+
EDUCATIONAL
SESSIONS

30+
VENDORS

6 MEALS
+ CATERED
BREAKS

LEARN MORE & REGISTER AT [APCA.COM](https://www.apca.com)

STUDENT LEADERSHIP | PROFESSIONAL DEVELOPMENT | COOPERATIVE BUYING
CE CREDITS | LIFETIME CONNECTIONS

12:30 PM LUNCH SHOWCASE • GOVERNORS C-E

**Meggie • Meggie Czepiel (Solo)**

APCA Isolated: \$1200

2 of 3- \$1000

3 of 5- \$800

5 of 7 - \$600

Travel, Lodging, Lights, and Sound

Instagram: /meggiethesongwriter/ YouTube: @meggiethesongwriter

**Distinguished Daredevils • Everything But the Mime, Inc. (Variety)**

APCA Isolated: \$3,950

2 of 3- \$3,595

3 of 5- \$3,295

5 of 7 - \$2,995

All Inclusive

Instagram: @distinguisheddaredevils

**Andrew Della Volpe • Degy Entertainment (Comedy)**

APCA Isolated - \$1,950

2 of 3 - \$1,800

3 of 5 - \$1,700

5 of 7 - \$1,500

Plus: Travel on Isolated Dates, Lodging, Meals, Sound & Lights

Instagram: @andrewdellavolpe | YouTube: @andrewdellavolpecomedy

**Maya Piata • Piata Productions LLC (Solo Artist)**

APCA Isolated - \$3,000

2 of 3 - \$2,800

3 of 5 - \$2,500

5 of 7 - \$2,200

All Inclusive

Instagram: @mayapiata | Facebook: @mayapiata | YouTube: @MightyShiningGlory

**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

**Jeff Klein • Degy Entertainment (Comedy)**

APCA Isolated - \$1,750

2 of 3 - \$1,600

3 of 5 - \$1,400

5 of 7 - \$1,300

Plus: Travel on Isolated Dates, Lodging, Meals, Sound & Lights

Insta: @thatjeffisfunny | Facebook: @jeffrey.klein.14 | YouTube: @SwellFellaProduction

**Van Scott • Brave Enough Agency (Band)**

APCA Isolated - \$2,500

2 of 3 - \$2,200

3 of 5 - \$2,000

5 of 7 - \$1,800

Plus: Travel, Lodging & Sound

Instagram: @vanscottish | Facebook: @VanScottMusic | YouTube: @vanscottish

3PM – 4PM EXHIBIT HALL • GOVERNORS BALLROOM A-B



3:00 PM IN GOVERNORS A-B

APCA EXHIBIT HALL

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4PM ADVISOR EDUCATIONAL SESSIONS - SATURDAY

Saturday 4:00 PM – ADVISOR Session

Chambers

Real Talk: Marketing Lessons from the Trenches

Marissa Cohen & Del Suggs

After 40+ years of collective marketing wins and epic fails in higher education, we've learned that the difference between campaigns that work and ones that flop usually comes down to a few key things most people miss. This isn't a session about theory or best practices from some marketing textbook. It's about real campaigns we've run – the ones 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 of your marketing works while other efforts feel like shouting into the void.

Saturday 4:00 PM - ADVISOR Session

Anteroom

SGA Advisors in Action: Building Better Student Governments Together

Dave Kelly • America's Student Leadership Trainer

Join fellow student government advisors for an energizing session packed with ideas, strategies, and real-world practices to strengthen student government associations and elevate their impact on campus. Through lively discussion and shared expertise, participants will explore student government structures, ways to break the annual rebuilding cycle, professional development for members, effective meetings, governing documents, and more. Bring your questions, challenges, and success stories—and leave with fresh inspiration, practical takeaways, and new connections.



SATURDAY STUDENT SPECIAL EVENT SHOWCASE!

HYPNOTISM BY SAILESH

8 TIME HYPNOTIST OF THE YEAR
4 TIME ENTERTAINER OF THE YEAR

SATURDAY 4:00 PM
HUDSON BALLROOM

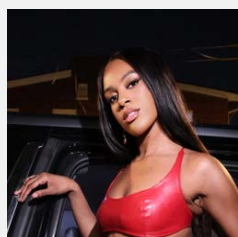
REAL PEOPLE. REAL FUN. UNFORGETTABLE!

LAUGH! PARTICIPATE! BE AMAZED!

ALL ATTENDEES ARE ENTERED INTO A **GRAND PRIZE GIVEAWAY!**

SPONSORED BY **Metropolis Management**

5:30 PM DINNER SHOWCASE GOVERNORS C-E



A Kay A • Gregory Griffin Productions (Solo Artist)

APCA Isolated - \$ 2000

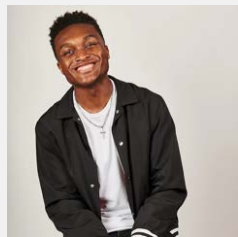
2 of 3 - \$1,800

3 of 5 - \$1,500

5 of 7 - \$1,200

Plus: Travel, Lodging, Meals, Sound & Lights

Instagram: @officiallyakaya | Facebook: @moodygirlmusic | YouTube: @moodygirlmusic



Wes Woodson • WesWoodson.com (SPEAKER)

APCA Isolated - \$3,300

2 of 3 - \$2,750

3 of 5 - \$2,400

5 of 7 - \$2,000

Plus: Travel & Lodging

Instagram: @weswoodson | Facebook: @officialweswoodson | YouTube: @weswoodson



Richard Bowen • Richard Bowen (Comedy)

APCA Isolated - \$1,500

2 of 3 - \$1,300

3 of 5 - \$1,200

5 of 7 - \$1,100

Plus: Travel, Lodging and Meals

Instagram: @colorblindbowen | Facebook: @colorblindbowen | YouTube: @colorblindbowen



TRVR? • Axiom Music, LLC (Solo Artist)

APCA Isolated - \$2,500

2 of 3 - \$2,300

3 of 5 - \$2,100

5 of 7 - \$1,900

All Inclusive

Instagram: @trevordmusic | Facebook: @TRVRdmusic | YouTube: @trevordouglassmusic

5:30 PM DINNER SHOWCASE GOVERNORS C-E (Cont)



Raymond Austin • Ray Ray's Comedy (Comedy)

APCA Isolated - \$1,500

2 of 3 - \$1,300

3 of 5 - \$1,200

5 of 7 - \$1,100

Plus Travel and Lodging

Instagram: @RayRayscomedy



Treva • Axiom Music, LLC (Solo Artist)

APCA Isolated - \$2,500

2 of 3 - \$2,300

3 of 5 - \$2,100

5 of 7 - \$1,900

All Inclusive

Instagram: @trevanmusic | Facebook: @trevanmcclure1



Anyumel Rose • Anyumel Rose (Comedy)

APCA Isolated Date: \$3,500

2 of 3: \$3,300

3 of 5: \$3,000

5 of 7: \$2,700 Plus: Travel & Lodging

Instagram: @anyumel.rose | YouTube: @Anyumel-Rose



Oversoon • Oversoon (Band)

APCA Isolated - \$2,600

2 of 3 - \$2,400

3 of 5 - \$2,200

5 of 7 - \$2,000

All Inclusive

Instagram: @oversoontheband | Facebook: @oversoontheband | YouTube: @Oversoontheband

8 PM – 9 PM EXHIBIT HALL • GOVERNORS A-B



APCA EXHIBIT HALL

8:00 PM IN GOVERNORS BALLROOM A-B

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Saturday

9 PM COOPERATIVE BUYING SESSION 2 • CHAMBERS



COOPERATIVE BUYING SESSION 2

ALL Advisors, please be on time!

SATURDAY • 9:00 PM • CHAMBERS ROOM

STRONGER TOGETHER BIGGER OPPORTUNITIES!

Area 1

Area 3

Come get a huge return on your conference investment.

PEOPLE PROGRAMS PARTNERSHIPS RESULTS

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LATE NIGHT JAM

21+ ONLY
MUST BE 21 OR OLDER TO ATTEND

SESSIONS LOUNGE

Good Music. Great People. Relaxed Vibes!

ALL MUSICAL ARTISTS ARE INVITED TO PLAY!
See Del Suggs to sign up!

See Showcasing Artists Perform in a Relaxed Setting!

GOOD MUSIC GREAT COMPANY

ALL ARE WELCOME!

9 PM LATE NIGHT EVENTS • KELSEY'S / HUDSON BALLROOM

STUDENT LATE NIGHT
NOVELTY PARTY!

GAMES!
NOVELTIES!
GOOD VIBES!

**SATURDAY NIGHT!
9:00 PM
IN KELSEY'S**

FUN PEOPLE. GREAT ENTERTAINMENT. UNFORGETTABLE NIGHTS!



STUDENT LATE NIGHT MOVIE!

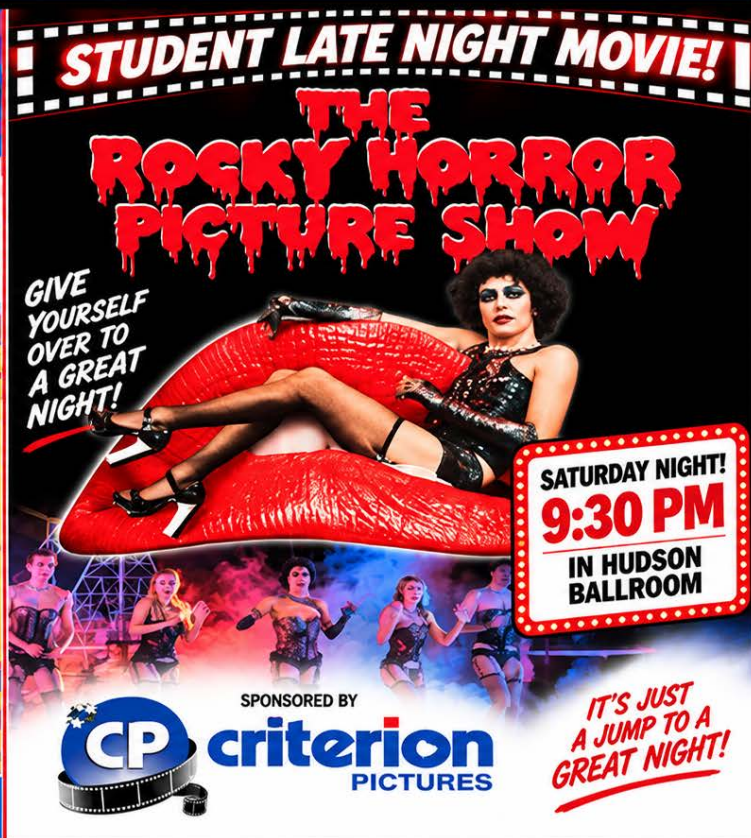
THE ROCKY HORROR PICTURE SHOW

GIVE YOURSELF OVER TO A GREAT NIGHT!

**SATURDAY NIGHT!
9:30 PM
IN HUDSON BALLROOM**

SPONSORED BY
CP criterion PICTURES

IT'S JUST A JUMP TO A GREAT NIGHT!



10 AM SUNDAY MORNING • CHAMBERS

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Let's talk about what's next!

**Join us for the
CONFERENCE
WRAP UP!**

Great Ideas
Stronger
Campuses!

**in the
Chambers Room
Sunday Morning
at 10am.**

**Make suggestions and bring your insights
so we can make APCA even better for you!**

Your Ideas
Your Voice
Bigger Brighter Campuses!

PEOPLE • PROGRAMS • PARTNERSHIPS • STRONGER CAMPUSES





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+ CATERED
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