



APCA

ASSOCIATION FOR THE PROMOTION
OF CAMPUS ACTIVITIES

20TH ANNUAL

Leadership on Broadway Experience

Engaging Your Student "Outsiders"!



JULY 21-23, 2026

MARRIOTT MARQUIS | TIMES SQUARE

#APCANYC26



APCA

ASSOCIATION FOR THE PROMOTION
OF CAMPUS ACTIVITIES



**REGISTER
NOW!**

THE GREATEST SHOWCASES ON EARTH

APCA Northeast

Albany, NY • Oct 2-4, 2026

APCA South

Dallas, TX • Oct 23-25, 2026

APCA Midwest

Chicago, IL • Nov 13-15, 2026

INCLUDED:

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

**2026 Fall Regional Campus
Activities Conferences**

WELCOME TO APCA'S 20TH ANNUAL LEADERSHIP ON BROADWAY EXPERIENCE



ERIC LAMBERT
Executive Director
elambert@apca.com

On behalf of the entire APCA family, welcome to the
20th 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!**



Schedule of Events

20th ANNUAL LEADERSHIP ON BROADWAY EXPERIENCE

Monday, July 20, 2026

3:00 - 5:00 pm.....	Conference Registration/APCA Serves	Harlem Room
5:00 pm.....	Advisor Reception	8th Floor

Tuesday, July 21, 2026

8:00 - 8:45 am.....	Conference Registration/APCA Serves	Harlem Room
8:45 am.....	Kickoff and Opening Keynote	Astor Ballroom
9:30 am.....	Student Networking Session	Astor Ballroom
9:30 am.....	<i>Featured Advisor Session</i>	Empire Complex
10:30 am.....	Student & Advisor Ed Sessions	Various Rooms

11:30 am - 2:00 pm..... Lunch on Your Own

OR - Broadway Cares Experience at Carmine's (*must be pre-registered*)

2:00 pm.....	Student & Advisor Ed Sessions	Various Rooms
3:00 pm.....	Student & Advisor Ed Sessions	Various Rooms
4:00 pm.....	Exhibit Hall (ALL)	Astor Pre-Function
4:30 pm.....	*Closing Keynote (ALL)	Astor Ballroom

**pick up Outsiders tickets!*

7:00 pm.....	<i>The Outsiders</i> on Broadway!	<i>Bernard B. Jacobs Theatre</i> 242 W 45th St
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Wednesday, July 22, 2026

8:00 am.....	APCA Serves! Annual Project to Support Hungry and Homeless	
9:00 am.....	Keynote(ALL)	Astor Ballroom
9:30 am.....	Student Ed Sessions	Various Rooms
9:30 am.....	<i>Featured Advisor Session</i>	Astor Ballroom
10:30 am.....	Student & Advisor Ed Sessions	Various Rooms

11:30 am - 1:30 pm..... Lunch on Your Own

1:30 pm.....	Student & Advisor Ed Sessions	Various Rooms
2:30 pm.....	Keynote (ALL)	Astor Ballroom
3:00 pm.....	Final Exhibit Hall (ALL)	Astor Pre-Function
4:00 pm.....	Student/Advisor Ed Sessions	Various Rooms
5:00 pm.....	*Closing Keynote(ALL)	Astor Ballroom

**Must be present to receive certificates and win grand prize!*

Thursday, July 23, 2026

10:00 am.....	Wrap-Up (ALL)	Astor Ballroom
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APCA EXHIBITOR LISTING

America's Student Leadership Trainer Dave Kelly (404) 403-1481 davekelly@gonzospeaks.com www.davegonzokelly.com DIAMOND	Degy Entertainment Jeff Hyman (732) 818-9600 jeff@degy.com www.degy.com DIAMOND
Del Suggs, M.S.Ed Del Suggs (800) 323-1976 del@delsuggs.com www.delsuggs.com DIAMOND	Marissa F Cohen Marissa F Cohen (732) 642-0809 booking@marissafayecohen.com www.marissafayecohen.com EMERALD
Metropolis Management Joyce Jiawan (510) 342-9229 joyce@metropolismanagement.com www.metropolismanagement.com DIAMOND	Priority Living Consulting Group Bill Goodwin (651) 331-1502 bill@prioritylivingcgc.com www.billgoodwinspeaks.com
Promotions & Unicorns, Too Rob Einhorn (732) 308-3444 promotions.unicorns@verizon.net www.promotionsandunicorns.com DIAMOND	Studio Arts Services Linda Kuriloff (347) 526-7775 lindakuriloff@gmail.com www.lindakuriloff.com
Top Youth Speakers® Brandon Spinazzola (800) 799-1460 brandon@topyouthspeakers.com www.topyouthspeakers.com EMERALD	APCA Membership Gems: <i>DIAMOND- 15 YEARS</i> <i>SAPPHIRE- 10 YEARS</i> <i>EMERALD- 5 YEARS</i> <i>RUBY- 3 YEARS</i>

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.

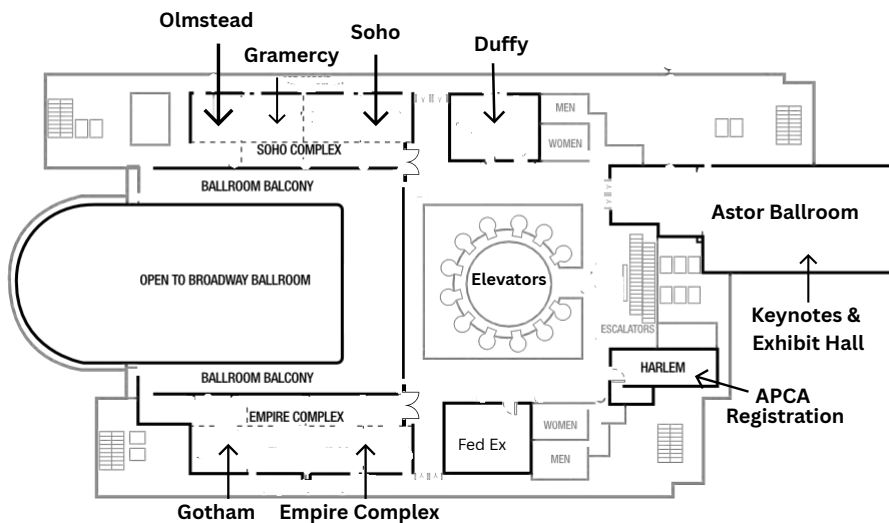
When you're out and about in New York City:

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 TEAM



ERIC LAMBERT
Executive Director
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HEATHER LAMBERT
Vice President
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RONNIE CURRENT
Director of Operations
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ROBBIE CHULICK
Conference Assistant
West Virginia Wesleyan



SYDNEY ATCHLEY
Conference Assistant

CONFERENCE SESSION PRESENTERS



Dr. Amy Cotner
Mount Aloysius College
acotner@mtaloy.edu

Dr. Amy Cotner is a senior student affairs leader with more than three decades of experience in student engagement, residential life, organizational leadership, and student success. She is passionate about helping colleges build intentional cultures where belonging and engagement become the expectation, not the exception. Committed

to advancing higher education through mentorship and service, Dr. Cotner's mission is to help colleges create environments where every student feels they belong, becomes engaged, and is empowered to thrive.



Bill Goodwin
Priority Living Consulting Group
bill@prioritylivingcg.com

Bill Goodwin is a leadership coach, international speaker, podcast host, and author of *Priority Living: 7 Pillars to Make Your Life Count*. Bill is the "Dude who Died" having suffered a severe asthma in his 20's where he coded and was revived. Today as a leadership speaker and coach, audiences know him for his ability to cut through complexity

and move people to action, helping leaders clarify what matters most. As a certified member of the Maxwell Leadership Team, he brings both practical frameworks and real-world experience to every stage. Bill's engaging, high-energy style challenges audiences to stop drifting, start leading with purpose, and finish strong.



Brooke Gibson
Fox Valley Technical College
brooke.gibson0360@fvtc.edu

Brooke Gibson serves as the LEAD Student Activities and Engagement Specialist at Fox Valley Technical College. She earned her bachelor's degree in Human Development and Psychology from the University of Wisconsin-Green Bay in 2016. In her role, Brooke is dedicated to enhancing the student experience by fostering meaningful

engagement opportunities that combine education and fun. She also advises the Campus Engagement Organization (C.E.O.), where students collaborate to plan and host events across the FVTC campus throughout the year. Brooke is passionate about creating an inclusive and vibrant campus community and enjoys working closely with students to develop new and exciting programming.

CONFERENCE SESSION PRESENTERS



Dr. Cat Nanney

Florida Tech
cnanney@fit.edu

Dr. Cat Nanney serves as Dean of Students at Florida Tech, where she leads student engagement, leadership development, student support, and campus programming initiatives. With nearly two decades of experience in higher education, she is known for her student-centered leadership, strategic vision, and commitment to creating meaningful campus experiences. Dr. Nanney specializes in organizational development, crisis response, and fostering strong campus communities that empower students to succeed both personally and academically. She holds degrees from the University of West Florida and a Ph.D. in Leadership Studies in Higher Education.



Cheyenne Olson

Hillsborough Community College, SouthShore Campus
colson13@hccfl.edu

Cheyenne Olson is the Student Activities Coordinator at Hillsborough College, SouthShore Campus, a dedicated Plus Size Fashion and Lifestyle Influencer and TEDx Speaker. 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. In her upcoming educational sessions, Cheyenne will share her expertise on optimizing social media. Attendees will learn strategies for growing their follower base, converting followers into event attendees, and effective personal branding.



Chibbi

Degy Entertainment
jeff@degy.com

Chibbi is a Mexican-born, Texas-raised poet, actor, and spoken word artist. Having been performing poetry since 2006, he is the founder of Laredo BorderSlam, and a founding member of the Houston poetry spot, Write About Now. He has self-published 2 books; his latest OTRO/PATRIA, a journey through the intersections of identity, was released in the summer of 2019. His work primarily deals with the exploration of identity and culture, his experiences as both Queer and Latino, and fighting for the validity of existence. On stage and page, he is an unforgettable experience.

CONFERENCE SESSION PRESENTERS



Dave Kelly

America's Student Leadership Trainer

davekelly@gonzospeaks.com

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! His presentations are high energy, interactive, fun, and content rich. 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) and was 2023 Lecturer of the Year for the Canadian Organization of Campus Activities!



Del Suggs

Del Suggs, M.S.Ed.

del@delsuggs.com

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. From high school student body president to founding the Florida Chapter of the Grammy Awards, Del has served in many different leadership roles. Del's latest book is "The Student Handbook for Campus Activities Boards." His best-seller "Truly Leading: Lessons in Leadership" (second edition) is in the sixth printing.



FreeQuency

Metropolis Management

joyce@metropolismanagement.com

FreeQuency is a Kenyan, Immigrant, Shogal/Queer storyteller, speaker & feeler. The 2018 Women of the World Poetry Slam Champion, a 2017 TEDWomen speaker and ranked 3rd at the 2015 Individual World Poetry Slam, FreeQuency is a highly sought after performer, host, social justice teaching artist and workshop leader. Rooted in various global communities & having spent their life at the intersection of arts, education and activism, they and/or their work in Reproductive Justice, #BlackLivesMatter organizing & activism, LGBTQ+ advocacy and writing have been featured on The Independent, the New York Times, OkayAfrica, Upworthy, TEDx, For Harriet, Teen Vogue, Huffington Post, Everyday Feminism, & other outlets.

CONFERENCE SESSION PRESENTERS



Joyce Jiawan
Metropolis Management
joyce@metropolismanagement.com

Joyce Jiawan is the Director of Operations and Senior Agent for Metropolis Management, where she has spent more than 18 years supporting artists, speakers, and campus programming professionals. Her work spans contracts, showcases, conferences, client communication, sponsorships, marketing, vendor systems, and event logistics. Joyce brings a practical, behind-the-scenes perspective on what helps performers, agencies, and campus buyers work together successfully.



Justin Donnelly
University of Florida
jdonnelly1031@ufl.edu

Justin Donnelly has more than 17 years of experience in student affairs, specializing in student engagement, campus activities, and leadership development. He serves as Director of Campus Engagement at the University of Florida, where he oversees Campus Events and Traditions and Student Government Advising and Operations. Justin works closely with student leaders and staff to design engaging campus experiences and leadership initiatives. He earned his Bachelor's degree in International Hospitality and Tourism Management with a specialization in Event Management from Saint Leo University, his Master's in College Student Affairs from University of South Florida and is currently pursuing a doctorate in Leadership Development at UF.



Katrina Sproles
Bossier Parish Community College
ksproles@bpcc.edu

Katrina Sproles believes student success begins when students feel supported, connected, and empowered. As the Title IX Coordinator at Bossier Parish Community College (BPCC), she has spent more than a decade creating pathways that remove barriers, strengthen student support, and promote a campus culture of care and belonging. Her experience across Public Relations, Academic Affairs, and Student Affairs has shaped her passion for helping students navigate challenges and achieve their goals. Katrina holds a B.A. in General Studies and Psychology, a Master of Arts in Counseling and Guidance from Louisiana Tech University, and is a recent graduate NASAP's Student Affairs Law and Policy program.



Dr. Kedrick Nicholas
McNeese State University
knicholas@mcneese.edu

Dr. Kedrick Nicholas serves as the Interim President at McNeese State University. Born and raised in New Orleans, he earned his bachelor's and master's degrees from McNeese State University and a Doctor of Education degree with a concentration in Higher Education Administration from the University of Louisiana at Lafayette. Dr. Nicholas's doctoral and continued research interest focuses on the relationship between professional development and career advancement in higher education and how both intersect with leadership growth. Most important to him, he enjoys a blessed life with his wife and their two children. His family provides daily inspiration and motivates him to be an example of sedulously dedicating yourself to service and the growth of others.

CONFERENCE SESSION PRESENTERS



Linda Kuriloff

Studio Arts Services

lindakuriloff@gmail.com

Linda Kuriloff is a professional actor, comedian, and former nonprofit career-services leader who has spent over 15 years helping people overcome barriers and bet on themselves. She's performed stand-up on television, worked in regional theatre, and now wants to tour with a mission: to help audiences de-stress through laughter while reminding them they already hold the keys to life's next open door. Her comedy is rooted in lived experience, empathy, and the belief that reinvention isn't just possible — it's powerful.



Marissa F Cohen

Empowered Voices Collective

booking@marissafayecohen.com

After over 16 years as the premier speaker and thought leader of her industry, reigning "National Campus Speaker of the Year" Marissa F. Cohen has pioneered the field of Empowerment, training about Healthy and Toxic Relationships & Behaviors, Communication Skills and Mental Health and Wellness. She's the founder of the Healing From Emotional Abuse Philosophy, and an award winning and 8x internationally best-selling author. Using her personal and professional experience and research, she provides students with real-life examples and relatable content to enhance their understanding and expectations of healthy relationships and friendships, set healthy boundaries, and communicate effectively and empathetically with the people in their lives.



Nicki Joiner

Top Youth Speakers

brandon@topyouthspeakers.com

With a background in corporate recruiting at a Fortune 100 company and a Master's in Student Affairs, Nicki blends industry insight with student development expertise. She spent 10 years in higher education, giving her a strong understanding of student success after graduation. Her workshops cover job search strategy, résumé writing, LinkedIn, and networking—providing practical, actionable tools. She has worked with NASA, Girls Inc., MPI, and over seventy colleges across North America. An award-winning entrepreneur, Nicki delivers engaging, relatable sessions that simplify career planning into clear steps. Her mission is to help students take action and believe in their potential.



Robbie Chulick

West Virginia Wesleyan College

chulick.t@wvwc.edu

Robbie Chulick serves as the Assistant Vice President for Student Affairs & Director of Campus Life at West Virginia Wesleyan. For more than a decade, he's had the privilege of working in Higher Education and Student Affairs at colleges and universities across the Northeast and Appalachian regions. A proud St. Bonaventure University alumnus, Robbie earned both his bachelor's and master's degrees there. As a student leader, Robbie met incredible Student Affairs professionals who invested in him, challenged him, and showed him that supporting college students could be more than a passion—it could be a career. Thirteen years later, he loves coming to work each day, creating opportunities for students to grow.

CONFERENCE SESSION PRESENTERS



Sydney Montgomery, J.D.

Top Youth Speakers

brandon@topyouthspeakers.com

Sydney Montgomery is a first-gen, low-income student turned Princeton and Harvard Law alum, Forbes 30 Under 30 honoree, and TEDx speaker. After experiencing the hidden costs of “perfect” success—financial strain, chronic illness, and self-doubt—she left legal practice to found Barrier Breakers®, a national nonprofit that

has helped thousands of students access and persist in higher education. A professional writer and sought-after speaker, Sydney delivers keynotes and workshops on resilience and grit, first-generation success, social entrepreneurship, and the power of mentorship, networks, and learning how to ask for help. Her style is grounded, credible, and action-oriented, blending lived experience with clear frameworks students can use immediately.



Tiffany Sandifer

Bossier Parish Community College

tsandifer@bpcc.edu

Tiffany Sandifer believes the college experience extends far beyond the classroom. As the Director of Student Life at Bossier Parish Community College (BPCC), she has spent more than a decade creating meaningful opportunities that encourage students to connect, get involved, and discover their potential. A first-generation college graduate, Tiffany discovered firsthand how campus involvement can transform the college experience, inspiring her career in higher

education. She holds a B.A. in Journalism, an M.A. in Student Affairs in Higher Education, and is a doctoral candidate pursuing an Ed.D. in Leadership Studies at LSU Shreveport.

MONDAY, JULY 20

3:00-5:00 PM: Harlem Room (7th Floor)

APCA Registration and ***APCA Serves! projects***

5:00 PM: Marriott Marquis (8th Floor Lounge)

Advisor Welcome Reception: Come socialize and meet new advisors in a casual, fun atmosphere!

TUESDAY, JULY 21

8:45 AM • CONFERENCE KICK-OFF

Astor Ballroom



Heather Lambert
APCA Vice President

Join us to learn how to make the most of your conference experience and receive important logistical information!

OPENING KEYNOTE



Sydney Montgomery, J.D. • Top Youth Speakers
You Can't Go It Alone: Building the Support That Takes You Further Than You Thought Possible

The biggest myth about success is that it's individual. It's relational. In this 20-minute keynote, Sydney Montgomery – first-generation Princeton and Harvard Law grad, and founder of a nonprofit that has

helped 7,000+ students earn over \$490M in scholarships and aid – shares five practical strategies for building the support that carries you further than you thought possible: pouring into your networks, asking for help, embracing awkwardness, saying yes before you feel ready, and listening to your body. Attendees leave with a blueprint they can put to work right away.

KEYNOTE SPEAKER • MENTOR • ENTREPRENEUR

Sydney Montgomery

PRINCETON • HARVARD LAW • FORBES 30 UNDER 30

SO FURTHER THAN YOU THINK POSSIBLE.

BUILD THE SUPPORT NETWORK YOU NEED.

SIGNATURE SPEAKING TOPICS

- ◆ Asking for Help & Building Support Systems
- ◆ Networking & Mentorship That Change Lives
- ◆ Redefining Success on Your Own Terms
- ◆ Thriving with Chronic Illness & Invisible Disabilities
- ◆ Resilience, Burnout & Mental Wellness

TEDx Forbes **EYE**

Book today! sydneyamontgomery.com

TUESDAY, JULY 21

9:30 AM • STUDENT NETWORKING SESSION

Astor Ballroom

Don't Feel Like an "Outsider!"

Del Suggs • Del Suggs, M.S.Ed.



We're all in this together! You will be working closely with the people in this room for the next two days. Wouldn't it be great to already have a connection? Let's get to know each other! We can create friendships right now, enhance our personal relationships, and make this a remarkable event.

9:30 AM • FEATURED ADVISOR SESSION

Empire Complex

Using the Student Engagement Landscape to Catapult Your Success

Dr. Kedrick Nicholas • McNeese State University



This presentation will demonstrate how critical knowledge and insights gained through student activities and engagement establish a strong foundation for personal growth and career advancement. Student life professionals and students must be adaptable and receptive. Skills acquired as a student can yield significant benefits throughout one's career. Dr. Kedrick Nicholas will recount his progression from student leader to young professional, mid-level manager, and now a senior executive—a path rooted in his experience with student engagement.



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

TUESDAY, JULY 21

10:30 AM • ADVISOR SESSIONS

Astor Ballroom

Creating Learning Outcomes and Assessment

Del Suggs • Del Suggs, M.S.Ed.

Are you struggling to write learning outcomes for your programs and events? Is re-accreditation looming just ahead? Fear not-- Del Suggs can teach you to write simple, easily assessed learning outcomes. It's as easy as ABC-- that is, Audience, Behavior, and Condition. Bring your problem events, and we'll work together to write an outcome for you. Then, learn to create an assessment tool using Google Drive, and discover how to get your students to complete the assessment survey at the event on their cell phones.

Empire Complex

Students First, Policies Always: Balancing Care and Accountability

Cat Nanney • Florida Tech

As advisors, administrators, or leaders, Student Life professionals are often put in a position where they have to choose between supporting students and enforcing policy, but effective leadership requires both. This session explores how professionals can lead with compassion while maintaining fairness, consistency, and institutional integrity. Participants will learn strategies for navigating difficult conversations, supporting students in crisis, and using policy as a framework for care rather than simply compliance.



TYS

Bring Nicki Joiner to Your Campus

LeadershipConferences • SpeakerSeries • CareerDevelopment



Call/Text: 800-799-1460

TUESDAY, JULY 21

10:30 AM • STUDENT SESSIONS

Duffy

How to Translate Your Campus Leadership Experience into a High-Paying Job After College

Nicki Joiner • Top Youth Speakers

You've done more than you think. But when you are constantly comparing yourself to others, it is easy to overlook the value of your own experience. This session will help you step out of the comparison trap and clearly see what you bring to the table. You will learn how to translate your campus leadership into strong resume content, confident interview responses, and a LinkedIn presence that reflects your skills. Led by a former Fortune 100 recruiter, this session gives you practical strategies to position yourself for the job you actually want after graduation.

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.

Gramercy

Things Are Rough All Over

Marissa F Cohen • Marissa F Cohen

Using *The Outsiders* as a guide, this interactive program explores how assumptions, stereotypes, and social divisions impact communication and relationships. Students discuss the experiences of the Greasers and Socs to better understand empathy, belonging, and the importance of seeing people beyond labels. Through discussion and activities, students will learn practical skills for building stronger connections across differences and creating more inclusive communities.

TUESDAY, JULY 21

11:30 AM - 2:00 PM

LUNCH ON YOUR OWN

OR

BROADWAY CARES EXPERIENCE AT CARMINE'S (must be pre-registered)

2:00 PM • ADVISOR SESSIONS

Astor Ballroom

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.

Empire Complex

Who Gets to Be an Insider? Building Campus Communities Through Collaboration

Tiffany Sandifer & Katrina Sproles • Bossier Parish Community College

Students don't experience campus through departments—they experience one community. Inspired by *The Outsiders*, this session explores how Student Life, Title IX, Counseling, and other campus departments can build strong relationships, communicate intentionally, and collaborate to create meaningful student experiences. Through real campus examples and practical strategies, participants will learn how sharing ideas, resources, budgets, and responsibilities can strengthen partnerships, maximize programming, and foster a campus culture where every student feels like an insider.

TUESDAY, JULY 21

2:00 PM • STUDENT SESSIONS

Duffy

Everybody's From Somewhere: Building Belonging Without the Label

Chibbi • Degy Entertainment

"DEI" has become a political lightning rod, but the students who need to feel they belong haven't gone anywhere. This hands-on session offers a way through programming built around the universal human experience that reaches marginalized students powerfully because it includes everyone. Part workshop, part strategy lab, the session pairs a live creative-writing experience with a practical framework for designing, naming, budgeting, and defending belonging-centered programming in the current climate. We'll also map how to partner with academic departments and student organizations to give this work institutional legitimacy and staying power. Participants leave with a reusable framework, a programming toolkit, and a piece of their own writing.

Soho

Review, Release, & Renew: An Interactive Resilience & Leadership Workshop for Student Leaders

Linda Kuriloff • Studio Arts Services

Student leaders are expected to manage programs, motivate peers, resolve conflict, meet deadlines, represent their organizations, and somehow keep up with their own classes and lives. In this interactive workshop, participants use the Review, Release, and Renew™ framework to recognize the strengths they have developed, release an expectation, habit, or leadership burden that is draining their energy, and renew one practical commitment for the next 30 days. Through guided reflection, purposeful conversation, practical reframing, and restorative humor, students leave with greater clarity, healthier leadership habits, and a realistic action plan.

Gramercy

Stay Gold: Using Social Media to Build Real Campus Connection

Cheyenne Olson • Hillsborough College SouthShore Campus

Social media should do more than promote events—it should create connection. Inspired by the themes of belonging, loyalty, and community in *The Outsiders*, this session teaches student leaders and campus organizations how to use social media to strengthen campus culture and increase authentic student engagement. Attendees will learn strategies for storytelling, trend adaptation, student-centered content, and creating online experiences that encourage involvement both on and off campus. Whether you manage an organization account or create content personally, this session will help you transform your social media presence into a meaningful tool for community building.

TUESDAY, JULY 21

3:00 PM • ADVISOR SESSION

Empire Complex

Advisor Roundtable: The Road Ahead for Campus Life (Part 1)

Eric Lambert • APCA Executive Director

Join us for a dynamic roundtable discussion to tackle today's most pressing issues in student affairs. This session will delve into the challenges of campus event attendance, the complexities of budget constraints, DEI efforts, and more, offering insights on navigating the ever-evolving landscape of higher education. Additionally, we will share student retention best practices, highlighting innovative strategies to foster engagement, support mental health, and strengthen community ties. With a focus on actionable solutions, this session promises to provide invaluable takeaways for anyone in student affairs.

BILL GOODWIN

Your Coach
& Speaker

Author, International Speaker, Leadership Coach, Podcast Host,
and Hope Strategist.



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*Every audience leaves
with renewed purpose,
actionable leadership
tools, and a clear plan
for their next step!*



Topics Bill Speaks on:

- Learn to Live from a Dude who Died
- Jumpstart Your Leadership
- First Generation to Future Leader
- The Advisor Advantage
- And more!



bill@prioritylivingcog.com
www.billgoodwinspeaks.com



bill-goodwin-priority-living
1-651-331-1502

TUESDAY, JULY 21

3:00 PM • STUDENT SESSIONS

Duffy

Jumpstart Your Leadership! - Empowering Students Through Influence, Connection, and Intentional Leadership

Bill Goodwin • Priority Living Consulting Group

Leadership is not reserved for people with titles; it is available to every student who wants to make a difference. In this engaging and interactive session, students will discover powerful leadership principles. Learn the definition of leadership, the Five Levels of Leadership, effective problem-solving, intentional priorities, and personal growth. Whether leading a student organization, serving on a team, preparing for a future career, or simply wanting to make a greater impact, participants will gain practical tools to lead themselves and others with confidence and purpose.

Soho

Sixty Awesome Program Ideas

Del Suggs • Del Suggs, M.S.Ed.

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

Gramercy

Student Government Recruitment, Retention, and Fun & Engaging Meetings

Dave Kelly • America's Student Leadership Trainer

Student governments need to actively recruit just like any other campus organization. Too often, student government overlooks this step and remains invisible to many students. In this session, you'll learn practical techniques the presenter used as a state advisor for a collegiate service organization to recruit more than 10,000 student members. These strategies are easy to implement, easy to replicate, and effective for engaging students who may not typically seek out student government. Recruiting members is one thing—keeping them is another. Learn key retention practices, including how to run fun, engaging meetings that keep members coming back.

TUESDAY, JULY 21

4:00 PM • EXHIBIT HALL • ASTOR PRE-FUNCTION

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

4:30 PM • KEYNOTE

Astor Ballroom

Audience – ALL



Chibbi • Degy Entertainment

There's No Way I'm Not Here: Building Belonging for LGBTQ+ Students Before They Arrive

What does it take for a student to walk onto your campus and not have to hide? In this poetic keynote, writer and performer Chibbi braids original poems with personal story to move past the performative welcome, the rainbow flag in the window, toward the intentional work of belonging. Drawing on his own intersecting identities as a queer first-generation Mexican-American, Chibbi makes the case that LGBTQ+ identity is never a box to tick but one facet of a whole person, and that the student leaders and advisors in the room hold real power: to build spaces where no one has to code-switch to survive their first semester. Part performance, part invitation, this keynote asks us to make room on purpose for every student to arrive exactly as they are.

PICK UP TICKETS TO THE OUTSIDERS AT THE END OF THIS KEYNOTE!

7:00 PM • The Outsiders on Broadway!

Bernard B. Jacobs Theatre 242 W 45th St



WEDNESDAY, JULY 22

9:00 AM • KEYNOTE

Astor Ballroom

Audience – ALL



Nicki Joiner • Top Youth Speakers

The Problem with Doing More in the 21st Century

You are told to do more. More involvement. More leadership. More experience. But in a world where you are constantly comparing yourself to others and even to AI that can produce more in a day than you can in a week, more is not what sets you apart. In this keynote, you will reflect on how the pressure to do more shapes your choices and why it often leads to burnout and being overlooked. Through the lens of both a student and a former Fortune 100 recruiter, this session challenges what actually makes someone stand out now and in the future.

9:30 AM • FEATURED ADVISOR SESSION

Astor Ballroom



Amy Cotner • Mount Aloysius College

Changing the Culture: Eliminating the Excuses for Lack of Involvement

What if the biggest barrier to student engagement isn't today's students, but our campus culture? This session challenges common assumptions about our students, their lack of involvement, while exploring how institutions can replace excuses with intentional strategies that foster belonging, strengthen campus connections, and create meaningful student experiences. Participants will discover practical approaches to designing the right programs, at the right time, with intentional resources to build a culture where involvement, connection, and student success become the expectation, not the exception.



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

WEDNESDAY, JULY 22

9:30 AM • STUDENT SESSIONS

Duffy

Surviving the Start of the World

FreeQuency • Metropolis Management

Surviving the Start of the World is an art- and creativity-based educational session that uses poetry excerpts, guided reflection, and discussion to explore hope and possibility during times of turmoil and social change. Originally developed from a commencement address for high school and college programs, including Lavender graduation ceremonies, this session invites attendees to see this liminal moment as a time of collective possibility. Participants will examine how creativity, reflection, and community care can help them stay grounded and identify the role they can play on campus and beyond, regardless of their interests or field of study.

Soho

Officer Roles, Responsibilities, and Transitions

Dave Kelly • America's Student Leadership Trainer

Officer transitions often consist of the outgoing board waving goodbye as they run out the door! Effective transitions can make all the difference between success and a year of reinventing the wheel. Officers of all student organizations need to understand their roles and responsibilities so they can have a great year of leadership and position the organization for success in achieving their goals and objectives. This session will equip all officers to name and define the roles within their organization, to perform their leadership responsibilities successfully, and show how to construct a plan for officer transition.

Gramercy

Beyond Greasers and Socs

Marissa F Cohen • Marissa F Cohen

What happens when we stop defining people by the groups they belong to? This engaging presentation uses *The Outsiders* to explore identity, stereotypes, and the barriers that labels create. Students will discover how assumptions affect communication, relationships, and decision-making while learning strategies to build empathy, challenge bias, and communicate more effectively with people from different backgrounds and experiences.

WEDNESDAY, JULY 22

10:30 AM • ADVISOR SESSIONS

Astor Ballroom

The AI Ensemble: Leading Student Engagement in the Age of Artificial Intelligence

Justin Donnelly • University of Florida

Artificial intelligence is rapidly reshaping how campuses plan events, communicate with students, and design engagement experiences. But like any successful Broadway production, meaningful student engagement depends on more than new technology. It requires thoughtful leadership and a strong ensemble. This session explores how AI can serve as a supporting cast member in campus programming rather than the star of the show. Drawing from leadership theory and professional practice, participants will examine practical ways to integrate AI into their work while maintaining authentic student connection, creativity, and engagement.

Empire Complex

Organization Reviews: Leading and Supporting Through Student Organization Challenges

Cat Nanney • Florida Tech

Not every student organization runs smoothly, and not every leadership challenge can be solved with a quick conversation or a simple policy reference. From internal issues to interpersonal communication concerns to leadership breakdowns and organizational dysfunction, today's student leaders and advisors are navigating increasingly complex situations that require thoughtful, structured responses. In this open and candid session, a Dean of Students offers a behind-the-scenes look at how her institution approaches student organization reviews. Participants will explore how to assess situations, determine appropriate interventions, and balance accountability through education and honesty.



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Each Session to Complete
Your Session Evaluations!**

WEDNESDAY, JULY 22

10:30 AM • STUDENT SESSIONS

Duffy

Mentorship That Moves: Helping First-Gen & Working Students Build Confidence, Ask for Help, and Find the Right People

Sydney Montgomery, J.D. • Top Youth Speakers

Many students hear “find a mentor” while juggling jobs, commutes, and imposter syndrome. In this talk, Forbes 30 Under 30 honoree and TEDx speaker Sydney Montgomery shares how her journey from a first-generation, low-income household to Princeton and Harvard Law reframed confidence, normalized asking for help without apology, and revealed mentors in unexpected places—and translates those lessons into campus practices.

Soho

The Top Three 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.

Gramercy

Infinite Marketing Ideas: Getting Creative to Overpower the Noise

Marissa F Cohen • Marissa F Cohen

This program equips student leaders with proven strategies to effectively promote their programming and cut through campus communication clutter. In a world of endless information and competing messages, discover how to craft compelling, shareable content, leverage social media strategically, and build authentic buzz that captivates your student audience. Learn what has worked for other schools and how to implement these successes in your own campus cultures - using creative marketing tactics, authentic storytelling, and powerful engagement methods. Participants leave with actionable strategies and the confidence needed to successfully market their vision.

WEDNESDAY, JULY 22

11:30 AM - 1:30 PM • LUNCH ON YOUR OWN

1:30 PM • STUDENT ROUNDTABLE

Olmstead

Dave Kelly • America's Student Leadership Trainer

It's your turn to lead the conversation. This interactive session gives students the opportunity to connect with peers from across the country, exchange practical strategies, ask questions, and learn from one another's experiences. Topics will include campus programming, student government, clubs and orgs, emerging leadership, and more! Each table will self-facilitate with guided questions and experts available to support discussion and share insight from their experience. Bring your questions, challenges, and best practices, and leave with new ideas, connections, and actionable takeaways.

1:30 PM • ADVISOR ROUNDTABLE

Empire Complex

Advisor Roundtable: The Road Ahead for Campus Life (Part 2)

Eric Lambert • APCA Executive Director

Join us for a continuation of yesterday's 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.

2:30 PM • KEYNOTE

Astor Ballroom

Audience – ALL



Bill Goodwin • Priority Living Consulting Group ***Lessons from a Dude Who Died***

On November 23, 1999, Coach Bill Goodwin suffered a life-threatening asthma attack, died, and was resuscitated. That experience became a turning point that forever changed how he views life, purpose, relationships, and priorities. In this powerful and inspiring keynote, Coach Bill shares his remarkable story and the three life-changing lessons he learned after receiving a second chance at life. Filled with humor, authenticity, practical wisdom, and real-life application, *Lessons from a Dude Who Died* challenges others to stop drifting through life and start living with greater purpose, intentionality, and courage. Participants will be encouraged to think beyond grades, careers, and accomplishments to discover what truly matters and how they can make their lives count.

WEDNESDAY, JULY 22

3:00 PM • EXHIBIT HALL • ASTOR PRE-FUNCTION

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

4:00 PM • ADVISOR SESSIONS

Astor Ballroom

What Keeps You Up at Night? When Students Stop Showing Up, Connecting, and Staying

Joyce Jiawan • Metropolis Management

Student engagement has never mattered more, yet many campuses are struggling to get students to show up, connect, and stay engaged. As technology, automation, and changing student expectations reshape higher education, what becomes the unique role of Student Affairs? This conversation asks what still requires people: real invitations, shared experiences, laughter, stress release, belonging, and reasons to stay connected to campus. Advisors will examine the tension between efficiency and connection and consider what student engagement must become in the next chapter of higher education.

Empire Complex

Building Strong Community Partnerships: Networking Strategies for College Advisors

Brooke Gibson • Fox Valley Technical College

This interactive educational session is designed for student affairs professionals seeking to strengthen their ability to build meaningful partnerships within their communities. As student needs continue to expand beyond academics, community collaboration has become an essential component of supporting student success. This session explores practical networking strategies for engaging with local organizations, employers, and service agencies that align with student needs. Attendees will learn how to initiate authentic professional relationships, develop mutually beneficial partnerships, and maintain long-term collaborations that positively impact students and institutions. Through guided discussion and real-world examples, participants will leave with actionable tools and an individualized plan for expanding their community network.

WEDNESDAY, JULY 22

4:00 PM • STUDENT SESSIONS

Duffy

Redefining Student Life by Creating Lollipop Moments

Robbie Chulick • West Virginia Wesleyan College

Student leaders involved in student activities, new student orientation, and other on-campus leadership opportunities are frequently in a position to positively impact another student's life, but in the moment may not realize his or her impact to that individual. In this session, participants will develop a stronger understanding of student development theory and how theory can be put into practice by creating lollipop moments to engage and retain students. Participants will leave this session understanding the power behind paying it forward and becoming agents of positive change on their own respective campus.

Soho

Just Keep Watching: How to Make Reels That Stop the Scroll

Cheyenne Olson • Hillsborough College SouthShore Campus

Everyone scrolls, but few stop. The content that actually grabs attention, sparks engagement, and inspires action is strategic, authentic, and relatable. This session teaches student leaders how to plan, batch, and create Reels and short-form videos that make people stop, watch, and act. Participants will learn how to take everyday campus life, events, and leadership projects and turn them into scroll-stopping stories that connect with peers, promote involvement, and amplify their leadership presence. By the end, attendees will walk away with practical strategies to make social media a tool for engagement, visibility, and real campus impact.

Gramercy

Five Secrets to Success!

Del Suggs • Del Suggs, M.S.Ed.

This session will give you the tools you need to reach your goals! Success is a matter of goal setting and developing a plan of action. Achieving your goals is really pretty simple...whether they are basic or lofty, material or spiritual. First, you have to set a goal, then develop a strategy to accomplish it. But, of course, you have to stay motivated. Come to this session and learn the secrets to achieving your goals from Del Suggs, who has had remarkable success in multiple fields. He knows the secrets, and he will share them with you!

WEDNESDAY, JULY 22

5:00 PM • CLOSING KEYNOTE

Astor Ballroom
Audience – ALL



Becoming, Un-becoming, and Becoming Again - Identity, Leadership, and the Courage to Connect

FreeQUENCY • Metropolis Management



Spoken word artist and author FreeQUENCY blends poetry, storytelling, reflection, and conversation to explore identity, leadership, and human connection. Drawing from their book (On | Un-)Becoming, FreeQUENCY invites students and campus professionals into a look at the pieces of ourselves we inherit, the labels we outgrow, the stories we carry, and the communities we are responsible for building. Through original poetry and personal narrative, FreeQUENCY gives audiences language for the messy, beautiful, ongoing work of becoming. The session speaks directly to student leaders, campus programmers, advisors, and student affairs professionals who are trying to build spaces where people feel seen, heard, valued, and connected.

FREEQUENCY
spoken word that moves people

SERVICES OFFERED

- KEYNOTE SPOKEN WORD
- WORKSHOPS
- PANELIST
- EMCEE/HOST

TOPICS COVERED

- Identity & Belonging
- Storytelling
- Self-Expression
- Authentic Leadership
- Mental Health
- Resilience
- Creativity
- Poetry & Spoken Word
- LGBTQ+ Experiences
- Gender Identity
- Race & Culture
- Social Change
- Community Building
- Activism
- Creative Writing

SCAN ME

freequencyspeaks

joyce@metropolismanagement.com

THURSDAY, JULY 23

10:00 AM CONFERENCE WRAP-UP

Astor Ballroom

APCA EXECUTIVE DIRECTOR – ERIC LAMBERT



Join us for a great interactive session to wrap up the 20th 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!

A poster for the 2026 Fall Regional Campus Activities Conferences. The background is dark blue with red curtains on the sides. At the top left is the APCA logo (a stylized 'A' in a circle) and at the top right is a QR code. The text 'REGISTER NOW!' is in large, bold, yellow letters. Below that, 'THE GREATEST SHOWCASES ON EARTH' is written in large, red, marquee-style letters with yellow lights. Underneath, the locations and dates for the three regions are listed: APCA Northeast (Albany, NY • Oct 2-4, 2026), APCA South (Dallas, TX • Oct 23-25, 2026), and APCA Midwest (Chicago, IL • Nov 13-15, 2026). A section titled 'INCLUDED:' lists various activities and benefits. At the bottom, it says '2026 Fall Regional Campus Activities Conferences' in white text.

APCA
AMERICAN PROFESSIONAL CAMPUS ACTIVITIES ASSOCIATION

REGISTER NOW!

THE GREATEST SHOWCASES ON EARTH

APCA Northeast
Albany, NY • Oct 2-4, 2026

APCA South
Dallas, TX • Oct 23-25, 2026

APCA Midwest
Chicago, IL • Nov 13-15, 2026

INCLUDED:

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

2026 Fall Regional Campus Activities Conferences

NOTES

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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!*

Name: _____

School: _____

Tuesday, July 21

8:45 AM Kick-off/ Opening Keynote	9:30 AM Student Ed Session	10:30 AM Student Ed Session
2:00 PM Student Ed Session	3:00 PM Student Ed Session	4:30 PM Conference Keynote

Wednesday, July 22

9:00 AM Opening Keynote	9:30 AM Student Ed Session	10:30 AM Student Ed Session
1:30 PM Student Ed Session	2:30 PM Keynote	4:00 PM Student Ed Session

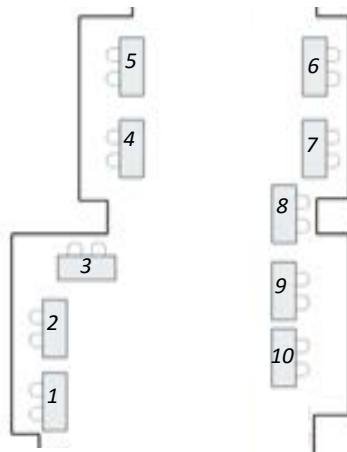
EXHIBIT HALL (Astor Pre-Function)

2026 APCA Broadway Experience Vendor Table Listings

Exhibitors by Booth Number

Astor Pre-Function Room (7th Floor)

1. Marissa F Cohen
2. Degy Entertainment
3. America's Student Leadership Trainer
4. Priority Living Consulting Group
5. Studio Arts Services
- 6-7. Top Youth Speakers®
8. Metropolis Management
9. Promotions and Unicorns, Too
10. Del Suggs, M.S.Ed.



STUDENT SIGNATURE SHEET

Collect all signatures to be entered to win big prizes!

1. Marissa F Cohen.....
2. Degy Entertainment
3. America's Student Leadership Trainer.....
4. Priority Living Consulting Group.....
5. Studio Arts Services
- 6-7. Top Youth Speakers®
8. Metropolis Management.....
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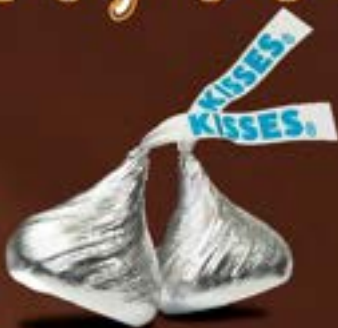
Save the Date

**FEBRUARY 27, 2027 –
MARCH 2, 2027**

**2027 NATIONAL
CAMPUS ACTIVITIES
CONFERENCE**

HERSHEY, PA

- Live Showcases
- Community Service
- Leadership Development
- Cooperative Buying



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www.apca.com



APCA

ASSOCIATION FOR THE PROMOTION
OF CAMPUS ACTIVITIES



**REGISTER
NOW!**

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**2026 Fall Regional Campus
Activities Conferences**