

APCA FALL CAMPUS EVENTS
PLANNING CONFERENCE
PROGRAM



SYRACUSE, NY
OCTOBER 11-13, 2013

#APCANE13



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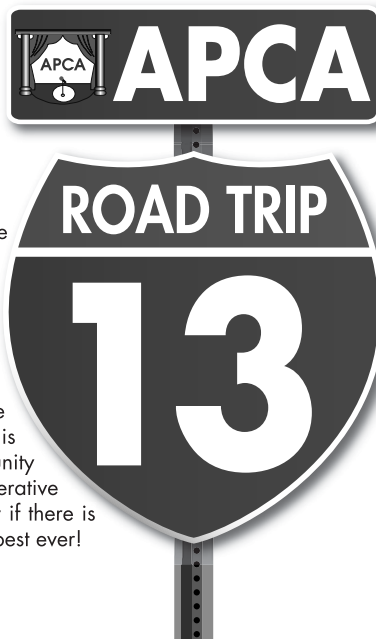
WELCOME

from the APCA Northeast Regional Coordinator!



Mehtap Donuk, New York Institute of Technology
mdonuk@nyit.edu, Northeast Regional Coordinator

On behalf of the entire APCA family, I welcome you to the APCA 2013 Northeast Regional Campus Events Planning Conference. We have a great experience in store for you, and we hope that you will take full advantage of the opportunity your institution has afforded you in being here! In this program you will find tools you need to have a successful conference experience like the listings of educational sessions, schedule of events, and diagrams of the hotel facility. We encourage you to immerse yourself in this campus events planning experience. You have the opportunity to learn and plan all while saving money during the cooperative buying process. Please let any APCA Team Member know if there is something we can do to make your APCA experience the best ever!



Poster Competition!
Thursday 6:00pm-8:30pm
& Friday 8:00am-12:00pm
Convention Center Foyer
All supplies will be provided at check in. Poster should include APCA Road Trip theme and your school mascot.



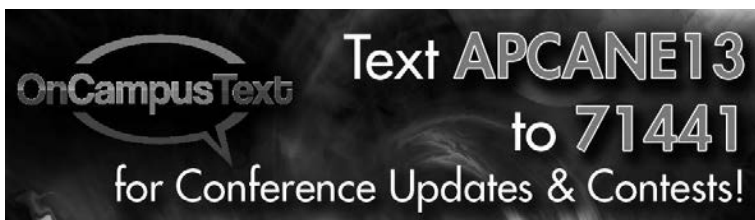
Graphics Competition!
Bring your artwork to registration on Saturday 8am-10am to have it submitted in the APCA Graphics Competition. Awards will be given out at the Saturday Dinner Showcase.



School Swap!
Friday 10:00pm
Grand Ballroom East
Trade t-shirts, shoe laces, mugs, sweatshirts, hats, frisbees or any unique items that promote your campus activities at the APCA Conference School Swap. Come get some great promotional ideas for your school!

#APCAINTERN

Volunteer for APCA!
Join us at Thursday night's volunteer meeting at 9:00pm in Onondaga E to be a part of this excitement!



Use this hash tag:
#apcane13



Get Connected! Free Wifi
Access Code:
4225internet25



NORTHEAST CONFERENCE TEAM



Eric Lambert
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School Registration Coordinator
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Phil McAfee
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Sandy Cummings
Intern Coordinator
Mohawk Valley Community College
scummings@mvcc.edu

STUDENT INTERNS



Nate Compton
Morrisville State College



Evan Williams
Edinboro University



Navpreet Sachdev
New York Institute of
Technology

**THROWBACK
THURSDAY**

**Student Welcome
PARTY**

#TBT

9:00PM - GRAND EAST



ADVISORS WELCOME RECEPTION
9:00 pm - Thursday - Niagara Restaurant

CONFERENCE SCHEDULE OF EVENTS

Thursday, October 10, 2013

12:00pm	SG Retreat Check-In / APCA Serves	Convention Center Foyer
1:00pm	SG Retreat Kickoff – Orientation	Grand East
1:30pm	SG Retreat Sessions	Various Rooms
2:30pm	SG Retreat Sessions	Various Rooms
3:30pm	SG Retreat Sessions	Various Rooms
4:30pm	SG Retreat Sessions	Various Rooms
5:30pm	SG Retreat Wrap Up / Reflection	Grand East
6:00pm	Dinner On Your Own	
6:00pm	Conference Check In / Onsite Poster Competition	Convention Center Foyer
8:30pm	APCA Intern Meeting	Onandoga E
9:00pm	Advisor Welcome Reception	Niagara Restaurant
9:00pm	Student Welcome Party	Grand East

Friday, October 11, 2013

8:00am	Conference Check In / APCA Serves Onsite Poster Competition	Convention Center Foyer
9:00am	Exhibit Hall Move In	Convention Center
9:00am	Conference Kick Off	Grand East
10:00am	Educational Sessions / SG Session	Various Rooms
11:00am	Educational Sessions / SG Session	Various Rooms
11:00am	School Cooperative Buyer Orientation	Grand West
11:00am	Associate Orientation.. (mandatory)	Boardroom 4
12:00pm	Lunch Showcase	Cotillion Room
2:30pm	Exhibit Hall	Convention Center
3:30pm	Purposeful Programing Showcase I	Grand East
5:00pm	Student Leadership Keynote	Grand East
5:00pm	Advisor Keynote	Onondoga E
6:00pm	Dinner Showcase	Cotillion Room
9:00pm	Exhibit Hall	Convention Center
10:00pm	Late Night Jam (21 and over)	Niagara Restaurant
10:00pm	Late Night Hypnosis Show / School Swap	Grand East

Saturday, October 12, 2013

8:00am	Conference Check In / Conference T-Shirt Day / Submit Entries for Graphics Competition	Convention Center Foyer
8:00am	Educational Sessions / SG Session	Various Rooms
9:00am	Educational Sessions / SG Session	Various Rooms
9:00am	Cooperative Buying Caucus	Grand West
10:00am	Graphics Competition Closes	Convention Center Foyer
10:00am	Educational Sessions / SG Session	Various Rooms
10:00am	Cooperative Buying Session	Grand West
11:00am	Educational Sessions / SG Session	Various Rooms
12:00pm	Lunch Showcase	Cotillion Room
2:30pm	Exhibit Hall	Convention Center
3:30pm	Purposeful Programing Showcase II	Grand East
4:00pm	Associate Wrap-Up	Boardroom 4
5:00pm	Student Leadership Keynote	Grand East
5:00pm	Advisor Keynote	Grand West
6:00pm	Dinner Showcase	Cotillion Room
8:30pm	Exhibit Hall	Convention Center
9:30pm	Final Cooperative Buying Session	Grand West
9:30pm	Exhibit Hall Move Out	Convention Center
10:00pm	APCA Leadership Challenge	Cotillion Room
11:30pm	Late Night Jam	Niagara Restaurant

Sunday, October 13, 2013

9:00 am	Farewell Keynote	Grand West
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HOLIDAY INN - OVERVIEW CONFERENCE MEETING AREA

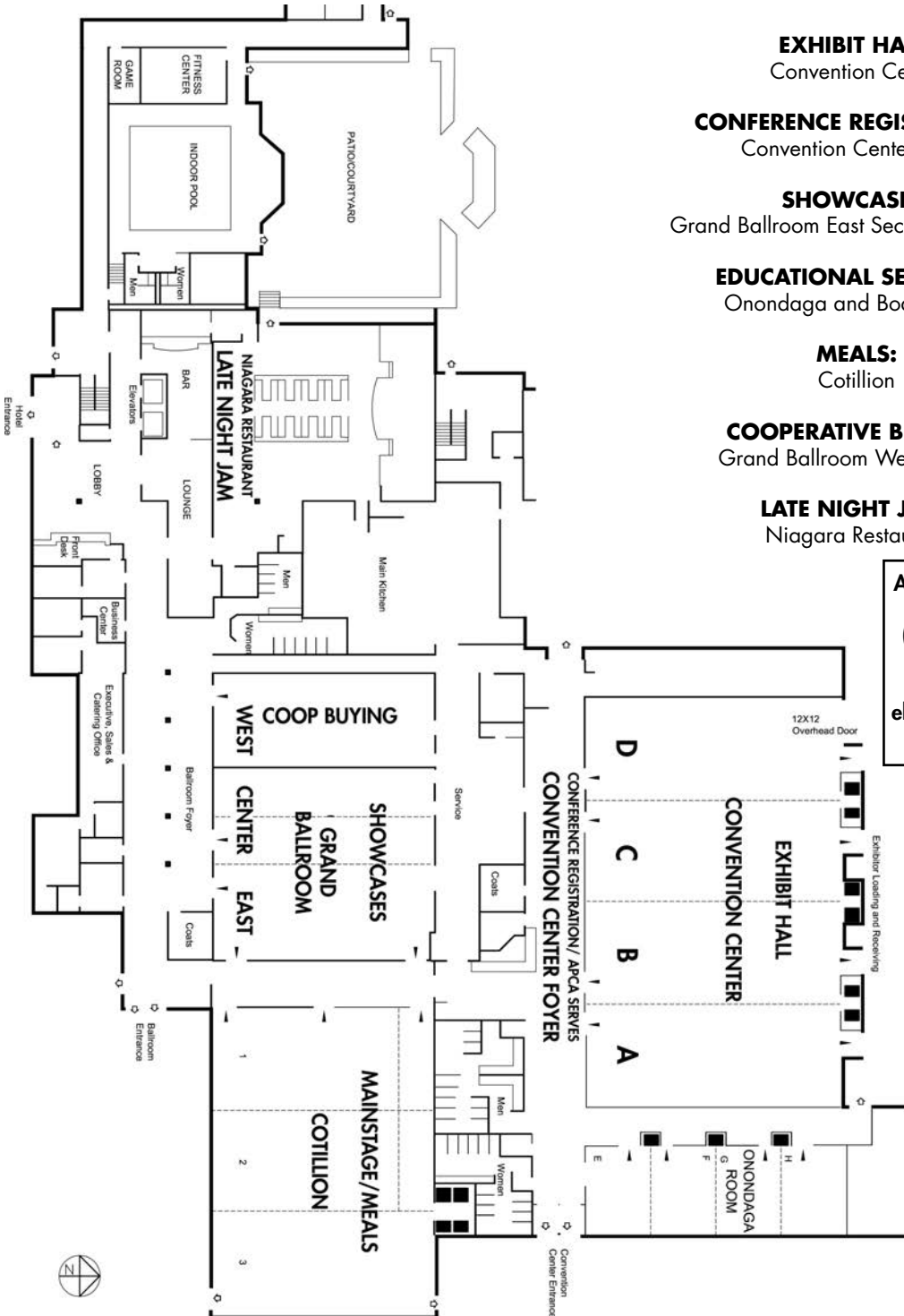


EXHIBIT HALL:
Convention Center

CONFERENCE REGISTRATION:
Convention Center Foyer

SHOWCASES:
Grand Ballroom East Section & Cotillion

EDUCATIONAL SESSIONS:
Onondaga and Boardrooms

MEALS:
Cotillion

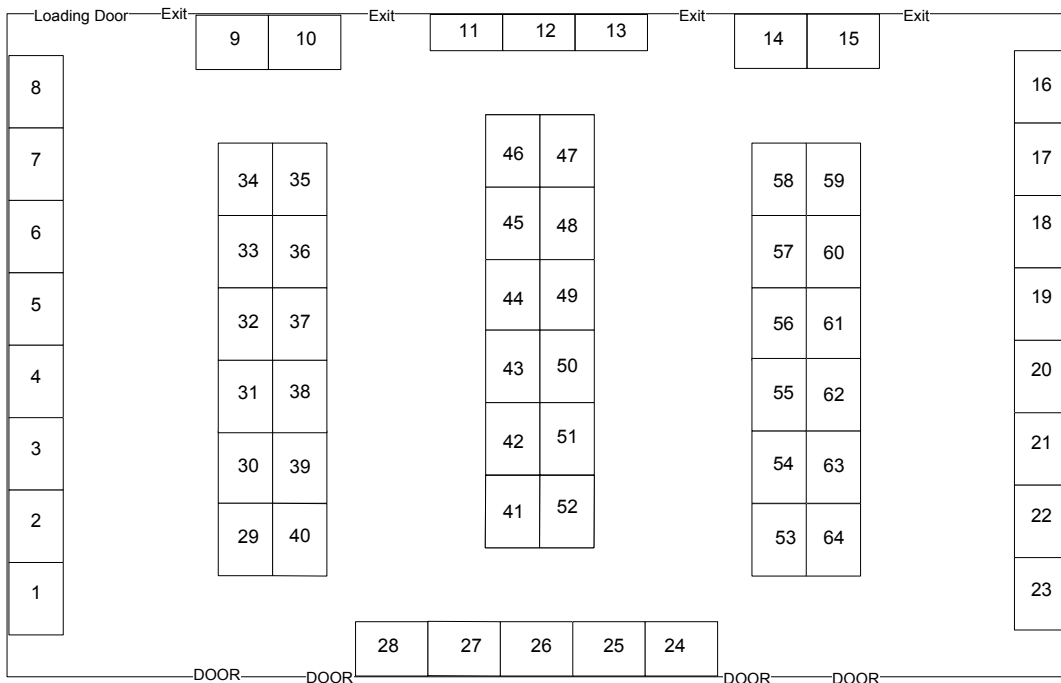
COOPERATIVE BUYING:
Grand Ballroom West Section

LATE NIGHT JAM:
Niagara Restaurant

All board rooms are
on 1st floor
(1) floor above the
lobby level.
Must take the
elevator to get to the
first floor.

APCA NORTHEAST CONFERENCE EXHIBIT HALL

APCA 2013 - Syracuse NY - Convention Center



1-2..... Neon Entertainment
 3..... Parl  Bookings
 4..... Bobby Audley Speaking
 5..... On Campus Text
 6..... Squeaky Chair Productions, LLC
 7..... Future Media Enterprises
 8..... Kevin Hurley Show, The
 9-10..... Phantom Entertainment Services
 11-12.... APCA
 13..... America's Student Leadership Trainer
 14..... Campus Spa
 15..... GP Entertainment
 16-17.... Hoffman Entertainment
 18..... Ron Pappalardo
 19..... Jason O Music
 20..... Perfect Parties Entertainment Group
 21..... Michael DuBois
 22-23.... Bass/Schuler Entertainment
 24-26.... Cutting Edge Entertainment
 27..... Coleman Productions, Inc.
 28..... Gr8 Show
 29..... NY Party Works
 30..... LRS College Entertainment
 31..... DR SHUEY, LLC
 32..... Del Suggs

33..... ROJO Ink
 34..... College Agency, The
 35..... Swift Kick
 36..... Reel Management
 37..... Casey Buckley
 38-40.... Houla Entertainment
 41-42.... Endeavor Entertainment, Inc.
 43..... E2 Live!
 44..... Jason Thomas Mayfield
 45..... Extreme Illusions & Escapes
 46..... Nuyorican Poets Cafe, Inc.
 47..... Party People, Inc., The
 48-49.... Jus' Wiggins Entertainment
 50-52.... Degy Booking International
 53-54.... Fantasy World Entertainment
 55..... GG Greg Agency
 56..... Dawn Fraser Productions
 57-58.... Auburn Moon Agency
 59..... Bobby K Entertainment
 60..... Cirque-tacular Entertainment, LLC
 61..... Jeff LeBlanc
 62..... Front Row On Campus
 63..... Hey Cole Presents
 64..... Nat Baimel

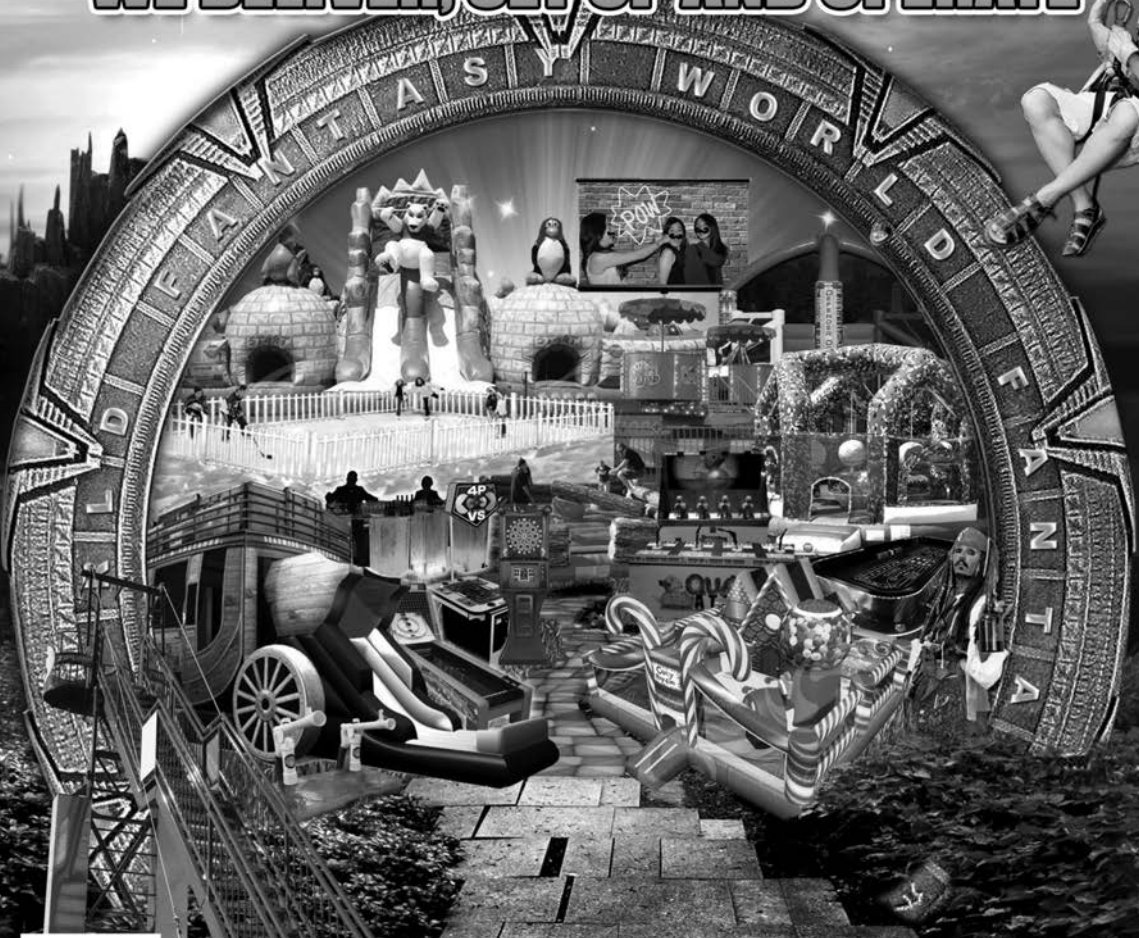


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ALL ABOUT APCA COOPERATIVE BUYING

APCA cooperative buying is a program that gives the schools attending APCA conferences the ability to merge their buying power, offering associates a block of engagement dates in a specified time period in exchange for a lower price and sharing of travel costs with other schools. The time periods that schools can agree to set-up a block are:

Isolated - A single date, usually not including travel and lodging. 2 of 3 days, 3 of 5 days, and 5 of 7 days. (# of shows within a # of day(s) time period, travel and lodging are often shared evenly by the schools booking the attraction.) A typical cooperative pricing schedule in the conference program might be:



John Doe: Comedian Represented by ABC Agency:
Isolated \$1200 2 of 3 \$1100 3 of 5 \$1050 5 of 7 \$950
(Plus travel & lodging, shared travel & lodging in blocks)

Travel and lodging costs may often be agreed to onsite by filling out a cooperative buying form and detailing the arrangements in the co-op travel rider section. Any arrangements detailed in the travel rider section of a co-op form and initialed by both parties will override any other prices or agreements in the conference program or other verbal or written arrangements made before the signing of the form and may not be changed without the consent of both parties.

The sample cooperative buying form on the following page is the form your school can use to lock in a price on a performing artist at an APCA programming conference. When a school is interested in an artist from the conference showcases, the cooperative buyer may sign a co-op form, indicating their school's interest in hosting the attraction during their schedule.

The forms are then collected at the APCA cooperative buying booth in the exhibit hall and discussed with other interested schools in the cooperative buying sessions. These sessions are held to give your school the opportunity to combine your buying power with other schools in your geographical area to reduce talent and travel prices. For more information on the Cooperative Buying process, attend the APCA conference co-op buying educational session or contact **Rita Goyette**.

Note: APCA cooperative buying Rules are displayed on the reverse of cooperative forms for handy reference at APCA conferences. APCA rules are also listed in the conference program and are subject to change. Any questions on APCA cooperative buying may be forwarded to the National Office at (800) 681-5031.

ADDITIONAL CO-OP DISCOUNTS!

Onsite Purchasing Discounts

Participating associates offer a 10% discount on any published price (isolated or block) to schools willing to book onsite by using either a "request contract (RC)" or "commitment to block (CB)" form. This discount is in addition to any other block discounts available. Look for a sign in the associate members' booths indicating their participation in the onsite discount program.

FTE Cards

Some APCA associates have joined in a program where participating member schools utilize an "FTE" (full time enrollment) discount card. Based on the full-time enrollment status of the campus, a school may receive between 3% to 7% off the listed price of a participating artist or other attraction. This discount is in addition to any other onsite discount or block price discount, but the artist or attraction must be booked onsite using either a "request contract (RC)" or "commitment to block (CB)" form. The breakdown of the school FTE discount is as follows:

Below 3,000 FTE 7%	3,000 - 4,999 FTE 5%	5,000 - 9,999 FTE 3%
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This program is completely voluntary. Schools requesting discount must show FTE Card issued by APCA National Office to participating associates upon request in order to receive discount. Look for a sign in the associate members' booth indicating their participation in the FTE discount program. The onsite and FTE status of an artist will also be noted in their conference bio!

APCA CO-OP POLICIES AND TYPES OF INTEREST DEFINITIONS

I. TYPES OF INTEREST

APCA COOPERATIVE BUYING FORM

See reverse side for important terms incorporated into this document by reference. Please print & press firmly.

Date _____
Time _____

Attraction _____
Agency/Organization _____
Address _____
City _____ State _____ Zip _____
Phone _____ Fax _____
Email _____
Agency Representative Signature _____
School/Buyer _____
Address _____
City _____ State _____ Zip _____
Phone _____ Fax _____
Email _____
Authorized Signature _____

BUYER DISCOUNTS
FTE Cardholder Discount: ____% ____% ____% ____%
Outside Discount: ____%
Total Outside/FTE Discount: ____%

TYPE OF INTEREST: See reverse side for explanations.
☐ Attraction Interest ☐ Commitment to Block ☐ Request Contract

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 here:
☐ OPEN OR _____
Week of _____ Year _____
☐ Fall ☐ Winter ☐ Spring ☐ Summer Year _____

TRAVEL / LODGING RIDER: Overrides all other travel agreements.
If the school is to pay for travel, transportation and lodging, please indicate on this form by checking the appropriate box. If the school is to pay for travel, transportation and lodging, please indicate on this form by checking the appropriate box. If the school is to pay for travel, transportation and lodging, please indicate on this form by checking the appropriate box.

Agency/Organization Initials _____ School/Buyer Initials _____

Phone: () _____
Web: _____
Fax: () _____
E-mail: _____

Attraction Interest - (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). When an attraction interest is indicated on a submitted and signed cooperative buying form, the school has indicated that it is strongly interested in purchasing the attraction. If the interested school wishes to book an attraction at isolated convention price structure or join a block, the attractions representative must be notified within 21 calendar days. All requested additions to a formed block are subject to reasonable travel and time constraints as determined by the conference cooperative buying coordinator, with final approval resting with the APCA.

Commitment to Block - When a commitment to block form is turned in to the Cooperative Buying center in the exhibit hall, the school has expressed their interest to enter into a contract if a block of as many as two schools are interested in the act on the specific date(s) they have requested. If the block forms within 21 calendar days, the schools agreeing to the block must contract at the block price listed for that number plus any travel and lodging, lights, sound, etc. listed for the attraction in the APCA convention program or agreed to by cooperative buying form rider.

Request Contract - You have agreed to purchase this attraction on site at the convention and are bound to the terms of the contract signed by both parties. Both parties agree to honor all APCA cooperative buying process guidelines and procedures as set forth in the APCA convention program.

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- **Drive** social media content
- **Entertain** your crowd
- **Moderate** your content
- **Promote** in event activity or sponsors
- **Register** for free on our site
- **Choose** a #hashtag and your event timings
- **Customize** your layout and design
- **Display** your slideshow at your event
- **Watch** your guest's photos appear

FIREFLY
music festival


Mercedes-Benz


GLOUCESTER
RUGBY


Gadget Show

MARTINI

Use
#APCANE13

<http://eventstagram>



Exhibit Hall Booth Signature Sheet

Name: _____

School: _____

Address: _____

13. America's Student Leadership Trainer

57-58. Auburn Moon Agency

22-23. Bass/Schuler Entertainment

4. Bobby Audley Speaking

59. Bobby K Entertainment

14. Campus Spa

37. Casey Buckley

60. Cirque-tacular Entertainment, LLC

27. Coleman Productions, Inc.

34. College Agency, The

24-26. Cutting Edge Entertainment

56. Dawn Fraser Productions

50-52. Degy Booking International

32. Del Suggs

31. DR SHUEY, LLC

43. E2 Live!

41-42. Endeavor Entertainment, Inc.

45. Extreme Illusions & Escapes

53-54. Fantasy World Entertainment

62. Front Row On Campus

7. Future Media Enterprises

55. GG Greg Agency

15. GP Entertainment

28. Gr8 Show

63. Hey Cole Presents

16-17. Hoffman Entertainment

38-40. Houla Entertainment

19. Jason O Music

44. Jason Thomas Mayfield

61. Jeff LeBlanc

48-49. Jus' Wiggins Entertainment

8. Kevin Hurley Show, The

30. LRS College Entertainment

21. Michael Dubois

64. Nat Baime!

1-2. Neon Entertainment

46. Nuyorican Poets Cafe, Inc.

29. NY Party Works

5. On Campus Text

3. Parle Bookings

47. Party People, Inc., The

20. Perfect Parties Entertainment Group

9-10. Phantom Entertainment Services

36. Reel Management

33. ROJO Ink

18. Ron Pappalardo

6. Squeaky Chair Productions, LLC

35. Swift Kick



To be eligible to receive your certificate, you must have stamps confirming that you have attended at least 4 ed sessions and 5 showcases! Look for stampers outside all showcases and ed sessions!

Ed Session Friday, October 12 11:00 am	Ed Session Saturday, October 13 8:00 am	Ed Session Saturday, October 13 9:00 am	Ed Session Saturday, October 13 10:00 am	Ed Session Saturday, October 13 11:00 am
SG Retreat Thursday, October 11 1:30 pm	SG Retreat Thursday, October 11 2:30 pm	SG Retreat Thursday, October 11 3:30 pm	SG Retreat Thursday, October 11 4:30 pm	SG Retreat Thursday, October 11 5:30 pm
Ed Session Friday, October 12 10:00 am				

Educational Sessions

Lunch Showcase Friday, October 12 12:00 pm	Purposeful Programming I Friday, October 12 3:30 pm	Dinner Showcase Friday, October 12 6:00 pm	Lunch Showcase Saturday, October 13 12:00 pm	Purposeful Programming II Saturday, October 13 3:30 pm	Dinner Showcase Saturday, October 13 6:00 pm
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Showcases

APCA CONFERENCE CERTIFICATE CONFIRMATION/EVALUATION FORM

To receive a conference participation certificate and to be eligible for the cash drawing on Saturday, you must have:

- Signatures of all the vendors
- 5 confirmations of showcases
- 4 confirmations of ed sessions

Name: _____ Title: _____

School: _____ Phone: _____

E-mail: _____

Age: _____ Gender: (optional) _____ Student: _____ Professional: _____

Type of School: 2 Year: _____ 4 Year: _____ Commuter: _____ Programming Budget: _____

How did you hear about this conference? _____

Please rate the following on a scale of 1 - 5 (5 = excellent, 1 = poor):

Conference Experience _____ Overall _____ Delegate Mixers _____ Organization _____

APCA staff _____ Ed Sessions _____ Conference Program _____ Hotel Staff _____ Facility _____ Fun _____ Conference App _____

Would you recommend the conference to others? Yes _____ No _____ (please place comments below)

Where would you like to see this conference held in the future? _____

What issues in educational sessions should the next conference address? _____

If possible, tell us about someone who would be a potential conference presenter for the issues you identified.

Issue: _____ Name: _____ Phone: () _____

Please place your comments on the conference below: _____



/HoulaEntertainment

HOULA ENTERTAINMENT

Booths 38-40

REGISTER for CARIBBEAN CRUISE GIVEAWAY

MUSIC GENRES

Country • Pop
R&B/Hip Hop • Rock
Acoustic • Folk
Americana • Blues
Christian • Tribute
Reggae • Techno

VARIETY

Magician
Comedian
Illusionist

LECTURERS

Leadership
Motivational
Conservationist



LEE TERBOSIC
Saturday 12:00pm
Lunch Showcase



THE TRUTH
Saturday 6:00pm Dinner Showcase



FRESH WRECKAGE
Friday 12:00pm Lunch Showcase

OTHER ATTRACTIONS

Rare Exotics - Lions, Tigers & Bears!
Singer/Songwriter Workshops

APCA EXHIBITORS INFORMATION LIST

America's Student Leadership Trainer

Dave Kelly
3010 Sawtooth Circle
Alpharetta GA 30022
(770) 552-6592
davekelly@gonzospeaks.com
www.americasstudentleadershiptrainer.com



Auburn Moon Agency

Nancy Oeswein
55130 Shelby Rd. Ste. C
Shelby Township MI 48316
(800) 566-6653
nancy@auburnmoonagency.com
www.auburnmoonagency.com



Bass/Schuler Entertainment

Chris Schuler
4001 W Devon Ave.
Suite 510
Chicago IL 60646
(773) 481-2600
chris@bass-schuler.com
www.bass-schuler.com



Bobby Audley Speaking

Bobby Audley
1615 Denise Drive, Suite E
Forest Hill, MD 21050
(315) 558-2278
info@bobbyaudley.com
www.bobbyaudley.com



Bobby K Entertainment

Robert Kramarik
PO Box 937
Elmira NY 14902
(607) 562-8406
bob@bobbyk.com
www.bobbyk.com



Campus Spa

Jennifer Schmid
3066 Veterans Blvd., Suite #2
Pigeon Forge TN 37863
(865) 512-8042
jennifer@campus-spa.com
www.campus-spa.com



Casey Buckley

Casey Buckley
2 Mason Hill Rd.
Warren NJ 07059
(908) 500-2074
casey@caseybuckley.com
www.caseybuckley.com



Cirque-tacular Entertainment, LLC

Tad Emptage
676-A 9th Ave., #272
New York NY 10036
(917) 554-9225
circusplanner@gmail.com
www.cirquetacular.com

Coleman Productions, Inc.

Brooke Sines
10985 Skipping Stone Lane
Grand Rapids MI 49534
(866) 328-3762
brooke@colemanproductions.com
www.colemanproductions.com



College Agency, The

Sue Boxrud
7907 Stafford Trail
Savage MN 55378
(651) 222-9669
sue@thecollegeagency.com
www.thecollegeagency.com



Cutting Edge Entertainment

Rob Jockel
69 Trailsend Drive
Canton CT 06019
(888) 221-6538
rjockel@cuttingedgeentertain.com
www.cuttingedgeentertain.com



Dawn Fraser Productions

Dawn Fraser
366 Adelphi St.
Brooklyn NY 11238
(347) 684-2984
dawnfraser@me.com
www.dawnjfraser.com

Degy Booking International

Jeff Hyman
1351 Forest Glen Ct.
Toms River NJ 08755
(217) 359-4243
jeff@deguy.com
www.deguy.com



Del Suggs

Del Suggs
PO Box 2261
Tallahassee FL 32316
(800) 323-1976
del@delsuggs.com
www.delsuggs.com



DR SHUEY, LLC

Dr. Justine Marie Shuey
800 N. 2nd Street, Suite 163
Philadelphia PA 19123
(855) 377-4839
info@drshuey.com
www.drshuey.com



E2 Live!

Monica Everdyke
427 Liberty St.
Syracuse NY 13204
(315) 468-0769
monica@endeavorentertainment.com
www.e2live.com

Endeavor Entertainment, Inc.

Virgil Dombroski
3311 Milton Avenue
Syracuse NY 13219
(315) 484-7445
virgil@endeavorentertainment.com
www.endeavorentertainment.com



Extreme Illusions & Escapes

Josh Knotts
747 McClane Farm Rd.
Washington PA 15301-4812
(304) 479-0987
forgetallyouknow@gmail.com
www.extremeillusionsandescapes.com



Fantasy World Entertainment

Brooks Grady
124 Jibsail Drive
Prince Frederick MD 20678
(800) 757-6332
brooks@fwworld.com
www.fvworld.com



Front Row On Campus

Jon Vroman
PO Box 531
Blackwood NJ 08012
(856) 448-4769
jon@frontrowglobal.com
www.frontrowoncampus.com



Future Media Enterprises

James Holloway
PO Box 6308
Plainfield NJ 07060
(908) 294-0985
newjeruz1@aol.com
www.futureme-online.com

GG Greg Agency

GG Greg
7474 Lauren J Drive
Cleveland OH 44060
(440) 266-1732
gggregagy@aol.com
www.ggggreg.com



GP Entertainment

Tim Moyer
4681 State Route 233, Suite 2
Clinton NY 13323
(866) 812-8248
tim@gpcollegeentertainment.com
www.gpcollegeentertainment.com



Gr8 Show

Flora Johnson
20 Elizabeth St.
Baldwinsville NY 13027
(315) 753-0088
flora@gr8show.com
www.gr8show.com

RUBY: 3 Year Member
EMERALD: 5 Year Member

SAPPHIRE: 10 Year Member
DIAMOND: 15 Year Member

APCA EXHIBITORS INFORMATION LIST

Hey Cole Presents

Nicole Lipman
PO Box 288
Richboro PA 18954
(267) 988-4410
heycolepresents@gmail.com
www.heycole.com

**ONSITE
DISCOUNT**

Hoffman Entertainment

Wayne Hoffman
21301 S. Tamiami Trl.
STE 320 PMB 151
Estero, FL 33928
323-464-2000
info@ilovehoffman.com
www.ilovehoffman.com



Houla Entertainment

Lee Mayer
PO Box 31688
Knoxville TN 37930-1688
(865) 414-9266
leemayer@houlaentertainment.com
www.houlaentertainment.com

Jason O Music

Caryn Jellen
2051 Mary Ellen Ln.
State College, PA 16803
(814) 404-3869
booking@jasonomusic.com
www.jasonomusic.com

Jason Thomas Mayfield

Jason Thomas Mayfield
427 Dean St., Suite #1
Brooklyn NY 11217
(817) 874-2259
info@jasonthomasmayfield.com
www.jasonthomasmayfield.com

**FTE
DISCOUNT**

Jeff LeBlanc

Jeff LeBlanc
97 Ocean Ave.
Center Moriches NY 11934
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jeffleblancmailinglist@gmail.com
www.jeffleblancmusic.com

Jus' Wiggin Entertainment

Tracy Wiggs
7862 Oxon Ct
White Plains MD 20695
(301) 870-7511
juswign@yahoo.com
www.juswiggin.com



**ONSITE
DISCOUNT**

Kevin Hurley Show, The

Kevin Hurley
1456 Bellaire Place
Pittsburgh PA 15226
(412) 431-4433
kevin@kevinhurley.com
www.kevinhurley.com

**ONSITE
DISCOUNT**

LRS College Entertainment

Jason Scarcelli
505 S. Lafayette
Royal Oak MI 48067
(800) 700-7464
jasons@lorioross.com
www.lrscollegeentertainment.com



Michael DuBois

Michael DuBois
689 Myrtle Ave., Suite 1C
Brooklyn, NY 11205
(607) 426-5156
solocircus@gmail.com
www.solocircus.com



MoShows.com

Kijana Wiseman
4107 Inkberry Valley Lane
Houston TX 77045
(713) 521-0900
info@moshows.com
www.moshows.com

Nat Baimel

Nat Baimel
3941 Prospect Ave., Suite 4
Culver City CA 90232
(954) 682-3398
idaretobestupid@aol.com

Neon Entertainment

Scott Talarico
3577 Harlem Road
Buffalo NY 14225
(800) 993-6366
scott@neon-entertainment.com
www.neon-entertainment.com



Nuyorican Poets Cafe, Inc.

Daniel Gallant
236 E 3rd Street
New York NY 11215
(212) 780-9386
daniel@nuyorican.org
www.nuyorican.org

NY Party Works

Theresa Rampanelli
45 Jefryn Boulevard
Deer Park NY 11729
(800) 469-3866
theresa@nypartyworks.com
www.nypartyworks.com



**ONSITE
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On Campus Text

Shawn Radley
PO Box 220307
Boston MA 02122
(617) 497-8366
info@oncampustext.com
www.oncampustext.com



**ONSITE
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Parlé Bookings

Kevin Benoit
9109 Avenue N.
Brooklyn NY 11236
(646) 262-6026
parlebookings@gmail.com
www.parlebookings.com

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Party People, Inc., The

David Hulme
46 Quirk Rd.
Milford CT 06460
(800) 958-9915
dehulme@att.net
www.partypeopleinc.com



**FTE
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Perfect Parties Entertainment Group

Tim Cormio
147 Summit Street
Peabody MA 01960
(800) 275-0185
t.cormio@ppentertainmentgroup.com
www.ppentertainmentgroup.com



**ONSITE
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Phantom Entertainment Services

Dean Yaukey
50 Clay Road
Carlisle PA 17015
(717) 258-4401
phantomcom@comcast.net
www.phantomentertainment.com



**ONSITE
DISCOUNT**

Reel Management

Marc Marcuse
7472 W. Sahara Ave.
Suite 102C
Las Vegas NV 89117
(323) 841-4044
marc@reelmanagement.com
www.reelmanagement.com



ROJO Ink

Jose Rodriguez
1810 East Sahara Ave.
Las Vegas NV 89104
(702) 751-4483
jose@rojoink.com
www.rojoink.com

Ron Pappalardo

Ron Pappalardo
316 White Oak Dr.
Cary NC 27513
(919) 449-4577
ronpappalardo@gmail.com
www.ronpappalardo.com



**ONSITE & FTE
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Squeaky Chair Productions, LLC

Dan Morrison
2194 E. Enterprise Parkway
Twinsburg OH 44087
(330) 487-0273
booking@squeakychairmusic.com
www.squeakychairmusic.com

Swift Kick

Tom Kriegelstein
186 Norfolk, #2F
New York NY 10002
(877) 479-4385
sk@swiftkickonline.com
www.swiftkickonline.com



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KEYNOTE SPEAKER

STEPHANIE A. GORDON,

NASPA Vice President of Professional Development

Assessment & Completion: A Focus on Quality

FRIDAY 5:00PM - ONONDAGA E-F

Changing Student Demographics: How should we do what we do?

SATURDAY 5:00PM - GRAND WEST



EMCEES



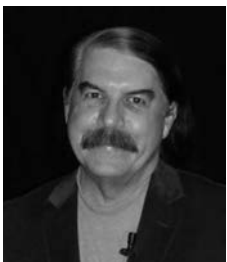
Adam Grabowski - Auburn Moon Agency - (800) 566-6653

Voted 2013 Comic of the Year in Campus Activities Magazine, Adam was the highest rated comedian in 2011 and 2012 And 2013. The creativity and charisma of this 25-year-old from Chicago makes him the most exciting new act to hit the college circuit! Graduating early with a degree in Psychology from the University of Illinois, Adam used his productive procrastination skills to put off grad school by becoming a professional college comedian. Performing at 164 colleges in his first two years, he was the run away vote getter for 2012 Fastest Rising Star. His clever and relevant brand of humor is designed specifically for a college audience, which is made apparent by his unparalleled connectedness to campus culture!

Normal Isolated Price: \$1,650

Discounted APCA Prices Isolated:\$1,650 2of3:\$1,650 3of5:\$1,500 5of7:\$1,300

Plus lodging and sound for all dates. Plus travel for Isolated dates only.



Del Suggs - Del Suggs - (800) 323-1976

If you are seeking excellence in Leadership Development for your campus, then look no further. Del Suggs, M.S. Ed., is one of the most widely-respected presenters in the college market. In fact, the school members of the Association for the Promotion of Campus Activities voted Del "Best Campus Speaker" for 2010. "Campus Activities" magazine named him one of the "Hot Speaker Choices" for 2010. He has presented his programs in Leadership Development and Student Activities Training at campuses from Seattle to Ft. Lauderdale, from Hartford to Laredo, and most points in between. Del has the perfect combination of skills and experience for Leadership Development: He has spent much of his career as an entertainer; he has the academic credentials of a professor; and he has a lifetime of experience as a leader of national, regional, and local organizations. After publishing nearly 80 journal articles, his new book Truly Leading: Lessons in Leadership has reaffirmed his position as one the most widely-read authors in the field. Del Suggs is the speaker you have been seeking to teach your students how to lead themselves and their organizations.

Standard Isolated Price: \$2450

Discounted APCA Prices: Isolated: \$1950; 2 of 3: \$1850; 3 of 5: \$1750; 5 of 7: \$1750

Plus shared travel and lodging for all dates



Jon Vroman - Front Row on Campus - (856) 448-4769

Jon Vroman, APCA's Speaker of the Year, delivers fun, easy to implement, and inspirational messages designed to increase student engagement by "Living College Life In The Front Row." Over the past decade, more than 100,000 students have been inspired to positively shift their campus culture by stepping up as leaders. What can you expect when Jon visits your campus? Students that decide to take action by getting involved. They find the courage to move beyond their fears and take on leadership roles in clubs, organizations, community service, and other campus activities. Whether it's your next orientation, leadership event, or banquet, if your campus is ready for a transformational experience, see what the buzz is about at www.FrontRowOnCampus.com.

Standard Isolated Price: \$3,800

Discounted APCA Prices Isolated:\$3,100 2of3:\$2,800 3of5:\$2,700 5of7:\$2,600

Plus travel and lodging for all dates.



Tom Kriegelstein - Swift Kick - (877) 479-4385

Tom is an internationally recognized speaker, writer, and consultant on creating community, increasing student engagement, and fostering student retention. He has worked with over 300 institutions around the U.S. and the world, including University of Wisconsin-Madison, the US Military, and Disney. From successful internet entrepreneur at 21 to three-time "Campus Speaker of the Year" by the age of 28, Tom has walked the walk and talked the talk. As the founder of Swift Kick and Student Launcher, Tom has dedicated his life to helping students discover their passion through co-curricular activities. His facilitation style wraps the audience into a whirlwind of self discovery that continues long after the program has ended. Blending together his technical aptitude with masterful story-telling, audiences all over the globe have been inspired and motivated by Tom. From the first moment, you'll see why he is the premier educator on student engagement.

Normal Isolated Price: \$3,500

Discounted APCA Prices Isolated:\$3,250 2of3:\$2,575 3of5:\$2,279 5of7:\$1,640

Plus travel.

SESSION PRESENTERS



STEPHANIE GORDON is the vice president for professional development at NASPA. She has spent the last 10 years devoted to the professional development and education of student affairs professionals in higher education. Her research interests focus on student persistence and readiness to learn. She received her B.A. in English literature and political science at Simmons College and earned her Ed.M. in higher education administration at the Harvard University Graduate School of Education. Prior to joining NASPA, Ms. Gordon served as director of residence life at Chatham University, assistant director of residence life at Colgate University, and assistant director of undergraduate admissions at Simmons College. She has co-authored a chapter in the *Student Services: A Handbook for the Profession* and written many articles through NASPA's publications.



BETH ANN SHICK is director of Student Organizations and Leadership Development at Gannon University (PA). She holds an associate's degree in paralegal studies and a bachelor's degree in political science from Gannon University and a master's degree in student personnel from Slippery Rock University (PA).



CLIFF SCUTELLA Director of Student Activities at Genesee Community College since 1990. Been in Student Activities since 1973 first as a student then a staff person in 1978.



DAN DAVIS is well-known for his sense of caring and passion for life while confronting the conflicts and pressures that face students today. Dan's programs focus on education, youth leadership, team building and positive role modeling by both youth and adults. Dan's teaching methods are enriched by his adventure based training skills and his creativity with team building and leadership training.



DAVE KELLY is a professional speaker, motivator, trainer, and servant leader. He is an expert on student success, campus organization training, and servant leadership for students. Dave's presentations are high energy, interactive, theatrical, filled with humor, stories, fun, and, most importantly, content rich. He has spoken and trained for more than 140 different colleges and universities and is the national coordinator for the APCA Serves! He has personally performed more than 50,000 hours of community service and has led students to perform more than 2 million hours! He

has also recruited more than 10,000 students into campus organizations and has been recognized for his student and servant leadership expertise.



BOBBY AUDLEY is a Professional Leadership Speaker, Author, & Team Development Specialist. Most recently, Bobby is the author of *MAKE UP YOUR MIND! How to Get Involved, Be a Leader, & Get the Job You Love*. In college, Bobby was cut twice and transferred twice before he became a Vice President in his SGA, the founder of the Office of Leadership on his campus, Male Student Leader of the Year, Club Lacrosse National Champion, and the Student Commencement Speaker for his class in front of more than 7,000 people! Bobby has worked with and spoken to college leadership organizations, NCAA sports teams, nursing students at Johns Hopkins University, and many more! A portion of Bobby's honorarium is donated on your behalf to Summer Camp Opportunities Promote Education (SCOPE). Bobby spent two summers working at camp and was inspired by the transformative power of camp in the life of a child.



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COLLEGIATE EMPOWERMENT is a team of passionate facilitators that are hell-bent on helping college students get an education, not just a degree by teaching them What Every College Student Needs To Know from Orientation to Graduation. We've been around: 1.8 million students. 35,000 professionals. Over 2,800 campuses. More than 5,000 events. You're about to experience a high-energy, interactive, engaging, and fun seminar that actually makes a difference.



DAWN FRASER is a humorist, storyteller, and national speaker. She is an Instructor with the storytelling institution 'The Moth', and the Host of 'Barbershop Stories', which features performers sharing true tales in NYC salons. Dawn works with students, entrepreneurs, and business professionals to develop their stories as a means to enhance leadership potential, and through her firm Envision Admissions has consulted thousands of students to utilize personal narratives as part of their application strategy. She received a Masters in Public Policy from Harvard University, a specialization in Leadership, and was presented with the 'Barbara Jordan Award for Women's Leadership' for her work with young leaders. She loves being a twin, a Trinidadian, and tweetable @dawnfraser.

SESSION PRESENTERS



DEL SUGGS is one of the most widely-respected presenters in the college market. In fact, the school members of the "Association for the Promotion of Campus Activities" voted Del "Best Campus Speaker" for 2010. His book "Truly Leading: Lessons in Leadership" is already in its fourth printing, and he was recently featured in the book "Roadmap to Success" along with Dr. Deepak Chopra and Dr. Ken Blanchard. Del's extraordinary

keynotes, training programs, and retreats teach the practical application of leadership-- not just theory. He has presented his programs at over 750 campuses from Seattle to Ft. Lauderdale, from Hartford to Laredo, and most points in between.



DIANE REDO is the Assistant Director for Student Activities at Stony Brook University. On a daily basis she works with 250 clubs and organizations on campus. Diane is also responsible for assisting the Activities Board with their large scale events. Diane sees the big picture as the students inquire about their event. Diane has executed event in which attendance ranged from 5- 3,500, indoor concerts, outdoor concert, and campus only fund raisers. Working with student s and watching their events flourish is a highlight in Diane's career.



DR. JUSTINE SHUEY Hailing from the city of brotherly love, Dr. Justine Marie Shuey has always had a passion for human sexuality. She is a Board Certified Sexologist & AASECT Certified Sexuality Educator with a Doctorate in Human Sexuality and a Masters in Human Sexuality Education. Dr. Shuey believes sex is healthy and normal. She creates safe and welcoming environments for college students to explore issues related to human sexuality, expand their knowledge around sexuality and gain confidence in their sexual expression.



EMILY NORTH For more than a decade, Emily North, M.F.A, has been the Director of Student Activities at Landmark College. Landmark offers an integrated approach for students who learn differently including students with Dyslexia, ADHD and ASD. Emily shares her personal experiences mentoring these students in leadership roles as well as providing them opportunities to expand their horizons and explore new interests through involvement in the campus community.



FARISO JORDAN is an actress, playwright and teaching artist that directs her creative talents towards telling stories that matter. Originally from Houston, Texas, Fariso Jordan moved to NYC to study theatre-performance at Fordham University. Her latest work, *GEORGIA* is about how love can be a breeding ground for monsters. *GEORGIA*, a one-woman, four-character stage play, investigates an issue people refuse to acknowledge "rape within functional". relationships. The play has been toured across the country Off-Broadway as well as at colleges & universities since 2011. Fariso is an advocate for healthy relationships and sexual consent awareness, providing a variety of workshops on the subjects.



HOLLY ANNE WAYE Director of Student Life & Title IX Coordinator @ New York Chiropractic College. Past APCA Presenter at the Midwest Conference in Coralville, IA in 2008 & National Presenter in Jacksonville, FL. in 2012. She has fifteen years of experience in Higher Ed., Student Activities & Title IX Issues dealing with Sexual Assault, Harassment, Violence, Stalking, Bullying, Substance Abuse & Cyberspace Issues. Holly Anne is the Chairperson & Trainer of Campus Safety & Security. She also supervises, trains and manages a staff of 14 in Res. Life/Student Activities staff. Also, I am a guest lecturer for our campus Orientation & Peer Mentor electives. Her experience includes 17 years as a Director and Camp Administrator / Certified Director prior to coming to NYCC.



JASON THOMAS MAYFIELD Called "the future of comedy" by some random guy on twitter, Jason Thomas Mayfield is a comedian, writer, and actor in NYC. Most recently you may have seen him in the TV show "Suits," or on stage in his hilarious one-man-show, "Everybody Lied to Me," currently touring and playing colleges and festivals all over the country. He is also a founding member of the improv team, "Wizard Needs



JOHN HUBER has been the Assistant Director of Student Activities at SUNY Delhi for five years, and will be transitioning to the Director of Student Activities position in January. He is proud to work with the Student Programming Board and Greek Council as their adviser, and has welcomed his new responsibility of becoming Student Senate adviser. He is a proud brother of Phi Mu Alpha (Omicron Tau, '01) and holds a bachelor's degree in Music Business from Middle Tennessee State University. When not on campus, John is pursuing his Master of Arts in Higher Education Administration from Stony Brook University, preparing for his upcoming wedding in July '14, and enjoying life with his pets and fiancée.

Food With a hit monthly show in Brooklyn, Wizard Needs Food creates an entirely improvised movie, live on stage, beginning to end, complete with camera angles, an epic soundtrack, and special fx. For more about Jason and all his endeavors visit www.JasonThomasMayfield.com and check out what another random person called "indie comedy at its greatest!"

SESSION PRESENTERS



JON VROMAN A two-time APCA Speaker of the Year, delivers fun, easy to implement, and inspirational messages designed to increase student engagement by Living College Life In The Front Row™. Over the past decade, more than 100,000 students have been inspired to positively shift their campus culture by stepping up as leaders. What can you expect when Jon visits your campus? Students deciding to take action by getting involved. Students finding the courage to move beyond their

fears and take on leadership roles in clubs, organizations, community service, and other campus activities. Whether it's your next orientation, leadership conference, or special event, when your campus is ready to start living life in the front row!



MATT GLOWACKI has been sharing his ideas about diversity and disability professionally for over ten years. He was honored with the Award for the Best Diversity Act in 2010! His "Diversity According to Family Guy and South Park" program for College Campuses is the most booked Diversity Program in the nation. Matt was born without legs. Matt promotes his concept of Real Interaction with others regardless of their race, creed, ability, sexual orientation, color use of humor is always

present in his illustrations of absurdity, when it deals with the judgments of others. And for the record, "He was just born without any legs. Everything else is there and works just fine." Unlike other speakers, Matt's presentations resonate with his audiences long after he has left. Participants will no longer have a fear of interactions involving diversity, but rather they will be excited about the potential that they see in others.



MONICA EVERDYKE As a former student activities director, turned agent, Monica Everdyke brings over 10 years of experience from both sides of the market. During her time as a director, the Campus Activities Board was featured in Campus Activities Magazine and was also honored by the APCA with the Shoe String Award. Monica joined Endeavor Entertainment / E2 Live! in January 2009, and looks to take her experiences and knowledge to tie the two together providing a great resource and wealth of information.



NIKI FJELDAL Niki Fjeldal currently serves as the Assistant Director of Student Development and Campus Activities. She primarily serves as an advisor to student organizations at Pace University- Pleasantville. Additionally, she coordinates programming initiatives including Welcome Week, Homecoming and Senior Week. Niki has been in the field of student affairs for over 5 years with experiences in Orientation, Event Management and Campus Activities.



MARC CIANCIOLA Coordinator of Student Activities at Pratt Munson-Williams-Proctor Institute in Utica, NY since 2009.



MICHELLE BARBICH is the Director of Campus Life and Leadership Development at Edinboro University. She has served in higher education for 17 years with a focus on student activities and involvement. She has volunteered and been associated with APCA since 2003. Shellie lives in Erie, PA with her 2 very spoiled dogs and volunteers with local animal no-kill shelters and the Kanzius Cancer Research Foundation.



MIKE WACKSMAN Serves as Assistant Director of Student Life Center at SUNY Cobleskill. As Assistant Director, he oversees Coby Late Night. Mike advises Student Government Association and Council for Student Activities.



NICOLE MCALLISTER, is a junior biology major at Gannon University in Chicora, PA. She works at UPMC Hamot as a Nursing Assistant. On campus she is the President of the Activities Programming Board, a University Student Ambassador, and mentor for the Pre-Medical Living Learning Community.



RON PLACONE is a radio personality, media activist and comedian. Through recent projects he has become an investigative reporter into the contemporary media landscape and has developed a body of content bound to challenge the way "we the people" interact with news and the corporate media. Ron has performed for colleges, advocacy groups, enjoyed several sold-out theater shows, and recently presented at the College Media Advisers Conference. Ron's daily news segment, "Thoughts, Rants & Cold Coffee," is nationally syndicated via the David Pakman Show, and his weekly radio show, "MediaBytes" airs every Sunday on Radio Free Nashville 107.1 FM and on YouTube where he is a proud member of the Young Turks Network, one of the largest independent online news network in the world. Ron holds an MA in Rhetoric and Philosophy from Duquesne University. His academic work has been published in the Journal of Contemporary Rhetoric.

SESSION PRESENTERS



RON PAPPALARDO When Ron's 17-year-old son Joshua took his own life, Ron began working to end bullying, depression and suicide. His books have helped thousands, and his inspiring programs leave students feeling hopeful, uplifted, and full of newfound enthusiasm! Ron teaches the warning signs of suicide, the dangers of bullying, and simple common-sense tips for defeating the number one cause of suicidal thinking -- depression. "...I'm amazed at how you have managed to rise above the tragedy of losing your son, and still reach out to help others. I'm sure you touched a lot of hearts today." — Laura Lewin, Coordinator, First-Year Experience & Orientation, Onondaga Community College (SUNY), Syracuse, NY. "Ron really came through for us. He not only gave the keynote speech at our Mental Health Fair, he separately conducted an open forum on short notice so our students could ask whatever questions were on their minds... the way he connects with the students is just remarkable." — Andrea Pfaff Kolb, Asst. Director, Campus Life, Penn State Berks.



SANDY CUMMINGS received her Associate of Applied Science degree in Business from Mohawk Valley Community College. After receiving her Associate's degree, Sandy began working at MVCC. She realized that she wanted to be more involved with the students and became an advisor to a campus club. This sparked interest in student leadership/involvement and Sandy went back to school and received her Bachelor of Arts degree in Sociology. Upon receiving her Bachelor's degree she was promoted at MVCC and began working in both Student Activities and Residence Life. She has been working in this field for several years and is currently the Coordinator of Student Activities at MVCC.



SHAWN RADLEY is the owner of OnCampusText a platform which assists campuses in reaching their students through the use of mobile technology. Launched in 2011 they are the exclusive text providers for APCA.



TOM WOJCIKOWSKI is the Assistant Director of Student Activities at SUNY Jefferson. Tom has been with the College for two years in his position and previous to that worked with military youth across New York State providing special events and enrichment programming. Tom serves as the Phi Theta Kappa advisor at JCC and is the Completion Day Committee Chair.



TOM KRIEGLSTEIN As a three-time APCA Campus Speaker of the Year, Tom is internationally recognized as a leader in creating community, increasing student engagement, and fostering student retention. As the founder of Swift Kick and Student Launcher, Tom has dedicated his life to helping students discover their passion through co-curricular activities.

THURSDAY, OCTOBER 10, 2013

APCA SERVES

Thursday 12:00 pm - Convention Center Foyer

SHOW OFF YOUR SERVICE!

Participate in one service project and receive your APCA Serves Band. If you do 4 service projects you will receive your free APCA Serves t-shirt. Be sure to have this card stamped.



POSTER COMPETITION!

Thursday 6:00pm-8:30pm

Registration Area

All supplies will be provided at check in. Poster should include APCA **Road Trip** theme and your school mascot.

1:00PM - GRAND BALLROOM EAST SG LEADERSHIP RETREAT KICK-OFF

Student Government Retreat Kickoff

Tom Krieglstein - Swift Kick - www.swiftkickonline.com - (877) 479-4385

Audience: SG Retreat - All

Let's get it started! Welcome to the APCA Student Government Association retreat! We'll get started with a bang as we bring everyone together for an engaging and enlightening start to this event. Be on time and bring your enthusiasm!



1:30 PM EDUCATIONAL SESSION

Onondaga E

Parliamentary Procedure

Dave Kelly - America's Student Leadership Trainer - (770) 552-6592

www.AmericasStudentLeadershipTrainer.com - DaveKelly@GonzoSpeaks.com

Audience: SG Retreat - Student

Have you ever been to a meeting that had no point? How about an SGA meeting with too many points? Such as "Point of Order", "Point of Information", and "Point of Privilege"? Ever get lost in all of those points or too many amendments to the amendment to the amendment? This session will help clarify all of that and more!



Onondaga G

Blockbuster Marketing for your SGA Events

Del Suggs, M.S. Ed. - Del@DelSuggs.com - (800) 323-1976

Audience: SG Retreat - Student

Looking for ways to get more students to attend your SGA events? Are you tired of presenting programs when nobody comes? This session will teach you how to use the latest social network marketing- including Facebook, Twitter, Hoot-Suite and broadcast texting- along with the tried-and-true low tech methods of posters and fliers. Come and learn how to promote ALL your events, whether it's a concert, a lecture, or an election!



Grand Ballroom West

SG Advising: Balancing Work and Personal

Michelle Barbich - Edinboro University of PA - Director of Campus Life

mbarbich@edinboro.edu - (814) 732-2768

Audience: SG Retreat - Advisor

Have you found yourself stressed, burned out, needing a vacation like never before? This interactive session is for idea sharing as well as tips and ideas on how to separate your personal and professional lives.



2:30 PM EDUCATIONAL SESSION

Onondaga E

Using Service Projects to Promote Your SG

Dave Kelly - America's Student Leadership Trainer - (770) 552-6592

www.AmericasStudentLeadershipTrainer.com - DaveKelly@GonzoSpeaks.com

Audience: SG Retreat - Student

Community service is a great way to engage students on campus. It can also be an opportunity to promote your student government in a positive way. Once students get involved, they will want to stay involved. This program will show ways to get students serving in small and big ways and the power of the "APCA Serves!" program and how to duplicate it on your campus.



Onondaga G

Panel Discussion: What is the role of SG?

Cliff Scutella - Genesee Community College - cmscutella@genesee.edu

Audience: SG Retreat - Student

Student Government plays a major role on campuses. They have many responsibilities in regards to addressing and bringing awareness to student concerns, appointing representatives, and representing the campus as student leaders. Meet with other representatives to share the responsibilities and expectations of the Student Government on your campus. You will also have the opportunity to learn how to incorporate new roles and ideas to implement.



Grand Ballroom West

Student Development Theory

Del Suggs, M.S. Ed. - Del@DelSuggs.com - (800) 323-1976

Audience: SG Retreat - Advisor

Knowing what changes will occur in students- when those changes will occur, and what they will be- is the core of Student Development Theory. Serving as a "crash course" in psychology, this presentation covers the basics of Chickering, Perry, and Maslow for SGA Advisors. Student Development Theory is a remarkably powerful tool. This presentation will provide useful insight into your students' personal development, enabling you to better understand your students, to anticipate their needs, and foresee some problems before they occur.



3:30 PM EDUCATIONAL SESSION

Onondaga E

SG Elections

Michelle Barbich - Edinboro University of PA - Director of Campus Life
mbarbich@edinboro.edu - (814) 732-2768

Audience: SG Retreat - Student

On-line voting, ballots, websites, so many options! What works best for you? Learn about ways to promote, hold and certify your student government elections. Do you follow proper voting etiquette, have set campaign rules and student standards? Let's gather and gain some ideas on how to make your elections a success!



Onondaga G

Tune Up Your Leadership Skills

Del Suggs, M.S. Ed. - Del@DelSuggs.com - (800) 323-1976

Audience: SG Retreat - Student

At this session, you will get a quick primer in leadership. Learn the most important skills of personal leadership (how to be a better leader), the most effective tools for organizational leadership (lead your SGA more effectively), and the most valuable interpersonal skills (make a better impression on others).



Grand Ballroom West

SG Advisor Roundtable

Cliff Scutella - Genesee Community College - cmscutella@genesee.edu

Audience: SG Retreat - Advisor

Are you the Student Government advisor on your campus? Looking for new ideas and opportunities to network with other SG advisors? Here's your chance to collaborate with other SG advisors in your region and discuss current topics in Student Government.



4:30 PM EDUCATIONAL SESSION

Grand Ballroom East

SG Team Building

Dan Davis - Endeavor Entertainment - Endeavorentertainment.com - (315) 484-7445

Audience: SG Retreat - Student

Through highly energetic and interactive activities this team building session is geared specifically towards Student Government organizations. Dan will focus on developing a communication process for producing positive, resilient and creative/successful outcomes. In addition, he will instruct on developing skills in assessing problems, formulating solutions, and working effectively with the strengths and weaknesses of individuals in their respective groups. Participants will share, reflect, and process throughout the activities helping them to transfer the ideas to bring back to their own campus.



Onondaga E

Diversity Training for Student Leaders

Michelle Barbich - Edinboro University of PA

Director of Campus Life - mbarbich@edinboro.edu - (814) 732-2768

Audience: SG Retreat - Student

This interactive session is one for all to learn and appreciate differences. Only those that want to share and participate should attend. Role play and scenarios are required! Participants will leave with an understanding of appreciating differences and resources on how to expand their knowledge and experiences.



Onondaga G

Time Management for Effective Leaders

Del Suggs - Del Suggs, M.S. Ed. - Del@DelSuggs.com - (800) 323-1976

Audience: SG Retreat - Student

You won't find many people who are busier than Del Suggs, noted Leadership Development trainer, author and recording artist. Did you know you can actually create MORE time? In this session, you will learn the Three P's of Time Management- Planning, Prioritizing, and Procrastination. Come and learn how to make better use of your time, and end up with more free time!



Grand Ballroom West

SG Advisor Open Forum

Cliff Scutella - Genesee Community College - cmscutella@genesee.edu

Audience: SG Retreat - Advisor

SG advisors, the floor is yours! This open forum is the perfect opportunity for you to ask questions, share ideas, and take notes to reference once you return to your campus.



5:30 PM - GRAND EAST
**SG WRAP UP/
REFLECTION**
TOM KRIEGLSTEIN
6:00 PM - DINNER
ON YOUR OWN

FRIDAY, OCTOBER 11, 2013

8:00am	Conference Check In / APCA Serves	Convention Center Foyer
	Onsite Poster Competition	
9:00am	Exhibit Hall Move In	Convention Center
9:00am	Conference Kick Off	Grand East
10:00am	Educational Sessions / SG Session	Various Rooms
11:00am	Educational Sessions / SG Session	Various Rooms
11:00am	School Cooperative Buyer Orientation	Grand West
11:00am	Associate Orientation.. (mandatory)	Boardroom 4
12:00pm	Lunch Showcase.....	Cotillion Room
2:30pm	Exhibit Hall.....	Convention Center
3:30pm	Purposeful Programing Showcase I	Grand East
5:00pm	Student Leadership Keynote	Grand East
5:00pm	Advisor Keynote.....	Onondoga E
6:00pm	Dinner Showcase	Cotillion Room
9:00pm	Exhibit Hall.....	Convention Center
10:00pm	Late Night Jam (21 and over).....	Niagara Restaurant
10:00pm	Late Night Hypnosis Show / School Swap	Grand East

APCA SERVES

Friday 8:00am - 9:00am

Convention Center Foyer

Participate in one service project and receive your APCA Serves Band. If you do 4 service projects you will receive your free APCA Serves t-shirt. Be sure to have this card stamped.



POSTER COMPETITION!

Friday 8am-12pm
Registration Area

All supplies will be provided at check in. Poster should include APCA Road Trip theme and your school mascot.

9:00AM - GRAND BALLROOM EAST CONFERENCE KICK-OFF!

**FREE
GIFTS!**

Conference Kick-Off!

Jondra Darden, Michael Stephenson - jondra@apca.com, michael@apca.com

Audience: All

After the long roadtrip here, Michael and Jondra are ready to get this show on the road! Join them to learn how to make the most of your conference experience, get involved and to just have fun! They will be giving out tons of cool prizes and if you're on time, you may even receive one at the door. Be sure to come repping your school, because they're going to call on you to show your spirit!

10:00 AM EDUCATIONAL SESSION

Grand Ballroom East

Give It Away: 3 Keys Every Leader Must Know for Effective Delegation and Team Empowerment

Jon Vroman - Front Row On Campus - www.frontrowoncampus.com - (856) 448-4769

Audience: SG Retreat

Trying to do it all? Tired of giving tasks to people who don't follow through? Feel frustrated and burnt out with 900 tasks on your task list and knowing you've got limited time? Involving others isn't easy, and creating accountability is challenging. Jon Vroman, two-time APCA speaker of the year, facilitates a group discussion that will provide the answers you're looking for. Hang with Jon and other SG leaders to explore the strategies needed to effectively delegate so everyone can play a bigger role in creating change.





Onondaga E

Social Media Roundtable

Tom Wojcikowski - Assistant Director - Student Activities & Cultural Affairs

Jefferson Community College

Audience: Student

Tag! Tweet! Poke! Text! Like! Come ready to share your secrets of social media and how to use it to spread the word and get everyone engaged in your campus events!

Onondaga F

Overcoming Adversity

Dan J. Davis - Endeavor Entertainment - endeavorentertainment.com - (315) 484-7445

Audience: Student

As a "Reality Therapist," Dan will inspire and motivate one to take control of their life following adversity. A presentation on reentry to life and finding balance following trauma, poor decisions or lost of control. A powerful program on recreating ones life through words, we impose meaning and order upon the chaos of our experiences. Successful living demands many comprises; but a person cannot comprise with themselves if they are to find their inner serenity. The tools needed, the behaviors and the beliefs that will bring a person back to balance will be shared. If one does not learn how to overcome adversity, you end up with less vitality to cope with reality. Everyone has a choice, you become a victim to the adversity and decay or you pick yourself up and embrace life at its fullest.

Onondaga G

Venue Selection: How it Impacts your Planning

Diane Redo - Stony Brook University - stonybrook.edu/studentactivities

Audience: Students

The focus of this session is to educate students on the venue that they host their event. Often times students are looking at the budget or the flashiness of the event, they turn a blind eye on the room they have booked. The technical rider is a great way to show students that spaces can not always accommodate the noise, stage set up or the activity. Student also compare what other colleges host on their property, here is a great reason why venues are important to understand. Students will learn a great deal in this session.

Onondaga H

Greek Life Roundtable

John Huber - SUNY Delhi huberjb@delhi.edu

Audience: Students

Are the fraternities and sororities on your campus involved in your campus events? Do they plan events of their own? Is there a possibility of collaboration? Attend this interactive roundtable to share ideas of what GREEKS are doing on your campus. Wear your letters!

Grand Ballroom West

How to Thrive Past the Dreaded "3-Year" Student Affairs Turnover Rate

Tom Kriegelstein - Swift Kick - www.swiftkickonline.com - (877) 479-4385

Audience: Advisor

The average turnover of Student Affairs professionals is three year. Those who thrive past the three year mark 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.

Boardroom 1 - (1st floor above lobby level)

Skills for Success During College and Beyond

Sandy Cummings - Mohawk Valley Community College - scummings@mvcc.edu

Audience: Students

Looking to enhance your leadership skills or get (and keep) that great job? Come to this session to identify the top skills employers are looking for and increase your success in college and the workplace.

11:00 AM EDUCATIONAL SESSION

Grand Ballroom East

Teambuilding and Team Development

Bobby Audley - (315) 558-2278

Audience: SG Retreat

As Student Government Leaders you will come together as a team like never before! This interactive Team Development session will have you on your feet and moving around! Bobby will draw on his training and experience as a Team & Leadership Development Specialist. Bobby often works with corporate teams on a Ropes Challenge Course to put clients in 'worst case scenario' leadership situations. Bobby uses these situations to diagnose leadership weaknesses, highlight leadership strengths, AND have fun! Bobby also uses these challenges, games, and techniques to train his Orientation Leaders at Harford Community College. During the APCA SGA Retreat, Bobby will not only strengthen your leadership skills with these exercises but he will teach you how you can bring these skills back to the students you lead. You cannot afford to miss this session!



Onondaga E

Facilitating Great Discussions from Activity to Learning!

Dr. Justine Marie Shuey - DR SHUEY LLC - www.drshuey.com - (855) 377-4839

Audience: Student

If you have ever asked yourself "when am I going to use this knowledge" or "how does this apply to my life" then this session is for you. Learn how to facilitate great discussions and bridge the gap between doing and learning. This session will help students figure out how to apply what they have learned in an activity to their life using the experiential learning cycle. After a brief overview of the experiential learning cycle, students will participate in a short activity and discussion to learn how the experiential learning cycle works then will have an opportunity to create their own discussion based on a program they currently do or hope to do on their campus.

Onondaga F

Making Any Space a Programming Space

Marc Cianciola - Pratt Munson-Williams-Proctor Institute - mcianciola@mwpai.edu

Audience: Student

PrattMWP is a very small art campus with no dedicated programming space. Each program we come up with we are looking to add a different feel or experience to a space. Whether it is a comedy club, coffee house, dance party, poetry slam, fashion show, or any other type of event we take careful steps to provide a unique spin on everyday spaces for programming purposes.

Onondaga G

Dance Floor Theory: How to Engage The UnEngaged

Tom Krieglstein - Swift Kick - www.swiftkickonline.com - (877) 479-4385

Audience: Students

Just like on a dance floor, every school experiences varying levels of engagement between those fully involved (student leaders) and those lurking on the edge (apathetic students). With a 30% dropout rate within the first year of college and 60% of students saying they don't participate in school sponsored activities, it's more important than ever to reframe the way we engage our students. The same tactics to create successful social change on a dance floor (connections, relevancy, models of success, and motivation) also work to increase engagement within any school community. DFT provides student leaders and educators a new model for creating community, increasing student engagement, and fostering a culture of retention.

Onondaga H

B-Positive is More than a Blood Type. It's a Way of Life!

Holly Ann Waye - New York Chiropractic College - hwaye@nycc.edu

Audience: Student

Feel the need to be inspired, re-energized and just be better at what you do? If so, then this session is for you. Participants will get an "Injection" of ideas that can be used as training tools, ice breakers, motivational moments and just for your own personal growth. Being more positive is a life style change that can truly make a difference. So, let's start today!

Grand Ballroom West

Cooperative Buyer Orientation

Rita Goyette - Morrisville State College - goyettr@morrisville.edu

Audience: Cooperative Buyers

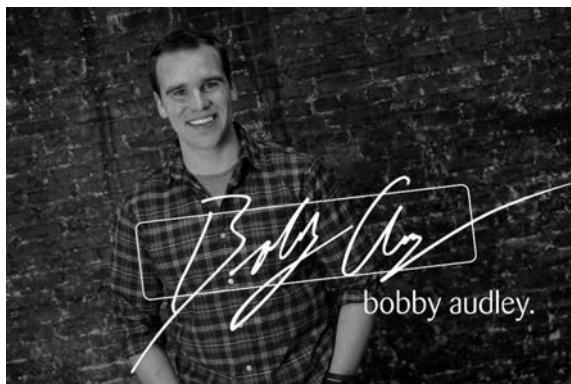
This is a mandatory session for all APCA cooperative buyers. We will discuss how the APCA cooperative buying process works and assign veteran mentors to help newcomers to learn the process of saving thousands of dollars for your budgets. If you are the designated cooperative buyer for your school, you must attend this session to get involved in the process. See you there!

MANDATORY ASSOCIATE ORIENTATION

Boardroom 4
Friday 11:00am

Phil McAfee
APCA - VP Associate
Member Services
Audience: Associates

This session is mandatory for associates attending this conference. APCA cooperative buying policies, exhibit and showcase procedures and more will be discussed. All attending artists, agents and associates will be responsible for all material covered in this session.



Professional
Leadership Speaker, Author, &
Team Development Specialist

*"All of this time I could have been doing well in college but I let distractions get in the way.
#realization #epiphany #thankyou @BobbyAudley"*



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440-266-1732/800-901-8485

gggregagy@aol.com

COMEDY - NOVELTY - MUSIC - VARIETY - SPEAKERS - PERFORMING ARTS



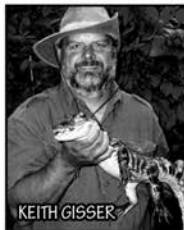
MICHAEL GERSHE

"The Magic of Life" - Alcohol Awareness
"Born Jewish, Raised Jamaican"



THE DANCING WHEELS CO.

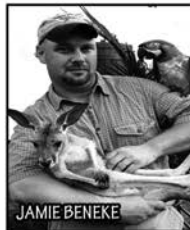
Concerts, Lecture/Performances
Disability Awareness, Diversity



KEITH GISSER

HERPS ALIVE

Interactive, Live Reptile and
Amphibian Experience



JAMIE BENEKE

VALLEY EXOTICS ZOO

Mammals, Birds, Marsupials,
Reptiles & More



BIG SMILE

Caricatures, Henna, Body Art,
Rice Jewelry, Air Brush, Etc



GRANT LYON

Comedian, Writer, Actor



GEOFF PLITT

Comedian

APCA Syracuse Showcase



LIZ MIELE

Comedian

2013 NACA Nat'l Con. Showcase



CANDICE THOMPSON

Comedian

NACA Central and
NE Regional Showcases



DANNY BROWNING

Comedian

LUNCH SHOWCASE - COTILLION ROOM

FRIDAY, OCTOBER 11, 2013 - 12:00PM



Warren B. Hall - Cutting Edge Entertainment - (888) 221-6538

Warren has a style that purposely avoids using the "white vs. black" angle that has become all too popular with many mainstream black comics. Daring to be different Warren chooses to focus on FUNNY! You have SEEN Warren in commercials, and on the talk show "Comics Unleashed with Byron Allen", (If you didn't blink you also saw him on Last Comic Standing)!! You have HEARD Warren on Sirius XM radio and the syndicated "The Bob and Tom Morning Show". Extreme like-ability and being able to write material for all ages is the winning combination of this Chicago based comedian. Most recently Warren won the 2012 San Luis Obispo Comedy Festival!! SEE some of the FUNNY for yourself!

Standard Isolated Price: \$1,650

Discounted APCA Prices Isolated:\$1,650 2of3:\$1,550 3of5:\$1,400 5of7:\$1,300

Plus travel, lodging, sound, and lights.

Notes: _____



Dueling Pianos International - LRS College Entertainment - (800) 700-7464

Dueling Pianos International is a network Piano Comedy entertainers who perform in the most notable Dueling Piano venues, at Corporate Functions and Universities nationwide. Their award winning performance, incorporating costumes, improvisation and audience participation has yielded performances for Coca Cola, IBM, University of Notre Dame and University of Michigan. The Dueling Pianos concept consists of a High Energy, All Request, Rock N Roll, Sing Along, Clap Along Comedy show that makes the audience just as much a part of the performance as the piano players.

Standard Isolated Price: \$3,500

Discounted APCA Prices Isolated:\$2,950 2of3:\$2,650 3of5:\$2,100 5of7:\$1,695

Plus travel and lodging.

Notes: _____



Brian Miller - Neon Entertainment - (716) 836-6366

Brian Miller is a nationally touring magician and comedian originally from Buffalo, NY who now lives in Connecticut. A professional entertainer since the age of 16, Brian has headlined nearly every type of venue: colleges and prep schools, corporate events, theaters, comedy clubs, casinos, and private events. He currently maintains a schedule of 250+ events/year. Brian is recognized as one of America's Best Small Venue Performers by Campus Activities Magazine (2013 reader's choice awards). He spent time as the resident magician for COMIX at Foxwoods Resort Casino, the largest casino in North America. His talents in both sleight-of-hand and stage comedy magic were showcased as one half of Double Comix Delusion, which ran for eight months. Brian is also a two-time nationally award winning philosopher. He is invited by colleges and universities to give a special lecture on the relationship between philosophy and magic.

Standard Isolated Price: \$1,425

Discounted APCA Prices Isolated:\$1,125 2of3:\$1,025 3of5:\$925 5of7:\$825

Plus travel, lodging, sound, and lights.

Notes: _____



Bonnie Piesse - Degy Booking International - (732) 818-9600

Bonnie Piesse is a singer, songwriter, and actress originally hailing from Melbourne, Australia. Now living in Los Angeles, Bonnie has popped up numerous times on the big screen. She is well-known for her role as "Beru" in Star Wars episodes II (Attack of the Clones) and III (Revenge of the Sith), but has also starred on many popular Australian TV series such as "High Flyers", "Horace and Tina", "Blue Heelers" and more. As a singer, she has performed live since age 13 and recently has her song "All I Have" featured in two episodes of CW's "Life Unexpected".

Standard Isolated Price: \$1,500

Discounted APCA Prices Isolated:\$1,250 2of3:\$1,000 3of5:\$900 5of7:\$800

Plus lodging, and sound on all dates. Plus travel on Isolated dates only.

Notes: _____

LUNCH SHOWCASE - COTILLION ROOM

FRIDAY, OCTOBER 11, 2013 - 12:00PM



Caroline Rothstein - Jus Wigin' Entertainment - (301) 870-7511

- Award-winning writer and performer
- Spoken word poet
- Eating disorder recovery activist
- Educator and workshop facilitator

Standard Isolated Price: \$2,000

Discounted APCA Prices Isolated:\$2,000 2of3:\$1,900 3of5:\$1,800 5of7:\$1,700

Plus travel and lodging.

Notes: _____



Kurt Scobie - Hey Cole Presents - (267) 988-4410

Every time Kurt Scobie sits down at the keys, the power of his expressive lyrics and percussive piano style have a magnetic effect on the entire room. The lyrics strike a familiar chord but carry a refreshing tone, and the catchy melodies enable listeners to sing along, even after hearing his songs for the first time. On and off the stage, Kurt is consistently friendly and respectfully honest. In the past three years, he has performed in seven NACA showcases, provided music for the Atlanta Braves, and opened for the Grammy-winning duo The Civil Wars. And this is only the beginning. With over 200 performances each year, Kurt travels across the United States delivering unforgettable live-music experiences at colleges and premier live music venues. When he isn't wowing audiences with his catchy, percussive, piano-driven rock/pop style, Kurt can be found perfecting his craft beer snobbery, eating at one of his favorite Atlanta sushi places, or running very long distances.

Standard Isolated Price: \$1,500

Discounted APCA Prices Isolated:\$1,350 2of3:\$1,200 3of5:\$1,050 5of7:\$1,000

Plus lodging for all dates. Plus travel for Isolated and 2of3 dates.

Notes: _____



Geoff Plitt - GG Greg Agency - (440) 266-1732

Geoffrey Plitt is a regular at LA's Ice House, Comedy Store, and Westside Comedy clubs, and you can find him on Comedy Central, Hulu, several national commercials, and a Disney Channel clip acting opposite Jay Leno (as his nephew). As a screenwriter, his first feature Paranormal Whacktivity was shot on a \$3m budget, and he has screenplays in development with the producer of the upcoming World of Warcraft movie, as well as with Richard Donner's company. Geoff's internet videos have received millions of views.

Standard Isolated Price: \$1,500

Discounted APCA Prices Isolated:\$1,500 2of3:\$1,400 3of5:\$1,250 5of7:\$1,000

Plus travel and lodging.

Notes: _____



Fresh Wreckage - Houla Entertainment - (865) 414-9266

A rare female fronted five-piece rock group from Columbus, OH, Fresh Wreckage seizes your undivided attention with an energy and creative fire that shatters every preconception of alternative pop rock. From blazing guitars and crisp powerful vocals, to Bobbi's red tambourine, Fresh Wreckage cranks out upbeat songs with catchy melodies. "Bobbi Townes, holds her hand high like a gospel diva, bounces with spritely energy of Paramore's Hayley Williams and hits the high notes with a furious power that reminds of Beyonce. They're catchy like P!nk, powerful like Kelly Clarkson and rockin' like Paramore. Fresh Wreckage have been a finalist, two years in a row in the Warped Tour Battle of the Bands, and have supported numerous acts including: We The Kings, The Rocket Summer, Kingsfoil, The Kin, Straight Line Stitch and more. With an active online following and positive media coverage Fresh Wreckage is a force to be reckoned with. "Bobbi Townes, holds her hand high like a gospel diva, bounces with spritely energy of Paramore's Hayley Williams and hits the high notes with a furious power that reminds of Beyonce."

Standard Isolated Price: \$1,900

Discounted APCA Prices Isolated:\$1,800 2of3:\$1,700 3of5:\$1,500 5of7:\$1,350

Plus travel, lodging, sound, and lights for all dates.

Notes: _____

EXHIBIT HALL 2:30PM - CONVENTION CENTER

Arrive Early to the next showcase for School Swap

PURPOSEFUL PROGRAMMING SHOWCASE I - GRAND EAST

FRIDAY, OCTOBER 11, 2013 - 3:30PM



Brian Heat - Jus Wiggin' Entertainment - (301) 870-7511

HIGHLY CHARGED AND ENERGETIC MOTIVATIONAL SPEAKER.

Standard Isolated Price: \$2,500

Discounted APCA Prices Isolated:\$2,500 2of3:\$2,400 3of5:\$2,300 5of7:\$2,200

Plus travel, lodging, sound, and lights.

Notes: _____



Gary Johnson - GP Entertainment - (315) 859-1745

With cutting edge Live Looping Technology, custom designed Vocal Effects, and State-of-the-Art Production, each of your requests are built piece by piece LIVE right in front of your eyes as Gary creates a Full-Band Sound for a One-Man price!

Standard Isolated Price: \$1,500

Discounted APCA Prices Isolated:\$1,350 2of3:\$1,200 3of5:\$1,200 5of7:\$1,200

Plus lodging.

Notes: _____



Bobby Audley - Bobby Audley Speaking - (315) 558-2278

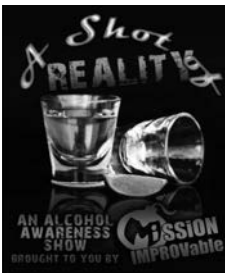
BOBBY AUDLEY is a Professional Leadership Speaker, Author, & Team Development Specialist. Most recently, Bobby is the author of MAKE UP YOUR MIND! How to Get Involved, Be a Leader, & Get the Job You Love. In college, Bobby was cut twice and transferred twice before he became a Vice President in his SGA, the founder of the Office of Leadership on his campus, Male Student Leader of the Year, Club Lacrosse National Champion, and the Student Commencement Speaker for his class in front of more than 7,000 people! Bobby has worked with and spoken to college leadership organizations, NCAA sports teams, nursing students at Johns Hopkins University, and many more! A portion of Bobby's honorarium is donated on your behalf to Summer Camp Opportunities Promote Education (SCOPE). Bobby spent two summers working at camp and was inspired by the transformative power of camp in the life of a child.

Normal Isolated Price: \$2,000

Discounted APCA Prices Isolated:\$1,500 2of3:\$1,300 3of5:\$1,200 5of7:\$1,000

Plus travel and lodging for all dates.

Notes: _____



A Shot of Reality - Bass/Schuler Entertainment - (773) 481-2600

From Mission IMPROVable, Campus Activities Magazine's 2013 Entertainers of the Year comes a show that combines improv comedy, audience participation, and education. "A Shot of Reality" provides an honest, engaging, humorous and sober new look at alcohol awareness on campus. "A Shot of Reality" educates students about encountering alcohol in a college environment. Alternating between hilarious improvisations, in which the audience participates, and educational sketches which drive home facts and statistics, "A Shot of Reality" will make audiences laugh, think, and transform their behavior towards alcohol. All performers have extensive training in alcohol awareness education, improv comedy, and interactive theater. "A Shot of Reality" is tailor-made for each school or event, incorporating college, local, and state alcohol policies for each show.

Standard Isolated Price: \$3,000

Discounted APCA Prices Isolated:\$2,500 2of3:\$2,200 3of5:\$2,000 5of7:\$1,800

Plus lodging, sound, and lights for all dates. Plus travel for Isolated and 2of3 dates only.

Notes: _____

PURPOSEFUL PROGRAMMING SHOWCASE I - GRAND EAST

FRIDAY, OCTOBER 11, 2013 - 3:30PM



Huey Cal - Future Media Enterprises - (908) 294-0985

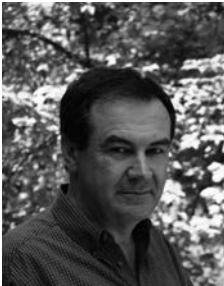
Huey Cal, is from East Orange/Plainfield NJ and is the leader and creator of IV:AM. IV:AM (4am) is a movement that promotes positive energy, freedom of expression and the idea that we are responsible for the future. We can't wait on someone to make the differences we wish to see in the world, that's why we say "IV:AM STAY UP, STAY ACTIVE AND STAY POSITIVE!" Those who sleep get slept on. those who stay up, make those dreams realities. Huey recently graduated from Syracuse University majoring in marketing. In Syracuse, he won 2 poetry Slams, opened for Shihan Van Clief, The Poet Danielle, Mr.Bently and had countless performances. Huey Cal is currently touring the east coast to promote his new release "Late Nights 2".

Normal Isolated Price: \$1,800

Discounted APCA Prices Isolated:\$1,700 2of3:\$1,600 3of5:\$1,400 5of7:\$1,200

Plus travel, lodging, sound, and lights.

Notes: _____



Ron Pappalardo - Ron Pappalardo - (919) 449-4577

When Ron's 17-year-old son Joshua took his own life, Ron began working to end bullying, depression and suicide. His book has helped thousands, and his inspiring programs leave students feeling hopeful, uplifted, and full of newfound enthusiasm! Ron teaches the warning signs of suicide, strategies for ending bullying, and simple common-sense tips for defeating the number one cause of suicidal thinking - depression. "I enjoyed Ron's message because he communicated well on a critical issue for young people, and gave you good strategies" ~ Jeff Mallas, Director of Athletics, Penn State Worthington-Scranton. "I learned many new things from Ron. One is that preventing suicide is first preventing depression" ~ Diamond Benah, student, Penn State Harrisburg.

Standard Isolated Price: \$2,500

Discounted APCA Prices Isolated:\$2,400 2of3:\$2,200 3of5:\$2,000 5of7:\$1,850

Prices are inclusive of expenses.

Notes: _____



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The HYPHEN

presented by Dan Davis

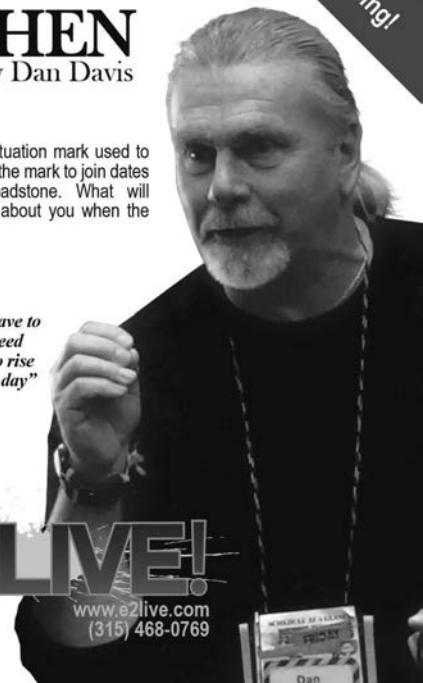
showcasing!

A hyphen is a punctuation mark used to join words. It is also the mark to join dates together on a headstone. What will YOUR hyphen say about you when the time comes?

"Sometimes you have to lay down and bleed for a while only to rise and fight another day"



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STUDENT LEADERSHIP KEYNOTE

5:00PM - GRAND BALLROOM EAST



Leading From the Front: How Great Leaders Create Sparks That Catch Fire

Jon Vroman - Front Row On Campus

www.frontrowoncampus.com - (856) 448-4769

Audience: Student

Jon's 5 C's of Front Row Leadership (Connect, Create, Change, Commit and Contribute) is an action packed and highly interactive session filled with valuable lessons about authentic, practical and visionary leadership strategies which are shared through entertaining stories and activities. If you want to be inspired by a message that is famous for creating sparks that catch fire, then this session is perfect for you. #gamechanger

Standard Isolated Price: \$3,800

Discounted APCA Prices Isolated: \$3,100 2of3: \$2,800 3of5: \$2,700 5of7: \$2,600
Plus travel and lodging for all dates.

Notes: _____

ADVISOR KEYNOTE

5:00PM - ONONDAGA E-F



Assessment & Completion: A Focus on Quality

Stephanie Gordon - sgordon@naspa.org - (202) 265-7500 x 1166

Audience: Advisor

As student affairs educators, we are often focused on the day-to-day plan, implementation, and execution of programs which assist students in the ultimate goal – college completion. We are told that starting with the “end-in-mind” is the way to organize our thinking about student learning and success. We know that assessment is key to the evaluation and strategic thinking regarding programs on campus. When asked, we often just “check the box” that we are doing assessment... but to what end? In order to truly create useful data and be more intentional with an assessment process that creates change, we have to revisit what we know, how we’ve learned it, and how we improve our understanding of quality assessment.



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DINNER SHOWCASE - COTILLION ROOM

FRIDAY, OCTOBER 11, 2013 - 6:00PM



John Crist - The College Agency - (651) 222-9669

John Crist's unique brand of stand up comedy comes highly touted as the winner of the 2012 Denver Improv's Got Laughs Competition, winner of the 2012 Loonees Comedy Competition and finalist of the 2012 Comedy Works New Faces Contest. In September of 2012, Crist traveled to the Middle East to perform stand up comedy for the troops stationed in Kuwait. Son of a preacher and one of eight children, Crist started his comedy career at the Laughing Skull Lounge in Atlanta, Georgia. His 13th appearance on stage was opening for Louie Anderson on the Vegas Strip at his Larger Than Life Comedy Show at the Excalibur Hotel. After performing at Microsoft's Christmas Party at the close of 2011, Crist travelled the country performing over 200 shows last year. John Crist's imaginative take on life makes him a crowd favorite in comedy clubs, corporate events and colleges across America. Crist currently lives in Denver, Colorado.

Standard Isolated Price: \$1,800

Discounted APCA Prices Isolated:\$1,000 2of3:\$1,000 3of5:\$950 5of7:\$850
Plus lodging, sound, and lights for all dates. Plus travel for Isolated dates only.

Notes: _____



Beau Badrick - Cutting Edge Entertainment - (888) 221-6538

Beau Badrick is a young pop rock singer, songwriter and multi-instrumentalist born on Long Island before settling on the CT shoreline. In 2013, he went from David Foster's L.A. based Verve (Universal) studios working with some Universal writers who have penned for the likes of The Band Perry, Justin Bieber, Maroon 5, Christina Milian; to here at home at Trod Nossel Studios working with legendary first manager and producer of The Rolling Stones, Andrew Loog Oldham, lending his vocal and keyboard stylings on Andrew's March 2013 Universal/CANADA release, "The Rolling Stones Songbook 2." Beau has been performing in theater since age 7 and has 4 releases under his belt; all of which can be streamed at his site, and purchased just about anywhere online or in brick and mortar stores. The most recent, "Show Me The Way," is a collaboration with Earl Cohen Productions, the team that launched Lady Gaga's, "The Fame." Beau is currently writing and recording his 5th full-length release.

Standard Isolated Price: \$1,700

Discounted APCA Prices Isolated:\$1,700 2of3:\$1,600 3of5:\$1,450 5of7:\$1,300
Plus travel, lodging, sound, and lights.

Notes: _____



Christopher Carter - Bass/Schuler Entertainment - (773) 481-2600

"Student Body Language" is based on the idea that even in the age of the internet; most of the student's success will depend upon skill in face-to-face human communication. In it, Christopher teaches students how to be better listeners, how to correctly interpret the non-verbal signs others give off, and more important, how to use their own body language to create the best possible impression every time. It is more than just a lecture. Christopher not only demonstrates his ability to read minds, he then shows precisely which non-verbal cues he was looking for, and then he teaches the students what to look for and how to be open to these same subtle clues.

Standard Isolated Price: \$2,200

Discounted APCA Prices Isolated:\$2,000 2of3:\$1,950 3of5:\$1,850 5of7:\$1,750
Plus lodging for all dates. Plus travel for Isolated and 2of3 dates only.

Notes: _____

DINNER SHOWCASE - COTILLION ROOM

FRIDAY, OCTOBER 11, 2013 - 6:00PM



Mieka Pauley - Auburn Moon Agency - (800) 566-6653

She puts her guitar in the trunk of her car and does an average of 150 live shows a year criss-crossing the country. She follows her own vision for her music and her soul / blues / rock / acoustic / alternative style has brought comparisons to Ben Harper, Cat Power, Neko Case, Patty Griffin, Martin Sexton and others. She is the winner of the first ever Starbucks Emerging Artist Award, the Rocky Mountain Folk Festival Songwriter Showcase and the Rock Boat/BMI Song Contest. Other top U.S. music festivals include The Newport Folk Festival and Rites of Spring in Nashville. Mieka has performed over 650 shows in the past four years including bills with Eric Clapton, Jason Mraz, Citizen Cope, Wyclef Jean, Black Eyed Peas, John Hiatt, Edwin McCain, Mindy Smith, John Legend and many others. Northeast Performer calls her "a version of Sarah McLachlan with a switchblade in her shoe," The Boston Globe said she's "like Aretha in the husky vocal turns," and The Cornerstone Player dubbed her "the next meaningful female voice of her generation."

Standard Isolated Price: \$1,000

Discounted APCA Prices Isolated:\$950 2of3:\$950 3of5:\$850 5of7:\$750

Plus lodging and sound for all dates. Plus travel for Isolated only.

Notes: _____



Nat Baimel - www.natbaimel.com - (954) 682-3398

Nat Baimel is a stand-up comedian that has been described by fans of alliteration as "witty," "wacky," and "weird." He's respected by his peers for his well-crafted jokes, happy, positive outlook on life, and for possessing the best eyebrows in show business. Nat stepped on stage for the very first time at a comedy competition held at his college, where he took 2nd place. Placing second taught him to stay hungry, and hungry he stayed. Since that fateful night, he's appeared on George Takei's popular Facebook page, twice on Comedy Time TV, and several times on the front page of reddit.com, which has led to his jokes receiving hundreds of thousands of views and shares. Nat currently lives in Los Angeles and tours the nation constantly, having performed in over half of the continental United States. He's even told jokes in Asia, where he headlined during the 7th Annual Hong Kong International Comedy Festival. On a personal note, he's very polite, has outstanding hygiene, and is kind of adorable... Yay!

Normal Isolated Price: \$1,200

Discounted APCA Prices Isolated:\$1,100 2of3:\$1,000 3of5:\$900 5of7:\$750

Plus lodging, sound, and lights for all dates. Plus travel for Isolated dates only.

Notes: _____



Jeff LeBlanc - Jeff LeBlanc - (631) 878-1877

Sirius/XM "Discovery of the Year" nominee Jeff LeBlanc is using his college degree a little differently than he first envisioned. Since graduation, Jeff has performed on over 80 college campuses and has toured with Lifehouse, Colbie Caillat, the Goo Goo Dolls, Matt Nathanson, Ingrid Michaelson and many others. He was recently named MTV's Artist of the Week after several of his songs were used on the The Real World, Teen Mom, Jersey Shore, Friend Zone and more.

Standard Isolated Price: \$1,350

Discounted APCA Prices Isolated:\$1,300 2of3:\$1,100 3of5:\$1,000 5of7:\$850

Plus lodging, sound, and lights.

Notes: _____



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DINNER SHOWCASE - COTILLION ROOM

FRIDAY, OCTOBER 11, 2013 - 6:00PM



Jody Fuller - Neon Entertainment - (800) 993-6366

Jody Fuller is a comic, speaker, and soldier. He grew up a poor, stuttering kid in Alabama. After four years in the Army, he returned home to attend college. He worked at a pharmacy and, like most college students, survived on the "AND" diet. That's where everything you eat has the word "AND" in it: macaroni AND cheese, peanut butter AND jelly, and his favorite, ram AND noodles. In 2001, Jody graduated from Auburn University and decided to return to the Army after 9/11. He now has three combat tours in Iraq and continues to serve in the National Guard. In 2012, Jody performed at military installations across the country with Last Comic Standing winner Josh Blue. He performed at the 2009 Branson Comedy Festival, the 2007 DC Comedy Festival, and the 2005 HBO Comedy Festival in Las Vegas. He's also performed for U.S. troops serving in the Middle East.

Standard Isolated Price: \$1,225

Discounted APCA Prices Isolated:\$1,225 2of3:\$1,025 3of5:\$975 5of7:\$925

Plus travel, lodging, sound, and lights.

Notes: _____



Simplified - Degy Booking International - (732) 818-9600

With over 3000 shows played to date - Simplified is a unique and special island-rock band that always delivers. You get the laid back vibe of Myrtle Beach, SC mixed with acoustic rock of Lake Michigan. In 2002, Clee Laster of SC and Chris Sheridan a MI native, started out as an acoustic duo, but evolved into a powerhouse music project several years later. The signature sound they create is a little bit reggae, a little bit rock, some fusion, some funk, and a ton more! Mixing in popular tunes you know, with the upbeat turns of their own, Simplified is the perfect combo for any college show!

Standard Isolated Price: \$2,500

Discounted APCA Prices Isolated:\$2,500 2of3:\$1,950 3of5:\$1,850 5of7:\$1,500

Plus lodging, sound, and lights for all dates. Plus travel for Isolated dates only.

Notes: _____

EXHIBIT HALL 9:00PM - CONVENTION CENTER



Show Your Spirit! **SCHOOL SWAP!**

10:00PM

GRAND BALLROOM EAST

Bring your imprint items, t-shirts and other cool stuff with your logo on them to the APCA school swap in the Grand Ballroom East. Swap with your APCA peers and bring home some great new gear!



LATE NIGHT JAM

10:00pm

Niagara Restaurant

Must be 21 & Older

For More Details or to Play See Del Suggs

**Artists Welcome
To Perform**

LATE NIGHT EVENT - GRAND BALLROOM EAST

FRIDAY, OCTOBER 11, 2013 - 10:00PM

Arrive Early for School Swap

Michael DuBois - www.solocircus.com - (607) 426-5156



Kevin Hurley
The Kevin Hurley Show
(412) 431-4433
www.kevinhurley.com

The Kevin Hurley Show has been hypnotizing and amazing LIVE College Audiences from coast to coast. With over 500 college and University events under his belt you can trust Kevin Hurley and his crew with your most important events. Kevin has even been specially requested to perform for Justin Timberlake, Bill Clinton, Aerosmith, and Snoop Dogg. Something Unique to The Kevin Hurley Show is the option to add a live DJ for Hip Hop Hypnosis. Everyone has the ability to be hypnotized and become the star of the show. Don't miss your chance to work with America's Favorite Hypnotist.

Normal Isolated Price: \$3,000

Discounted APCA Prices Isolated: \$2,250 2of3: \$1,950

3of5: \$1,750 5of7: \$1,500 Plus lodging.

Notes: _____

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SATURDAY, OCTOBER 12, 2013

WEAR YOUR CONFERENCE T-SHIRTS

8:00am	Conference Check In / Conference T-Shirt Day /	Convention Center Foyer
	Submit Entries for Graphics Competition	
8:00am	Educational Sessions / SG Session	Various Rooms
9:00am	Educational Sessions / SG Session	Various Rooms
9:00am	Cooperative Buying Caucus	Grand West
10:00am	Graphics Competition Closes	Convention Center Foyer
10:00am	Educational Sessions / SG Session	Various Rooms
10:00am	Cooperative Buying Session	Grand West
11:00am	Educational Sessions / SG Session	Various Rooms
12:00pm	Lunch Showcase	Cotillion Room
2:30pm	Exhibit Hall	Convention Center
3:30pm	Purposeful Programing Showcase II	Grand East
4:00pm	Associate Wrap-Up	Boardroom 4
5:00pm	Student Leadership Keynote	Grand East
5:00pm	Advisor Keynote	Grand West
6:00pm	Dinner Showcase	Cotillion Room
8:30pm	Exhibit Hall	Convention Center
9:30pm	Final Cooperative Buying Session	Grand West
9:30pm	Exhibit Hall Move Out	Convention Center
10:00pm	APCA Leadership Challenge	Cotillion Room
11:30pm	Late Night Jam	Niagara Restaurant

8:00 AM EDUCATIONAL SESSION

Grand Ballroom West

Social Pragmatics 101 - Emily S. North, Landmark College

Landmark College - www.landmark.edu/campus-life/student-activi - (802) 257-9231

Audience: Advisor

What do you know about Social Pragmatics? The number of students "On the Spectrum" attending college continues to increase. While many of these students are gifted academically, they also face unique challenges in the areas of self advocacy, non-verbal and interpersonal skills which is critical at the post-secondary social developmental stage. Learn about Social Pragmatics and how it relates to interpersonal interactions between students and peers. Learn effective strategies for mentoring college students with ASD for leadership roles on campus which will empower them to develop skills for the university and beyond. Emily S. North has been the Director of Student Activities for a decade at Landmark College, which offers integrated approaches to students with LDs, including Dyslexia, ADHD and ASD.



Onondaga E

Building Leaders Through Service

Dave Kelly - America's Student Leadership Trainer - DaveKelly@GonzoSpeaks.com - (770) 552-6592

www.AmericasStudentLeadershipTrainer.com

Audience: Student

Leadership can be developed in an experiential way through service. Participants in the program will be equipped with knowledge and tools to maximize their potential and will develop their abilities through servant leadership. This fun and highly interactive session will show you how to engage your campus in leadership development in a different, fun, and meaningful way! The APCA Serves! drive-by/fly-by service method will be shown in the exciting "10 Service Projects in 3 Minutes" presentation!

Onondaga F

Comedy Event Roundtable

Niki Fjeldal - Pace University - nfjeldal@pace.edu

Audience: Student

The session will be an open forum discussion explaining how to successfully host a comedy event or comedy series. Topics like logistics, marketing, venues, production, and any other questions are open for discussion! Come ready with questions and ready to plan comedy events!

Onondaga G

Late Night on a Dime

Mike Wacksman - SUNY Cobleskill - www.cobleskill.edu/campus-life/student-life - (518) 255-5300

Audience: Student

After completing our first year of Coby Late Night, we noticed we accomplished a lot on a "dime." We will discuss bringing a positive change to a campus culture by adding a late night component. With positive change comes a positive attitude. In this session, participants will also be able to share late night successes/challenges at their university. There will be a small group activity showcasing our creative side.

Onondaga H

3 Colleges + 3 Advisors + 15 students = Joint concert: Lessons learned from producing a large show

Beth Ann Shick, Nicole McAllister - Gannon University - www.gannon.edu - (814) 871-7659

Audience: Student

A simple concept: combine three schools' resources and produce a big scale concert. A great idea in theory but in reality was hard to execute. We will discuss how three extremely different schools: Penn State Behrend (Independent), Edinboro University (Public) and Gannon University (Private) joined forces to produce a major show. The three schools worked for 11 months to produce a large concert at the Tullio Arena. We will share with you the challenges and triumphs of joining resources.

9:00 AM EDUCATIONAL SESSION



Grand Ballroom West

APCA Cooperative Buying Regional Caucuses

Rita Goyette - Morrisville State College - goyettr@morrisville.edu

Audience: Co-op Buyers

THIS IS IT!! All co-op buyers attend this session to discuss who you'd like to bring to your campus. Set up blocks with your neighboring schools to SAVE BIG MONEY! Please attend this session so that the blocks form prior to the official cooperative buying session.

Onondaga E

Your Body as a Costume

Jason Thomas Mayfield - (817) 874-2259

Audience: Student

Learn why people stand, walk, and carry themselves the way they do, and how to apply that to yourself as a future leader. Analyze yourself and your friends. Be prepared to move around. Sorry no one actually gets naked.

Onondaga F

Trans* Issues on College Campuses

Dr. Justine Marie Shuey - DR SHUEY LLC - www.drshuey.com - (855) 377-4839

Audience: Students

Come learn the basics of being a supportive ally to trans* and gender non-conforming students on your campus! In this session we will discuss basic terminology and inclusive language, issues trans* students encounter on college campuses and strategies to address obstacles, and resources to create safe and welcoming environments for all students on your campus. Bring your questions and share your perspectives to help create inclusive spaces for all students.

Onondaga G

Building Your Media Resource Center

Ron Placone - GG Greg Agency - www.ggggreg.com - (412) 913-0876

Audience: Student

Learn how to build a Media Resource Center on campus where students can combine resources can reach goals for content creation and collaboration. With evolving technology, policy and advocacy, consolidation and creation, our media landscape is constantly changing and expanding. Old media is adapting into new, or in some cases being eliminated completely. New media continues to grow in popularity and reach new demographics. With YouTube, the blogosphere and countless Podcasting networks instant publishing and content creation is no longer just a hobby for those with the free time on their hands, but a viable career option, and a craft to be learned. Drawing from experience as a graduate student in the academy, a radio personality, and a YouTube Network Partner, Ron Placone's workshop encourages students to utilize media resources to create new and exciting opportunities for content creation and media entrepreneurship.

Onondaga H

Marketing More Effectively with Mobile Technology and Texts on Your Campus

Shawn Radley - OnCampusText - www.onscampustext.com - (617)359-8634

Audience: Student

Most students never read the email you sent. Most don't see your Facebook posts. Or your Tweets. Come find out why mobile technology and text messages are the primary way that college students communicate and how you can use them to market your events more effectively helping increase attendance as well as student engagement. The educational session will walk students through the available technologies they can use to market events as well as how to use polling and contesting (via mobile) to promote events and get real-time feedback from their students.

Boardroom 4 (1st floor above lobby level)

Leading From the Front...The Grand Finale!

Jon Vroman - Front Row On Campus - www.frontrowoncampus.com - (856) 448-4769

Audience: Student

Have fun with Jon's Keynote yesterday? Come play a little more with Jon.... and continue to party for some super fun conversation about living big, having fun and making a difference. There is no doubt this will be an action packed and highly interactive session filled with MORE valuable lessons about authentic, practical and visionary leadership strategies which are shared through entertaining stories and activities. #fun #bringafriend

Grand Ballroom East

SGA Meetings that Work

Del Suggs, M.S. Ed. - Del@DelSuggs.com - (800) 323-1976

Audience: SG Retreat

Tired of dragging your way through meetings that nobody wants to attend? Meetings are for action, and this session will invigorate your meeting skills. Turn your SGA meetings into functioning action-packed events that rock!



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10:00 AM EDUCATIONAL SESSION

Grand Ballroom West

APCA Cooperative Buying - Rita Goyette
Morrisville State College - goyettr@morrisville.edu

Audience: Co-op Buyers

This is an official APCA cooperative buying session. The tours for the artists showcasing at this conference will be determined here, and the meeting is mandatory for all cooperative buying representatives.



Grand Ballroom East

6 Steps to Online Student Fundraising Success

Tom Krieglstein - Swift Kick - www.swiftkickonline.com - (877) 479-4385

Audience: SG Retreat

Remember when you spent countless hours sitting behind a table selling baked goods and candy to just barely raise enough money for a SGA trip at the end of the year? As a SGA member, you have better things to do with your time and in this session you'll learn the latest ways to leverage social media, crowd-fundraising, and network effects so you can spend less time fundraising and more time doing.



Onondaga E

The Art of Storytelling in Leadership

Dawn J. Fraser - Dawn Fraser Productions - www.dawnjfraser.com - (347) 559-4922

Audience: Student

Stories have the power to build bridges between people from different backgrounds, beliefs, and ideologies making it one of the most powerful and engaging forms of leadership. In this high energy and interactive presentation, Dawn provides strategies that will help you engage, inspire, and persuade others by demonstrating your values, ideas and vision for the future. Using a model of the S.U.N (self, us, and now), you'll learn why your leadership story can dramatically build your character and improve your emotional intelligence while distinguishing yourself as a leader with a message that moves.

Onondaga F

Hospitality: Too Important to be Overlooked

Monica Everdyke - E2 Live! / Endeavor Entertainment

www.e2live.com - www.endeavorentertainment.com - (315) 468-0769

Audience: Student

Activities boards, and planning organizations, are so busy on campus that one of the more important event aspects can often times be overlooked: HOSPITALITY. Providing hospitality to your vendors and performers not only helps to take care of their needs, but ultimately helps to ensure a successful show or event. In addition, it creates a great working relationship benefitting the school, the students and the vendor. By the end of this session you will have a better understanding of what performers and vendors expect when arriving on campus, along with sharing your expectations in return.

Onondaga G

Diversity Event Roundtable

Dr. Justine Marie Shuey - DR SHUEY LLC - drshuey.com - (855) 377-4839

Audience: Student

Join in on this conversation to discuss diversity events on your campus. Come prepared to share events for awareness days, weeks, and months and discuss how diversity is celebrated at your institution.

Onondaga H

Pack The House With Guerrilla Marketing!

Del Suggs, M.S.Ed. - (800) 323-1976 - Del@DelSuggs.com

Audience: Student

Consider "Guerrilla Marketing", promoting your events for next to nothing! In this session we'll cover some new ways to use traditional marketing (like posters and fliers), but we'll also cover some new hi-tech ways to promote your events with texting, Facebook, and Twitter. Here are some proven techniques to promote your programs and events without going broke.



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11:00 AM EDUCATIONAL SESSION

Grand Ballroom West

APCA Cooperative Buying - Rita Goyette

Morrisville State College - goyettr@morrisville.edu

Audience: Co-op Buyers

This is an official APCA cooperative buying session. The tours for the artists showcasing at this conference will be determined here, and the meeting is mandatory for all cooperative buying representatives.



Grand Ballroom East

Creating a Vision for Your SG

Del Suggs, M.S. Ed. - Del@DelSuggs.com - (800) 323-1976

Audience: SG Retreat

The first step to achievement is simple, but important: you must have a vision. In this session, we'll cover goal setting, and techniques for breaking goals down into achievable steps. You must create a vision, and then create an action plan. Come and learn these important skills.



Onondaga E

Diversity According to Family Guy

Matt Glowacki - Coleman Productions - www.ColemanProductions.com - (866) 328-3762

Audience: Student

Many times T.V. imitates life and then life begins to imitate television. Programs operating on the fringes of societal acceptance often have a more developed, logical, and inclusive view of our society than the entities which have a strangle hold on morality in our culture. As a result, television shows, such as The Family Guy and South Park, are more likely to teach and reinforce the morals and values of young adults than the real home that they are being raised in.

Onondaga F

How to Plan a Suicide Prevention/Mental Health Program

Ron Pappalardo - GG Greg Agency - www.gggreg.com - (412) 913-0876

Audience: Student

Participants will learn why its important to plan campus events that deal with the issues of suicide, depression, bullying, and other areas related to mental health. They will discover how working with instructors and mental health counselors can help ensure a larger turnout at these events. They will also learn why selecting a speaker with a compelling personal story is often a better choice for drawing large turnouts than selecting one with academic credentials alone.

Onondaga G

How to Create Sexual Assault Awareness Events on Campus

Fariso Jordan - Parle Bookings - www.farisojordan.com - (646) 262-6026

Audience: Student

"Rape" remains a dirty 4-letter word: a taboo not to be discussed. Don't let your campus succumb to silence. How can your campus build events that confront, educate and create sexual assault awareness? Learn methods on how to creatively craft sexual assault awareness events within your community. This workshop will reveal how to put on events that: i) promote rape prevention yet avoid victim blaming; ii) encourage young men to join the dialogue by inviting the male perspective rather than alienating it; iii) teach innovative and progressive strategies to tackle myths and misconceptions about sexual violence; iv) actively combat the stigma attached to this topic; v) create an open forum to discuss why nice guys rape and ways to avoid the "unwitting rape" and vi) examine specific scheduling tactics to make this type of programming fit into the school year calendar at any time.

Onondaga H

Tie Your Hands Behind Your Back & Triple Your Attendance

Collegiate EmPowerment - Neon Entertainment

www.neon-entertainment.com - (716) 836-6366

Audience: STUDENT

EMAILS get deleted. POSTERS are invisible in a sea of advertisements. VOICEMAILS are too long. CHALK gets washed away. Now what?! We are flooded with so many advertisements that we become numb to them. Learn the secret and better approach to marketing that Ties Your Hands Behind Your Back! This is not a lecture. It's experiential, so the participants will plan their next event and take actual steps to tripling their attendance during this session by applying a new and better marketing approach. We have used this approach with students and professionals across the country to increase their attendance at events. Now it's your turn!

LUNCH SHOWCASE - COTILLION ROOM

SATURDAY, OCTOBER 12, 2013 - 12:00PM



Jay Black - Cutting Edge Entertainment - (888) 221-6538

In 2007, Jay Black left teaching to pursue writing and stand-up full time. Since then, he has headlined at close to 300 colleges, scoring three nominations and one win as the nation's top college comedian. He has appeared as a comic on Showtime, A&E, Fox, the CBC, and NBC. Jay has also performed at some of the most prestigious clubs in the country, from the Comedy Stop at the Tropicana in Atlantic City to the world famous Los Angeles Improv. Jay has opened for several celebrity comedians, including Joel McHale, Carlos Mencia, D.L. Hughley, Sinbad, Bobcat Goldthwait, and Christopher Titus. In 2010, Jay was given the opportunity to work with the US Army on the "I Am Strong" tour, traveling overseas to entertain the troops. He's met equal success as a writer, selling his first screenplay in 2008 and working heavily as one of Hollywood's most sought-after "punch-up" writers, making your favorite movies even funnier.

Standard Isolated Price: \$1,800

Discounted APCA Prices Isolated:\$1,800 2of3:\$1,650 3of5:\$1,500 5of7:\$1,400

Plus travel, lodging, sound, and lights.

Notes: _____



Jason O - Jason O Music - (814) 404-3869

Jason O is a performer best described as a healthy mix of Jason Mraz and Keller Williams. On Stage, Jason uses live looping to incorporate guitar, bass, vocals, harmonies, percussion, piano, harmonica, ukulele, and trumpet all in one inspiring show. His talent at looping earned him a spot in the 2010 National Finals of the Boss Loop Station World Championship in Hollywood, CA. Not merely a looping artist, Jason also incorporates songs sans loop technology into his performances that have a rhythm that captures the attention of the audience, yet leaves them with a sense of having connected with the singer/songwriter. Jason O's original music is seamlessly funky and folkly with a pop twist and an honest lyrical style that speaks to the heart of human experience. With an on-stage personality that is at once inviting and charismatic, Jason will make his way into the hearts of listeners everywhere. Since 2002, Jason O has released six independent albums and written over 150 songs. Growing up with parents who are music educators, Jason was raised on music and learned to play the variety of instruments he performs with today. During his developmental years as an artist, Jason attended Penn State University where he earned a B.S. in Psychology with Honors in Music. It was during this time that he learned to externalize the music in his head and began sharing it with the world. Today, Jason resides in State College, PA where he performs up and down the East Coast as the lead singer of the successful band My Hero Zero, writes and records music, and tours as Jason O to spread his original music one person at a time.

Standard Isolated Price: \$1,600

Discounted APCA Prices Isolated:\$1,300 2of3:\$1,000 3of5:\$900 5of7:\$800

Plus sound.

Notes: _____



Ball in the House - Degy Booking International - (732) 818-9600

Ball in the House isn't what you think. Taking a cappella to a new level, Ball in the House is so much more than just another singing group. They're the redefinition of the acappella genre with everything you'd expect from a world-class soul, pop, R&B group - except the instruments. With over 250 stops a year on their touring calendar, they're arguably one of the busiest professional bands in the country, along with being the voices behind all of favorite TV and radio's Cool Whip commercials. That's right, you've probably heard them dozens of times before, and didn't even know it! They've toured with pop sensations like Sugar Ray, Jessica Simpson and Hootie, while also dialing up a piece of the past supporting The Temptations and Smokey Robinson. 5 guys, 5 voices that's it! So, whatever you do, don't miss Ball in the House; see for yourself what the buzz is about.

Standard Isolated Price: \$2,500

Discounted APCA Prices Isolated:\$2,500 2of3:\$2,350 3of5:\$1,950 5of7:\$1,650

Plus lodging, sound, and lights for all dates. Plus travel for Isolated dates only. Sound buyout available.

Notes: _____



Lee Terbosic - Houla Entertainment - (865) 414-9266

Lee Terbosic, a self proclaimed magedian (magician & comedian), hails from Pittsburgh, PA and has been performing his brand of magic and comedy across the country for over the last decade. Lee has appeared on A&E, TLC and has even wowed celebrities like Gene Simmons, Wiz Khalifa and Joe Manganiello. Lee takes his one-man show "Tricks & Jokes" on the road to college audiences across the country year round. His shows are a mix of mind reading, illusions, unreal magic, music and hilarious jokes all rolled into one 60-minute performance, which features tons of audience interaction. He works with student programming to customize each performance and help make the show the talk of the campus. Lee is always a hit for family/SBS Weekends, Home Comings, Orientations, Welcome Back Weeks and Mid and End of semester events.

Standard Isolated Price: \$2,100

Discounted APCA Prices Isolated:\$1,800 2of3:\$1,700 3of5:\$1,600 5of7:\$1,400

Plus travel, lodging, sound, and lights.

Notes: _____

EXHIBIT HALL 2:30PM - CONVENTION CENTER

LUNCH SHOWCASE - COTILLION ROOM

SATURDAY, OCTOBER 12, 2013 - 12:00PM



INTERROBANG

INTERROBANG is a story of friendship, love, heroism, and war. (But mostly the first thing.) Clark Cameron and Jared Jay became the best of friends during college. One dark and sultry night, Clark and Jared decided to enter their college talent show to cover a song. A few days before the show, they realized they hadn't learned any songs. So instead, they performed musical comedy.....and won. Now, Clark and Jared are no longer simply "Clark and Jared." They are INTERROBANG: The world's greatest musical comedy duo (named after an obscure punctuation mark) Clark and Jared are the 21st century Smothers Brothers, most often compared to Flight of the Conchords, but also gaining influence from Tim Minchin, Bo Burnham, and the Axis of Awesome. In other words, they are awesome and will rock your campus.

Standard Isolated Price: \$1,800

Discounted APCA Prices Isolated:\$1,600 2of3:\$1,400 3of5:\$1,300 5of7:\$1,200

Plus travel, lodging, sound, and lights for all dates.

Notes: _____



Ernie Halter - The College Agency - (651) 222-9669

Ernie Halter is a soul-infused pop singer/songwriter, a guy who's been influenced as much by the Lennon/McCartney as he has by Otis Redding but don't wrack your brain trying to categorize him. Just listen to his music. Born in Inglewood, CA, raised in Orange County, Ernie Halter grew up during a short but important technological era "The Cassette Generation". Halter began as the ultimate example of someone who utilized the power of grass-roots promotion via Myspace to its fullest potential, incorporating such unique features as a live tour van cam and nightly webcasts of his concerts across the US. "I think it's really paying off," he says. Once something hits a certain momentum, it becomes a viral thing and takes on a life of its own. Halter has been called a pioneer by many including EQ Magazine and text broadcasting company Mozes (Halter was one of its first artists) for his technologically-oriented approach to connecting with fans. He also has an ongoing cover video series on YouTube.com (<http://www.youtube.com/erniehalter>), popular with his fans who submit requests on an ongoing basis. It was this, as much as Halter's penchant for performing covers during his live shows, that prompted him to include three covers on the album: "Just Friends" (Musiq Soulchild), "Pretty Girl" (David Ryan Harris a song that Halter wishes he had written himself and calls it "the most beautiful song ever"), and "Cyclone" (Baby Bash).

Normal Isolated Price: \$1,800

Discounted APCA Prices Isolated:\$1,500 2of3:\$1,300 3of5:\$1,100 5of7:\$900

Plus lodging, sound, and lights.

Notes: _____



Adam Grabowski - Auburn Moon Agency - (800) 566-6653

Voted 2013 Comic of the Year in Campus Activities Magazine, Adam was the highest rated comedian in 2011 and 2012 And 2013. The creativity and charisma of this 25-year-old from Chicago makes him the most exciting new act to hit the college circuit! Graduating early with a degree in Psychology from the University of Illinois, Adam used his productive procrastination skills to put off grad school by becoming a professional college comedian. Performing at 164 colleges in his first two years, he was the run away vote getter for 2012 Fastest Rising Star. His clever and relevant brand of humor is designed specifically for a college audience, which is made apparent by his unparalleled connectedness to campus culture!

Standard Isolated Price: \$1,650

Discounted APCA Prices Isolated:\$1,650 2of3:\$1,650 3of5:\$1,500 5of7:\$1,300

Plus lodging and sound for all dates. Plus travel for Isolated dates only.

Notes: _____



Mike McKay Band - E2 Live! - (315) 468-0769

The Mike McKay Band is an original, fun pop rock band hailing from Syracuse, NY. Winners of the Syracuse Area Music Award for best pop album of 2012, they bring the original feel and party atmosphere to any sized venue. Brilliantly talented musicians backing an elite vocalist will leave your audience speechless!

Standard Isolated Price: \$2,500

Discounted APCA Prices Isolated:\$2,500 2of3:\$2,350 3of5:\$1,950 5of7:\$1,650

Plus travel for Isolated dates only.

Notes: _____

PURPOSEFUL PROGRAMMING SHOWCASE II - 3:30PM - GRAND EAST

ARRIVE EARLY COOL SWAG FOR THE 1ST 50 PEOPLE

PURPOSEFUL PROGRAMMING SHOWCASE II - GRAND EAST

SATURDAY, OCTOBER 12, 2013 - 3:30PM



The Hyphen presented by Dan Davis - E2 Live! - (315) 468-0769

A hyphen is a punctuation mark used to join words. It is also the mark to join dates together on a headstone. The Hyphen is about what you see and take for granted that will blind you and shorten the hyphen on the headstone. Sometimes "you have to lay down and bleed for a while only to rise and fight another day". If you don't get up and fight the headstone gets bigger, and the hyphen gets smaller. What will YOUR hyphen say about you when the time comes?

Standard Isolated Price: \$1,800

Discounted APCA Prices Isolated:\$1,800 2of3:\$1,700 3of5:\$1,600 5of7:\$1,500

Plus lodging and sound for all dates. Plus travel for Isolated dates only.

Notes: _____



Kyla Lacey - Bass/Schuler Entertainment - (773) 481-2600

Kyla Lacey is a poet and writer who hails from sunny central Florida. Her bright disposition shines through her journey of life through triumph and tragedy. She is primarily a poet but infuses comedy into her showcase of her real life situations. She speaks French, German and Spanglish, and understands full well the necessity of communication and diversity. Kyla Lacey would be a perfect addition to festivities for Black History Month, Women's History Month, domestic violence awareness, women issues programming, and writing workshops. Kyla Lacey has found her niche in the male dominated world of spoken word by speaking as one of the few voices of women. She will make you laugh, cry and feel utterly inspired.

Standard Isolated Price: \$1,500

Discounted APCA Prices Isolated:\$1,250 2of3:\$1,150 3of5:\$1,000 5of7:\$900

Plus lodging, sound, and lights for all dates. Plus travel for Isolated and 2of3 dates only.

Notes: _____



Tom Krieglstein - Swift Kick - (877) 479-4385

Tom is an internationally recognized speaker, writer, and consultant on creating community, increasing student engagement, and fostering student retention. He has worked with over 300 institutions around the U.S. and the world, including University of Wisconsin-Madison, the US Military, and Disney. From successful internet entrepreneur at 21 to three-time "Campus Speaker of the Year" by the age of 28, Tom has walked the walk and talked the talk. As the founder of Swift Kick and Student Launcher, Tom has dedicated his life to helping students discover their passion through co-curricular activities. His facilitation style wraps the audience into a whirlwind of self discovery that continues long after the program has ended. Blending together his technical aptitude with masterful story-telling, audiences all over the globe have been inspired and motivated by Tom. From the first moment, you'll see why he is the premier educator on student engagement.

Normal Isolated Price: \$3,500

Discounted APCA Prices Isolated:\$3,250 2of3:\$2,575 3of5:\$2,279 5of7:\$1,640

Plus travel.

Notes: _____



The Choices We Make - E2 Live! - (315) 468-0769

On Saturday, January 22, 2011 Danielle chose to get behind the wheel of her car after having had consumed alcohol with friends. Danielle did not simply get caught drinking and driving, she crashed head on into an experience that was completely avoidable. Because of that one decision to drive after drinking, a series of unavoidable events were set into motion. Danielle was the cause of a car accident involving six people, herself included. One of her closest friends died as a result from injuries suffered in the accident. Danielle was brought up on criminal charges, and later pled guilty to vehicular manslaughter in the second degree and sentenced in criminal court. One decision completely derailed and rerouted Danielle's life, and impacted a web of people connected to her.

Standard Isolated Price: \$1,250

Discounted APCA Prices Isolated:\$1,000 2of3:\$950 3of5:\$900 5of7:\$850

Plus lodging and sound for all dates. Plus travel for Isolated dates only.

Notes: _____

PURPOSEFUL PROGRAMMING SHOWCASE II - GRAND EAST

SATURDAY, OCTOBER 12, 2013 - 3:30PM



David James - Cutting Edge Entertainment - (888) 221-6538

David James is a stand up comic based out of Philadelphia. He started doing open mics in 2005 at the Laff House in Philadelphia, Pa. In 2006 David won Helium Comedy Club's First Annual "Philly's Phunniest Competition". Since then, David has worked his way up the comedy circuit performing at several clubs and colleges across the nation. David's ranting comedic style comes from social observations and life's annoyances. Whether talking about relationship problems, or his many pet peeves, David's unique take on subjects leave audiences intrigued and laughing. Due to his former job as a drug and alcohol probation officer, David has an entertaining yet educational spin on life. In addition to stand up, David also educates college students about the realities of drugs & alcohol abuse and life skills. Don't miss this exciting rising comic!

Standard Isolated Price: \$1,500

Discounted APCA Prices Isolated:\$1,500 2of3:\$1,400 3of5:\$1,250 5of7:\$1,000

Plus travel, lodging, sound and lights.

Notes: _____



Marc Marcuse - Reel Management - (323) 841-4044

Career Bootcamp: Become a Job Hunting Ninja in an Hour! Since graduating from UCLA with a degree in psychology, Marc Marcuse's life has taken some unexpected turns - he's attended medical school, worked at Microsoft during the dotcom boom, designed theme park technologies for Disney Imagineering, was famous for appearing on the NBC show Average Joe, and took those experiences to create his own talent agency in 2004. In this fascinating discussion, Marc relates insider secrets on how to use college now to create a career later in life, how to start making connections before graduating, and specific ways to get your resume and interview skills up to superstar status. He also imparts personal anecdotes, backstage secrets of the world's most famous companies, and explains how the business world really views recent college graduates. This isn't another motivational lecture, Marc reveals specific insider tricks you can use now so you can get your career running while you're still in college!

Standard Isolated Rate: \$2,000

Plus travel.

Notes: _____



Casey Buckley - Casey Buckley - (908) 500-2074

Hailing from New Jersey, Casey Buckley is a singer-songwriter in the tradition of James Taylor and a young John Mayer. An amalgam of sounds old and new, you could easily place him in a small town café or big city concert hall. To understand the stories behind the music is to see him live. The simple exposure of one guitar and voice grants a rare view into the events that shaped the songs. Always happy to discuss life and lyrics, Casey will tell all but names.

Standard Isolated Price: \$700

Discounted APCA Prices Isolated:\$550 2of3:\$500 3of5:\$450 5of7:\$400

Plus travel and lodging.

Notes: _____

ASSOCIATE WRAP-UP

4:00 pm - Boardroom 4

Eric Lambert - APCA Executive Director

This session will be a recap of the conference events. You will have the opportunity to give input, ask questions and discuss the future of the APCA. Upcoming events and developments will be disclosed and new APCA services for Associates will be unveiled at this meeting. See you there!



STUDENT KEYNOTE

5:00PM - GRAND BALLROOM EAST



Great Leaders, Great Stories: Unleashing the Key to Your Leadership Style

Dawn Fraser - Dawn Fraser Productions - (347) 684-2984

Audience: Students

Everyone has a story to tell. However, many student leaders have not tapped into their experiences when developing a vision for themselves, their communities or a larger unified movement. Leadership requires us to draw on sources of vision and inspiration in a way that incites action. In this engaging and interactive presentation, you will learn some creative, authentic and powerful ways of connecting with others, while developing your communication skills as a student leader.

Standard Isolated Price: \$2,600

Discounted APCA Prices Isolated: \$2,400 2of3: \$2,200 3of5: \$2,000 5of7: \$1,800

Plus lodging and sound.

Notes: _____

ADVISOR KEYNOTE

5:00PM - GRAND BALLROOM WEST



Changing Student Demographics: How should we do what we do?

Stephanie Gordon - sgordon@naspa.org - (202) 265-7500 x 1166

Audience: Advisors

Is the newest generation of young people to hit college significantly different than their slightly older peers who comprised the millennial generation? This generation is post-9/11, post-Obama election, and post-recession. This generation has experienced technology as none before. Yes, despite these apparent differences, there has been no consensus about what to name the generation that followed the "millennial generation." In addition to the lack of agreement for a marketing name for this generation, there is also no agreement to the defining characteristics of this generation. The speaker will explore the various identities, social, technological, and political foundations that comprise students colleges campus today and will discuss the implications for our work as student affairs professionals.

New Date

FEB. 28 - MARCH 2, 2014

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DINNER SHOWCASE - COTILLION ROOM

SATURDAY, OCTOBER 12, 2013 - 6:00PM



KAOS - Hoffman Entertainment - (323) 464-2000

KAOS combines live high-energy drummer with insane DJ skills. Born and raised in the culturally diverse city of El Paso, Texas, this duo's musical was obviously influenced by their surroundings. During their performance you will hear anything from Top 40 Pop, Classic Rock, Hip-Hop, Salsa, and even an occasional Children's Theme Music blended in a way that makes you ask, "Did that just happen!?" Get ready for a high energy act that will blow your mind!

Standard Isolated Price: \$2,000

Discounted APCA Prices Isolated:\$1,900 2of3:\$1,800 3of5:\$1,700 5of7:\$1,600

Plus travel, lodging, sound, and lights.

Notes: _____



Nuyorican Poets Cafe - Nuyorican Poets Cafe - (718) 810-3247

The Nuyorican Poets Cafe presents groundbreaking works of literature, music, theater, performance art, poetry slam, hip hop, visual art as well as rising artists from every background imaginable. Come enjoy: Grand Slam Champs & Women of the World Poetry Finalist or just visit the booth with the fly DJ turntables for inspiration!

Normal Isolated Price: \$2,200

Discounted APCA Prices Isolated:\$2,000 2of3:\$1,600 3of5:\$1,500 5of7:\$1,300

Plus sound.

Notes: _____



Mike Falzone - Neon Entertainment - (716) 836-6366

Loud, outspoken and comically sound, ladies and gentlemen, meet Mike Falzone. One of his more popular segments on YouTube, "Walk and Talks" highlights every day issues according to Mike, his "How to" videos give advice on morally questionable endeavors and his stream-of-consciousness style keeps fans constantly on their toes. With his legs moving as quick as mouth, Mike keeps the camera rolling, following him every step of the way (no, really) as he goes about his bi-weekly, laugh-out-loud rants. Mike's first book "Never Stop Shutting Up" has been released after raising over \$10,000 on Kickstarter, and he can also be found sharing comical genius hosting TweetTap on WayWire.com and USAToday.com. Recently signed to DFTBA records, Mike is also known to be quite the musician having shared the stage with bands like Third Eye Blind and Matt Nathanson.

Standard Isolated Price: \$1,525

Discounted APCA Prices Isolated:\$1,525 2of3:\$1,350 3of5:\$1,150 5of7:\$1,000

Plus travel, lodging, sound, and lights.

Notes: _____



Extreme Illusions & Escapes - Josh Knotts - (304) 479-0987

Extreme Illusions and Escapes stars Josh Knotts & Lea- one of the only illusion and escape artist duos in the world. They have a large scale, Las Vegas style illusion & escape show. Josh and Lea earned their degrees in theatre and have been touring the United States and performing ever since. They pride themselves on their mix of grand illusions, skillful edge-of-your-seat escapes, comedy and tons of audience participation with modern music and costuming. Certainly not your ordinary, everyday magic act. Forget all you know...

Standard Isolated Price: \$2,700

Discounted APCA Prices Isolated:\$2,400 2of3:\$2,200 3of5:\$2,000 5of7:\$1,800

Plus lodging for all dates.

Notes: _____

DINNER SHOWCASE - COTILLION ROOM

SATURDAY, OCTOBER 12, 2013 - 6:00PM



Ryan Schmidt - Cutting Edge Entertainment - (888) 221-6538

Since his humble musical beginnings in rural New Hampshire, Boston-based singer/songwriter and recent graduate from Northeastern University's renowned Music Industry program, Ryan Schmidt has opened for critically acclaimed artists including: Matt Nathanson, LIGHTS, Pat McGee, sang a duet with Juliana Hatfield, is a YouTube partnered cover artist and has been named the Critic's Choice at the Starbucks Music Makers Competition. These achievements have been fueled by a refreshingly back-to-basics recipe of undeniable talent, unrelenting innovation and boundless desire, along with a healthy portion of good ole fashioned drive. This past year, he performed at the Counting Crow's private CMJ showcase, appeared in GQ's annual Men Of The Year editorial and was featured in Do512's Best of South By Southwest 2013 Report. With his fourth studio album due out Summer 2013, Schmidt "has taken the singer/songwriter genre to new heights." (OurVinyl.com)

Standard Isolated Price: \$1,250

Discounted APCA Prices Isolated:\$1,250 2of3:\$1,100 3of5:\$1,000 5of7:\$850

Prices are inclusive of expenses.



Jason Thomas Mayfield - Jason Thomas Mayfield - (817) 874-2259

Jason Thomas Mayfield is a comedian and storyteller who you may also recognize from the first season of Suits. Then again, you've probably never seen that show. Called "the future of comedy" by some random guy on twitter, Jason is a new breed of comedian, blending sidesplitting stand-up and genuine storytelling in a way that only he can. Jason now tours the country with his hilarious one-man-show, Everybody Lied to Me. He also hosts the weekly podcast of the same name, Everybody Lied to Me.

Normal Isolated Price: \$1,100

Discounted APCA Prices Isolated:\$950 2of3:\$900 3of5:\$800 5of7:\$700

Plus travel, lodging, sound, and lights.

Notes: _____



The Truth - Houla Entertainment - (865) 414-9266

Led by dual lead vocalists Paul Benson and Ayesha Scott, The Truth has quickly gained momentum on the national rock scene. This Pittsburgh, PA based quartet recently recorded its debut CD in Nashville with former Kid Rock guitarist Kenny Olson serving as producer. The band's founder Paul Benson has had a passion and an uncanny musical ability since a very young age, Paul is a veteran performer of the big stage, and along with drummer Josh Gerba who has been a road warrior, have performed hundreds of live shows with different bands over the years. Shayne MacLaughlin met Paul via an ad on craigslist and immediately clicked bringing the guitar sound Paul was looking for. Paul met Ayesha when she was a guest performer at one of his live shows and have been collaborating on music and lyrics ever since, gelling there musical styles together to form the sound of the Truth.

Normal Isolated Price: \$2,500

Discounted APCA Prices Isolated:\$2,250 2of3:\$2,000 3of5:\$1,850 5of7:\$1,750

Plus travel, lodging, sound, and lights.

Notes: _____

EXHIBIT HALL 8:30PM - CONVENTION CENTER



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LATE NIGHT EVENT - COTILLION
SATURDAY, OCTOBER 12, 2013 - 10:00PM

APCA LEADERSHIP CHALLENGE



FEATURING TELEVISION REALITY STARS
**WES BERGMANN &
JEMMYE**
FROM THE CAST OF
THE REAL WORLD NEW ORLEANS©
& THE REAL WORLD/
ROAD RULES CHALLENGE©



HOSTED BY TOM KRIEGLSTEIN OF SWIFTKICK ➤

9:30PM - CO-OP SESSION

APCA FINAL CO-OP BUYING **Grand Ballroom West**

Rita Goyette - goyetter@morrisville.edu

Audience: Co-op Buyers

This is an official APCA Cooperative Buying session. The tours for the artists showcasing at this conference will be determined here, and the meeting is mandatory for all Cooperative Buying representatives.

**LAST CHANCE
TO SAVE!**

**BOOK YOUR
CALENDAR**

**For Less At This
Co-op Buying Session.**

LATE NIGHT JAM



Artists Welcome
To Perform

11:30pm
Niagara Restaurant
Must be 21 & Older
For More Details or to Play See Del Suggs

SUNDAY, OCTOBER 13, 2013

FAREWELL KEYNOTE 9:00AM - GRAND BALLROOM WEST



Where Do We Go From Here? Farewell Keynote
Dan J. Davis - E2 Live! - e2live.com - (315) 468-0769

Audience: All

Where Do We Go From Here? is a Call to Action, it is about re-entry, it is inspirational and motivational. This highly enthusiastic and empowering program challenges the audience to take the APCA energy, tools and information back to their campus. Closing remarks during this program creates a mantra message of powerful passion on making a difference on their campus. The rhetorical question is asked several times during my remarks, what and how you will be the sphere of influence on your campus. It's more than just a wrap up or recap, it is about the journey you had this weekend and how it will continue back to your campus. "Life is what happens while you're busy making other plans." Closing is about "Showing Up" not saying goodbye.

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10.11.13 . WARREN B. HALL . 12:45AM . LUNCH SHOWCASE
10.11.13 . BEAU BADRICK . 6:45PM . DINNER SHOWCASE
10.12.13 . JAY BLACK . 12:45PM . LUNCH SHOWCASE
10.12.13 . DAVID JAMES . 3:30PM - PURPOSEFUL PROGRAMMING
10.12.13 . RYAN SCHMIDT . 6:45PM - DINNER SHOWCASE

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