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# Get Hooked Mid America

Hello NACA Mid America,

As your 2009 Regional Conference Program Chairperson I welcome you to "GET HOOKED" in Covington, KY from Oct. 29-Nov.1 for the NACA Mid America Regional Conference.

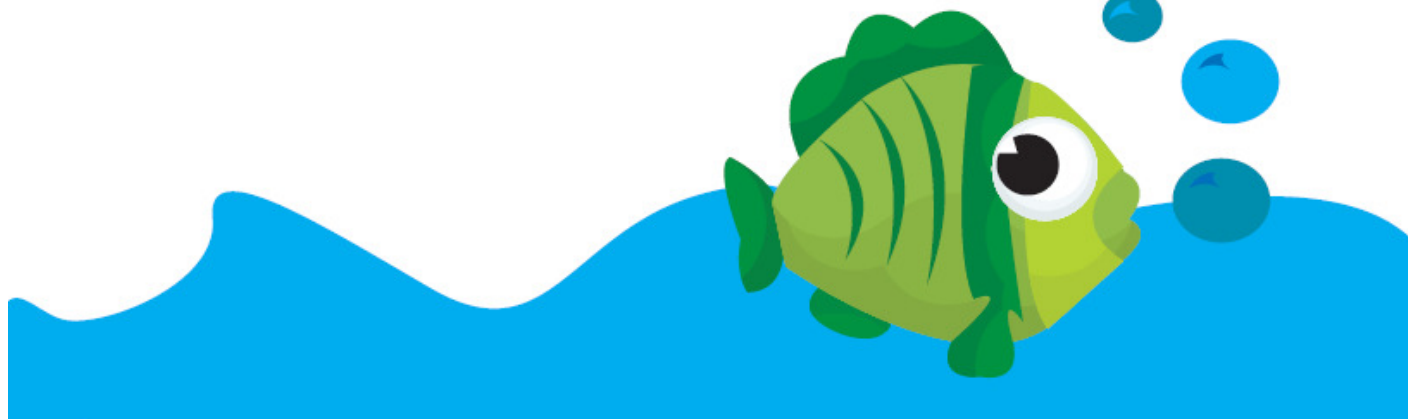
During the past year, the Regional Conference Program Planning Team has worked to bring you a conference jam-packed with education, entertainment and networking opportunities.

This pre-conference planner will provide you with updates on everything from the conference schedule to diversity initiatives and advisor tips. Take time to review the information and the NACA website. If you have any questions do not hesitate to contact myself or a member of the Regional Conference Planning Team.

I hope that this conference can get you hooked on student activities and NACA.

I look forward to seeing you in Covington!

*Beth Hoag*  
bhoag2@uis.edu  
217.206.8312



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# NACA POLICY STATEMENTS



## NACA's Mission

NACA links the higher education and entertainment communities in a business and learning partnership, creating educational and business opportunities for our student and professional members.

## NACA Definition of Diversity

Diversity is an attribute and a goal. As an attribute, diversity is ethnic identification/race, gender, disability, sexual orientation, age, religion, economic status and the many other aspects of our lives which define the family of humanity. As a goal, diversity refers to the intentional valuing, respecting and inclusion of all peoples. NACA recognizes the diversity of all its members and supports the development and implementation of programs and services that achieve this goal.

## NACA Non-Discrimination, Diversity Advancement and Affirmative Action Principles

NACA is committed to advancing diversity development and the principles of equal opportunity and affirmative action through its respective programs, services and volunteer involvement. To ensure compliance with the principles, the Association:

- Will not discriminate on the basis of race, color, religion, economic status, gender, sexual orientation, national origin, age, ethnic background, or disability in any of its policies, procedures, or practices
- Will promote vigorous efforts to enhance, develop, and increase a diverse volunteer pool in all areas of the Association
- Will actively promote diversity in its programs and services
- Will expect all volunteers and NACA Office staff to consistently display a sensitivity to diversity and the principles of affirmative action
- Will promote the importance of eliminating discriminatory and/or culturally insensitive language, behavior, and content from NACA-sponsored activities and will urge all members and guests of the Association to cooperate in this effort. There is no intent to support censorship. The purpose is to induce thought and advance planning in an effort to ensure that showcase performances, Campus Activities Marketplace displays, educational sessions, and other NACA-sponsored activities reflect appropriate diversity and sensitivity in their plans and actions.

## Alcohol and Other Substance Abuse Statement

The National Association for Campus Activities and the NACA Foundation recognize the serious threats that alcohol and other substance abuse present to college populations, the entertainment industry, and to society as a whole. We realize that our Association is not immune to the problems associated with abuse. NACA is committed to addressing this issue through various activities, programs and educational efforts on regional and national levels. All NACA members and volunteers are encouraged to uphold the Association's statement in spirit and action; however, NACA has no responsibility for the conduct or behavior of event attendees.

Alcohol served outside of any official event (an official event is one endorsed or hosted by NACA) is not the responsibility of

NACA, but is instead the responsibility of the individual/group/firm coordinating, hosting, promoting or holding the activity. All responsibility for determining whether participants at the activity are underage and for complying with applicable state and local laws rests solely with the individual/group/firm coordinating, hosting, promoting or holding the activity, and is not in any way the responsibility of NACA or any of its employees or representatives.

In the event that NACA becomes the subject of a claim or loss arising from violation of this policy by any person, group or business entity, or service of alcohol at any non-official event, that person, group or business entity agrees that it shall indemnify and hold harmless NACA from and against all resulting claims and losses, including NACA's costs and attorney's fees, that arise from or relate to violation of this policy and/or service of alcohol at said non-official event.

## NACA Statement on Showcases

Attendance at showcase events is voluntary, and it is the responsibility of the attendee to determine whether a particular event poses a risk to the attendee. Some element of risk may be associated with some showcase events. Some events may include hypnosis, and some individuals may be more susceptible to hypnosis than others. The attendee accepts all responsibility for all consequences associated with attending showcase events, and NACA is held harmless against all claims arising from any result of attending a showcase event.

## NACA Statement Regarding Legal Drinking Age

The legal drinking age in the state where the conference is held is 21. The conference hotel and facilities will not tolerate alcoholic beverages carried in open containers by anyone on these properties. NACA will not allow alcohol to be carried into showcases or the Campus Activities Marketplace.

## Special Needs Policy

Although the Association strives to make all events accessible to all participants, including individuals with a disability or special need where reasonably possible, not all special needs may be accommodated at all sites. If you desire special services because of a disability, handicap or special need, please indicate the special service(s) on an attached sheet of paper and return it to the address indicated in these registration materials as early as possible and at least six weeks in advance of the first day of the conference. If the Association is unable to provide the special service(s) you requested and you do not attend the event, the Association will refund your registration fee.

## Special Dietary Needs

Please indicate the need for special meals on the registration form. Special meals may not be available at all sites.

# CONFERENCE FEES AND FACILITIES



Register online at:

[www.naca.org/NACA/Regions/Midamerica/Pages/Default.aspx](http://www.naca.org/NACA/Regions/Midamerica/Pages/Default.aspx)

## Facilities:

### Northern Kentucky Convention Center

[www.nkycc.com/default.asp](http://www.nkycc.com/default.asp)

One West RiverCenter Blvd. Phone – 859-261-1500  
Covington, KY 41011

### Cincinnati Marriott at River Center

[www.marriott.com/hotels/travel/cvgdr?groupCode=na](http://www.marriott.com/hotels/travel/cvgdr?groupCode=na)

10 West RiverCenter Blvd. Phone – 859-261-2900  
Covington, KY 41011 Fax – 859-261-0900

\*Single/Double/Triple/Quad-\$173 per night

\*Reservation Deadline: October 5, 2009

\*Online Booking Code: "NACNACA"

### Embassy Suites

[embassysuites1.hilton.com/en\\_US/es/hotel/CVGCVES/index.do](http://embassysuites1.hilton.com/en_US/es/hotel/CVGCVES/index.do)

10 East RiverCenter Blvd. Phone – 859-261-8400  
Covington, KY 41011 Fax – 859-261-8486

\*Single/Double – \$160 \*Triple – \$170 \*Quad – \$180

\*Reservation Deadline: October 5, 2009

\*Online Booking Code: "MAR"

- On-site parking is \$12 per day for both hotels. Valet parking is \$22 per day.
- All hotel rates are subject to taxes. The current rate is 11.3% and is subject to change.

## School Delegate Fees and Deadlines:

### Members-

\$165 by Oct. 8<sup>th</sup>

\$190 after Oct. 8<sup>th</sup>

\$90 Day Pass\*

### Non-members-

\$206 by Oct. 8<sup>th</sup>

\$237 after Oct. 8<sup>th</sup>

\$105 Day Pass\*

**Professional Luncheon = \$20**

\*Day pass registrations received by Oct. 8<sup>th</sup> will include any provided meals, while those received after will not.

## Travel:

Cincinnati/Northern Kentucky International Airport (CVG) is located 12 miles from both hotels.

Estimated taxi fare is approximately \$23 one way to the hotels.

Airport Executive Shuttle is available for \$17 one way, \$28 round trip.

Approximate Driving Distance to Covington from:

Chicago - 298 miles

Indianapolis - 114 miles

St. Louis - 355 miles

## Refunds:

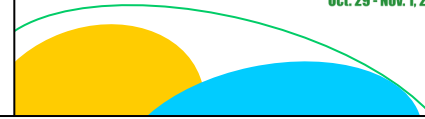
A 50% refund of registration fees will be given to any school member when a written request is received by the NACA office at least 14 days prior to the first day of the conference. If this conference offers a professional development luncheon or any other meal function for which a fee is paid, that fee will be 100% refundable if the NACA office receives written notice of the cancellation at least 14 days prior to the beginning of the conference. Any request for refunds that include special circumstances making it impossible to adhere to the guidelines outlined in the individual refund policies must be forwarded in writing to the NACA office within 30 days of the event for which the refund is being requested. Any request received after this timeline will not be approved. Any special circumstance refund request must include supporting material documenting the circumstances necessitating the request (e.g. a note from a physician for illness, information from local media regarding weather-related problems, etc.).

# PRELIMINARY CONFERENCE SCHEDULE



## Thursday, October 29<sup>th</sup>

11 am–7 pm	CAMP Load-in/Associate Member Registration
11 am–7 pm	School Conference Registration
2 pm–2:45 pm	Conference Kick-off
2:45 pm–3:45 pm	Performance Samplers
4 pm–5 pm	Educational Session I Block Booking Orientation Advisor Orientation
4:15 pm–5:15 pm	Networking Opportunities
5:15 pm–6:45 pm	Opening Dinner
7 pm–8 pm	Campus Activities Marketplace Grand Opening I
8:15 pm–10:20 pm	Spotlight Showcase I
10:20 pm–11:30 pm	Campus Activities Marketplace II
11:35 pm–12:35 am	Staff/Associate Member Reception
11:35 pm–12:35 am	Special Events Showcase



## Friday, October 30<sup>th</sup>

9 am–5 pm	Registration Open
9 am–10 am	Block Booking Meeting
9 am–10 am	Education Session II
10:10 am–11:10 am	Educational Session III (Block Booking Meeting, if needed)
11:00 am–3:00 pm	Graduate Program Fair
11:20 am–12:20 pm	Student Luncheon
11:20 am–12:20 pm	Professional Development Luncheon (Professional Staff/Grad Students)
12:25 pm–1:45 pm	Lecture Showcase
1:30 pm–3:00 pm	Professional Educational Session I
1:50 pm–3:05 pm	Campus Activities Marketplace III
3:10 pm–5:15 pm	Spotlight Showcase II
5:15 pm–7:30 pm	Dinner on your Own/Diversity Networking Opportunity
7 pm–7:45 pm	School Showcase Set-Up
7:40 pm–9:45 pm	Spotlight Showcase III
9:30 pm–10:30 pm	Graduate Student Reception
9:45 pm–11:00 pm	Campus Activities Marketplace IV
11:00 pm–12:00 am	School Showcase/Swap

## Saturday, October 31<sup>st</sup>

9 am–4 pm	Registration Open
9 am–10 am	Educational Session IV
9 am–11:10 am	Block Booking Meeting
10:10 am–11:10 am	Educational Session V
11:20 am–1:05 pm	Spotlight Showcase IV
1:05 pm–2:30 pm	Lunch on your Own/Delegate Meeting
2:30 pm–4:00 pm	Professional Educational Session II
2:45 pm–4:15 pm	Spotlight Showcase V
4:35 pm–5:35 pm	Campus Activities Marketplace V
6:00 pm–7:30 pm	Closing Banquet and Awards Ceremony
7:45 pm–9:50 pm	Spotlight Showcase VI
9:50 pm–11:15 pm	Final Campus Activities Marketplace VI
11:15 pm–12:15 am	Final Block Booking Meeting
11:15 pm–12:15 am	Special Event Showcase

### Block Book It Now 2.0

With BBIN 2.0, you're always just four steps away from Block Booking.

1. Search for artist/performers before you attend your regional conference. Having this information ahead of time will help you form a block of dates around a particular artist.
2. While at the NACA conference, submit Interest Forms to let associate members know what type of talent you're interested in.
3. Review your BBIN 2.0 information online after the conference to see what artists/programs will be in your school's area.
4. Contact associate members you want to block book with using the Conference Program, Membership Directory, or the Buyers' Guide.

***Be sure to check your conference booklet for more details and the locations for diversity programs throughout the conference!***

# HOW TO CATCH THE BIG FISH

## Helpful Conference Tips for Your Delegation



### **Before the Conference:**

1. Choose students that represent your school well and display enthusiasm.
2. Use the conference as a training opportunity for future leaders rather than a reward for long-time leaders. Invite students who will be at your institution for at least one more full academic year.
3. Have a meeting before you leave to review the NACA mission, NACA lingo, conference schedule, and educational sessions with the delegation.
4. Set expectations of the delegates at the conference. You may want to consider an expectation contract (<http://www.naca.org/Events/RegionalConferences/midamerica/Pages/default.aspx>). Remind the students that there will be a lot of fun at the conference, but not a lot of sleep or free time. Most delegates are attending on student-fee dollars and should take full advantage of every part of the conference to be good stewards of the money.
5. Go over opportunities at the conference to volunteer, including Stage Crew (<http://forms.naca.org/NACA/mamstagecrewapp.htm> - due Sept. 11).
6. Compile a calendar of events, identify programming needs, and determine what funds are available.
7. Encourage your students (those who are attending the conference, as well as the ones who have to stay home) to look at the websites of the selected showcasing acts (<http://www.naca.org/Events/RegionalConferences/midamerica/Pages/MidAmericaShowcaseResults.aspx>). Having an idea of who your students are interested in may help your delegation avoid long lines after the acts' showcase.
8. Clean out the programming office. Bring those extra giveaways or shirts that are taking up storage space to donate to the foundation auction or exchange at the School Showcase/Swap.
9. Dress for the students and professionals at the conference is casual (jeans/khakis, comfortable walking shoes, delegation t-shirts, etc.). Even though the conference is mostly indoors, we would also encourage bringing a sweatshirt or light jacket for rooms that may be cooler than others. There are a few times throughout the conference when we suggest a more professional look for both students and professionals. We recommend business casual or business attire at the Professional Development Luncheon and at the Closing Ceremony. While it's not necessary, professional dress for these two events is encouraged.
10. Be well rested.

### **At the Conference:**

1. Arrive on site between 11-1:45 pm in order to get settled before the conference begins.
2. Establish on-site delegation meeting times and locations. These meetings should be used to discuss educational sessions attended and acts that might be of interest to your school. Some schools hold these meetings over a meal; some find it valuable to retreat to a room.
3. After checking in at the conference registration desk, have the delegation discuss and assign educational sessions. Members of the delegation should disperse to cover as many sessions as possible. There should not be two or more members of your delegation in the same session. Encourage members to take copious notes and collect many resources to share with the other members of the organization.
4. The full delegation should attend the Conference Orientation and Opening Dinner.
5. Each delegate should attend all of the showcases.
6. Stop by each booth in the Campus Activities Marketplace to meet artists, performers and agents and exchange information with them.

### **After the Conference:**

1. Review the materials on showcasing acts and other acts/companies in which the delegation is interested.
2. Everyone should get together and review how the conference went for the delegation and follow up with the business contacts made.
3. Discuss all of the educational sessions attended and share handouts with others so everyone receives the benefits of as many sessions as possible. Include students and staff at your institution who could not attend.































