

ENTREPRENEURSHIP OR COLLEGE DEGREE? 5 ESSENTIAL RESOURCES FOR EVERY UNDERGRADUATE

CAMPUS ACTIVITIES

Programming

naca.org

VOL. 52 ► NO. 5 ► JANUARY/FEBRUARY 2020



MANAGING UNUSUAL CHALLENGES OF LIVE EVENTS

Using Mazlow's Hierarchy of
Needs in Event Management

One Venue,
Infinite Possibilities



**NACA® Live,
Our Reimagined
Convention Experience,
Is Almost Here!**

Special Preview Begins on Page 29.



PARTY & AMUSEMENT RENTALS. SCHEDULE YOUR NEXT EVENT TODAY.

A GRADY FAMILY ENTERPRISE

Fantasy World Entertainment

27 YEARS
Over 27,000 Events

NEW ATTRACTIONS FOR

2020



CURLING



MOBILE AXE THROWING

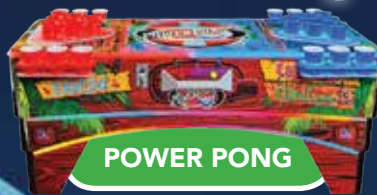


BATTLE DOME
LASER TAG

SPIN CYCLE



POWER PONG



HIGH VOLTAGE
GRINDER &
WARPED WALL



BEAT THE BAR



KRAKEN CASINO



MERMAID ESCAPE

TWO NEW MOBILE
ESCAPE ROOMS



SNATCH IT



GRAVITY BALL



MILITARY RUSH OBSTACLE COURSE



ALL SPORTS COMBO



800.757.6332 | WWW.FWWORLD.COM
WE DELIVER, SETUP & OPERATE AT YOUR LOCATIONS!

CAMPUS ACTIVITIES Programming®

VOL. 52 ▶ NO. 5 ▶ JANUARY/FEBRUARY 2020

naca.org



NACA® Live – Our Reimagined National Convention Experience Is Almost Here!

NACA® Live – the reimagined National Convention experience will be here in just a few weeks. As you prepare for your time in Denver, CO Feb. 22–26, be sure to check out our NACA® Live preview, starting on Page 29, for information on showcasing artists, educational programs, new features and more! Be sure to register by Feb. 1. Visit naca.org/NACALIVE.

Tickets on Sale for 60th Anniversary Event

We're celebrating our 60th anniversary, and we want you to join us during a special event from 7-10 p.m. on Friday, Feb. 21 at Punch Bowl Social in Denver, CO. Proceeds will benefit the NACA® Foundation, which provides 29 scholarships and six research grants to the campus activities community.



Gen Z Expert to Address Professional Development Luncheon

Leading expert on Generation Z, Dr. Corey Seemiller will address the NACA® Live Professional Development Luncheon on Monday, Feb. 24. Seemiller has been on the forefront of research and publishing about Gen Z, having conducted her first nation-wide mixed-methods study on Gen Z college students in 2014. In addition to four books co-authored with Meghan Grace, Seemiller has been interviewed by NPR, The New York Times and other national and local media outlets. Following an educational session earlier on Feb. 24 that will provide an overview of Gen Z, Seemiller's luncheon presentation will focus on building leaders in this generation of college students.



Submit News to NACA® Spotlight

Has something significant happened in your career or personal life? Share it with your peers in the NACA® Spotlight, our weekly electronic newsletter. Send your information and photos to Glenn Farr at glennf@naca.org.

Update Your NACA® Profile Today!

Do you have a new job title? Have you moved to a new institution? Do you have new professional responsibilities or interests? Log in to naca.org, click on your name in the upper right of the page and make any needed changes. Doing so not only keeps our records up to date, it also helps make sure you get the information, communications and connections that are important to you.

Review Acts in NACA® 24/7

Have you checked out NACA® 24/7? How about offering a review of an act you've recently booked on campus? Your opinion matters to other schools, so log in, find the artist's profile, and tell us what you think!
naca.org/NACA247

ADVERTISERS IN THIS ISSUE

Page	Company	Page	Company
C2	Fantasy World Entertainment	46	All Year Sports Galaxy
15	Riddle & Bloom		

NACA® CORE VALUES

Stewardship • Innovation • Communication • Respect • Learning • Inclusivity

These core values are the fundamental beliefs that guide our behaviors and decision-making process. As a recognized leader in higher education, we believe our professional values are vital to the advancement of the Association and the campus activities profession.



Chair, NACA® Board of Directors

Becky Riopel

Executive Director

Amber Shaverdi Huston, CAE

Director of Member Development & Marketing

Jameson Root

Editor

Glenn Farr

Graphic Designer

Jason Jeffers

Online Marketing Manager

Wes Wikel

Advertising Sales

Bill Spilman

Campus Activities Programming® (ISSN 07462328) is published six times a year by the National Association for Campus Activities (January/February, March/April, May/June, July/August, September/October, and November/December) exclusively for NACA® members. Copyright © 2020 by the National Association for Campus Activities. Editorial, publishing and advertising offices: 13 Harbison Way, Columbia, SC 29212-3401. NACA full membership is restricted to institutions of higher learning. Associate membership is restricted to firms whose talent, products, programs or services are directly related to the field of collegiate extracurricular activities. Library of Congress card number 74-646983; Library of Congress call number PN2016.N32A3. Statements of fact and opinion, or other claims made herein, are the responsibility of the authors, letter writers, providers of artist performance reports, and/or advertisers, and do not imply an opinion on the part of the *Campus Activities Programming*® staff, NACA® Office employees, or officers, staff and other members of the Association. All rights reserved, including the right to reproduce the contents of *Campus Activities Programming*®, either in whole or in part. Any reproduction includes, but is not limited to, computerized storage of information for later retrieval or audio, visual, print or Internet purposes. All protections offered under federal copyright law will be strictly pursued, and no reproduction of any portion of this publication may occur without specific written permission from NACA. No material can be copied, in any form, if the purpose is to sell the material. Periodicals postage paid at Columbia, SC. POSTMASTER: Send address changes to *Campus Activities Programming*®, 13 Harbison Way, Columbia, SC 29212-3401.

NACA, National Association for Campus Activities, *Campus Activities Programming*®, *Programming* and all other designated trademarks, service marks and trade names (collectively the "Marks") are trademarks or registered trademarks of and are proprietary to NACA, or other respective owners that have granted NACA the right and license to use such Marks.

NACA allows its members to promote their NACA® membership on websites and printed materials. However, this designation does not imply NACA sponsorship or approval of events or content. For questions about the use of the NACA® membership logo or to request permission to use it, please contact Hannah Maria Hayes at hannahh@naca.org.



"EVERY INTERACTION INVOLVING A MEMBER OF YOUR CAMPUS POPULATION SHOULD BE AN EXPERIENCE THEY WILL REMEMBER LONG AND POSITIVELY."

Page 12



DEPARTMENTS

- 4 From the Editor**
Glenn Farr
- 5 From the Chair**
Becky Riopel
- 20 NACA® Spotlight**
- 24 From the Diversity Advisory Group**
- 25 10 Questions With ...**
April L. Broome, The University of Southern Mississippi

FEATURES

- 6 Managing Unusual Challenges of Live Events**
Jillian Van Auken
- LEADERSHIP FELLOWS SERIES**
- 8 Let's Throw a Wrench in That:
Using Maslow's Hierarchy of Needs in Event Management**
Jorge Gonzalez
- 12 One Venue, Infinite Possibilities:
Creating a Multisensory and Immersive Event Experience**
Richard Mahler
- 16 Pursue Entrepreneurship or a College Degree:
What's the Wiser Path?**
Nichole J. Maurrase
- 18 5 Essential Resources for Every Undergraduate Student**
Scott Cohen

PROGRAMS & SERVICES

- 26 Doing Business @ NACA**
- C4, 47, 52 NACA® 24/7**
- 31 NACA® 60th Anniversary Celebration**
- 20 NACA® Amplify**
- 20, 34 NACA® App**
- 1 NACA® Core Values**
- 11 NACA® ENCORE**
- 23 NACA® Foundation Scholarships**
- 28 NACA® Partnerships**
- 10 NACA® Summer Internship Program**
- 46 NACA® Volunteering**

**See our special Convention Preview
beginning on Page 29!**



Something New and Exciting



IN MY EARLY CHILDHOOD, due to the culture in which I was raised, the major holiday of the year was Christmas. It was an exhilarating time for my brother, my maternal cousins and me because of the family gathering we enjoyed each Christmas Eve at our grandmother's house. While it might have been traditional for most others to open presents on Christmas Day, our family managed it differently.

For us, Christmas Eve was the "real" holiday because we were about to discover something new and exciting underneath brightly colored wrapping paper. And, by the time my brother and I returned home, we often discovered Santa had already visited, our parents explaining that we must have been first on his route.

As I grew older, I began to understand there were other elements of the season that brought their own kind of excitement. Depending on one's religious practice, the season was one of spiritual renewal and growth, often accompanied by joy.

If we're fortunate, life continues to offer new and exciting opportunities, whether it's a romance, a home purchase, a job promotion, a new car, a trip abroad, a TV series to binge, or educational accomplishments – the list can be endless, for we each have unique paths to the new and exciting.

In NACA, we are anticipating the unveiling of NACA® Live, our reimagined convention experience during the Association's 60th anniversary year. While our annual National Convention has long been a successful and popular event, NACA® Live promises to breathe new life into the events, activities, processes, networking and learning opportunities the Association continues to offer. Debut features of NACA® Live include:

- Redesigned educational opportunities,
- A new registration experience,
- New showcase categories,
- Extended Campus Activities Marketplace hours (featuring a Marketplace Stage),
- A new approach to Block Booking (including a Business Hub),
- Opportunities to experience our host city, Denver, CO,
- And much more!

For preliminary details, turn to Page 30 for our NACA® Live Preview, and check naca.org/NACALIVE regularly for updates. You're guaranteed to find something new and exciting at our first-ever NACA® Live! ■

Join Us on Our Exciting New Journey!



FEBRUARY MARKS AN EXCITING TIME for the National Association for Campus Activities as we debut our reimagined national convention experience, NACA® Live. Our journey to this point began more than a year ago as a group of school volunteers serving on the Live Events Action Group (LEAG) engaged in extensive training on live event planning and the attendee experience, provided by Maritz Global Events. (Tim Simpson from Maritz will be conducting a pre-convention workshop and presenting the NACA® Live Welcome Keynote. See Pages 32 and 34.) Using the knowledge they gained, they conducted surveys and focus groups with school and associate members to learn what our membership considers the most important aspects of NACA® Live events. They asked questions, such as:

- Why do you attend our events?
- What do you hope to take away from them?
- How do you want to engage with artists and school members?

Using resulting data, they created a framework for reimagining our national convention experience, highlighting exciting new opportunities in the process.

LEAG then passed the baton to a 30-plus-person program committee to transform LEAG's vision to create a new live event experience for our membership. While NACA offers many resources and services, we understand that our live, in-person events provide an irreplaceable environment in which to learn, network and conduct face-to-face business. Accordingly, our inaugural NACA® Live will feature more flexible learning and professional development opportunities that will allow for pop-up

conversations and increased adaptability to different learning styles. Also, engagement opportunities with artists and agents are being adjusted to allow for more informal conversation and the opportunity to experience live performances in new ways. We cannot wait for you to see the Association's hard work come to fruition in Denver, CO Feb. 22-26.

I'm sure you're also aware that NACA is celebrating its 60th anniversary in 2020. In observance of that, we will host a special anniversary event on Friday, Feb. 21, the night before NACA® Live officially begins. (See Page 32 or check the 60th Anniversary Celebration tab at naca.org/NACALIVE for details.) If your schedule allows, please join us to network and learn about the Association's rich history.

While we can't wait for you to participate in NACA® Live and hear your feedback, this is only the beginning. The Association has now turned its focus to the regional conference experience, looking at what makes these different from the national live event and assessing priorities for this type of member engagement. Focus groups have begun and data is being collected; the momentum to grow and evolve the Association never stops. As our school and market demographics change, we need to make sure we are nimble enough to shift with member needs, especially in light of budget constraints familiar to us all.

NACA's continuing evolution will involve a multi-year rollout and we look forward to your feedback as we continue to engage with you in new ways. It's not too late to join us on this exciting new journey, beginning this February in Denver. Register for NACA® Live today! ■



Managing Unusual Challenges of Live Events

JILLIAN VAN AUKEN
University of Dayton (OH)

PLAN FOR THE UNEXPECTED AND ALWAYS HAVE A PLAN B, C AND D.

This advice was given to me as I began my campus activities career. Planning events on a college campus involves jumping through hoops, finding loopholes and sometimes charting a new path to success. Weather, performer cancellations, last-minute venue changes – just to name a few – can require quick thinking and flexibility.

Before the Event

Preparing for the unexpected starts with pre-event preparation. In my experience, this includes:

- Communication,
- Well thought-out day-of plans, and
- Proper staffing.

Communication

It seems simple, but a detailed communication plan can make all the difference when a storm (literal or not) brews. Identify campus partners that need to be at the table to grant approval, provide perspective or assistance on the day of the event. It's helpful to meet with them two to three times before the event, depending on its scale, to address concerns, obtain needed information and make sure everyone is on the same page.

Meeting with campus partners also shows you value their opinions, resulting in increased buy-in, and provides opportunities to discuss event needs, identify who needs to be on call and determine the best way to communicate on the day of the event. It's also helpful to conduct a walk-through of the event timeline and venue to ensure everyone understands their roles and has opportunities to ask questions.

It's essential to reach out to vendors and performers one to two weeks before the event to review event details, parking information and load-in. Calling vendors and performers in addition to sending email helps ensure miscommunication does not take place and that correct information is received. Remember to exchange day-of contact information with everyone to provide a clear line of communication. This can take the form of a group text message, a GroupMe group or a phone tree.

Day-of Plans

Creating a detailed event schedule and sharing it with event staff, vendors and campus partners is crucial in making sure all parties are on the same page and know when they need to be on site. The University of Dayton Campus Activities Board (CAB) creates what we call our Day-of Plans before each event. They include:

- A timeline of everything expected to happen from set-up to tear-down (vendor arrivals, staff report times, catering, etc.),
- Contact information for vendors, performers and event hosts, and
- A description of the event.

Our Day-of Plans help ensure all event information is in one place and, if the event host is, for whatever reason, unable to be on site, another staff member can take over. It's helpful to build extra time into your event schedule to accommodate inevitable delays, late vendors or your "Plan A" not proceeding as expected.

If your event is outdoors (especially in Ohio), it's imperative to create a backup plan. Our CAB hosts two large-scale events, the spring concert and a carnival, at the end of April. Some years, we have beautiful weather and everything goes well. Other years, it rains the entire day, causing delays, schedule adjustments, venue changes and, sometimes, event cancellation. Consequently, there must be a "rain" location with backup plans discussed with key campus partners. Having the campus police department or a staff member dedicated to monitoring the weather assists in making timely event adjustments to ensure the safety of students, staff and vendors.

Proper Staffing

Having adequate staffing can make or break an event. It's better to have more staff members than you need than not enough. Breaking staffing into shifts guarantees you have necessary personnel for each stage of the event: set-up, during the event and tear-down. Assigning staff members specific stations or tasks helps ensure each activity is properly staffed. It's also helpful to have a couple of runners or other staff on hand during the event to run errands or help wherever needed.

On the Day of the Event

Arrive early, put your best foot forward and be confident in your ability to address any challenges that arise. Emails or texts may never stop and there is always other work to be done, but do your best to put all your energy into the event at hand rather than trying to juggle five other things. Rely on the staff/volunteers you've assigned as team leads to manage multiple moving parts. That way, you and/or your advisor have the freedom to step away from the event to address unexpected problems.

Be professional at all times. Some situations may cause frustration, but keeping a level head will decrease the likelihood the situation could escalate or cause unnecessary drama. Finally, resist the temptation to make big last-minute changes to your day-of plans to avoid confusion or miscommunication between staff and vendors.

Even with backup plans B, C and D, the unexpected can happen. When it does, calmly assess the situation and available resources to find a solution as quickly as possible. A calm and collected tone can instill confidence in your volunteers. Pull together key staff in a space away from the event to discuss viable solutions and develop a strategy for moving the event forward. If multiple issues need to be addressed, identify those most critical and focus your energy and resources on them. If there are issues that can go unaddressed without impacting event success, let them go. Once you have a strategy, communicate it to the vendors, staff and volunteers who will be impacted by it.

After the Event

Follow up with vendors for feedback and take note of any necessary changes for future events. Soliciting vendor feedback shows you appreciate their services and want to do everything possible to make future engagements successful.

Schedule a post-event meeting with key stakeholders to review the event and discuss adjustments or creative solutions to improve communication and procedures for future collaborations. ■

REFERENCES

Gifford, D. Sterling Communications: Event Logistics: Managing the Unexpected. Retrieved from <https://sterlingpr.com/2012/09/event-logistics-managing-the-unexpected/>.

Waida, M. Cvent. 15 Most Common Event Planning Challenges & Their Solutions. Retrieved from <https://www.socialtables.com/blog/event-planning/biggest-event-planning-challenges/>.

Ally. Superevent. Managing Last-Minute Event Planning Madness. Retrieved from <https://superevent.com/blog/managing-last-minute-event-planning-madness/>.

Sitapara, J. Hubilo Official Blog. (2017, August 21). 7 Major Event Planning Problems and How to Solve Them. Retrieved from <https://medium.com/hubilo-official-blog/7-major-event-planning-problems-and-how-to-solve-them-e56e458acbee>.

ABOUT THE AUTHOR



Jillian Van Auken is assistant director for Student Life at the **University of Dayton (OH)**.

She previously was coordinator for Student Activities at Indiana University Purdue University Indianapolis, where she was named Advisor of the Year for 2010-2011 and 2013-2014. She has served NACA® Mid America in various capacities, most recently as the 2019 Volunteer Development Coordinator. She received the Outstanding Professional Staff Award at the 2019 NACA® Mid America Regional Conference and will serve as the 2020 Conference Chair. She holds a bachelor's degree from Otterbein University (OH) and a master's degree from Miami University (OH).



Let's Throw a **WRENCH** in That:

Using Maslow's Hierarchy of Needs in Event Management

JORGE GONZALEZ

Bridgewater State University (MA)

ALWAYS EXPECT THE UNEXPECTED when it comes to live event planning. When something unforeseeable does derail your event, it's not necessarily a reflection of your abilities, but you must adapt quickly.

I'd like to share a framework I use for prioritizing issues and responses when live events go awry, using Spirit Week, which we recently hosted at Bridgewater State University, as an example of this framework in action.

The Framework

When an issue arises, I borrow Maslow's hierarchy of needs to prioritize its level of importance. This hierarchy states that a higher order need cannot be met without basic needs being met first (Maslow, 1943). The hierarchy is often best understood as a three-level pyramid, with the bottom level representing the most basic needs, the middle representing important but not critical needs, and the top representing items of lesser importance.

When I adapt the hierarchy to event planning, the base level includes the critical conditions that must be met inside the space we're using. When these conditions are threatened, even the functioning of the event is less important than correcting them. Base level event conditions might include safety, inclusion, legality and resources.

The middle level includes conditions important for the success of the event, but which can be managed, like financial resources, volunteers and overall event management. The top level includes event aspects that, while they might offer enhancements, are not necessarily essential for success, such as a theme.



Example: Spirit Week Events

Bridgewater's annual Spirit Week provides examples of how we incorporate Maslow's hierarchy. Spirit Week includes a student talent showcase, casino nights, a spirit night and our Homecoming Pageant. The Homecoming and Family Day Fair (HFD), a massive event central to our Homecoming celebration, targets students, families and alumni and typically attracts over 3,000. The Fair includes a stage with live music, inflatables, food trailers and interactive clubs and organization booths, and culminates with the crowning of our Homecoming Champion (similar to crowning a king or queen, but with only one honoree). The subordinate events that comprise Spirit Week and HFD take months of planning, and even with our best efforts, are not immune to a fair share of "wrenches."

Base Level Issue: EEE Is No Joke

Perhaps the most critical base level issue we faced when planning Spirit Week and HFD involved the mosquito-transmitted disease Eastern Equine Encephalitis (EEE). Unfortunately this fall, all regions sur-

rounding our school reached critical EEE risk levels and Bridgewater itself was at high risk.

EEE is a debilitating disease that can result in brain damage and/or death. For us, this meant no events could occur outside from dusk to dawn, the hours during which mosquitoes are most present. We shifted many of our Spirit Week events indoors or during a much earlier time of day. Specific adjustments included:

- Moving Spirit Night from an outdoor space into one of our gymnasiums, and
- Rescheduling our homecoming football game to earlier in the day (which, unfortunately, resulted in a conflict with our Homecoming and Family Day Fair).

Nevertheless, these were the correct decisions to make, as safety was paramount.

Because we had adequate warning, we were able to make accommodations. However, when sudden safety risks to base level conditions occur, it's important to be knowledgeable about your school's emergency plans and how to quickly enact them. Also be aware that sometimes unexpected issues may require you to completely replan your event or to shift from event management to response mode to ensure base level conditions of safety, legality and inclusivity are met.

Mid Level: Volunteers Are a Finite Resource

Because our Spirit Week and Homecoming consisted of eight events occurring throughout the week, our volunteer resources were stretched thin. What were we to do?

Our answer was to get creative with recruitment strategies. Email recruitment did not suffice, so our programming board president visited other clubs and organizations, including sorority and fraternity chapter meetings, to personally recruit volunteers. Meanwhile, colleagues in my office and I began our own outreach across the division and university to find additional support. Lastly, I employed an action I usually reserve for major events – reaching out to our Office of Community Standards to offer volunteer shifts to students who've gone through conduct procedures and are required to contribute volunteer hours.

Photos, courtesy of the author, depict scenes from Bridgewater State University's Homecoming and Family Day Fair.



REFERENCES

Maslow, A. H. (1943). A theory of human motivation. *Psychological Review*, 50(4), 370-396. doi:10.1037/h0054346

When it came to the HFD, we consolidated volunteer roles where we could, which included discussing hard-and-fast needs with vendors, merging stations and, at times, delaying the start of an activity until we had more available volunteers. While things were stressful at times, ultimately the HFD was appropriately staffed and participants enjoyed it.

Other middle level issues we faced at HFD included finding a puddle where we planned to place the stage, vendors arriving late, and our sound tech not starting sound check on time. While any of these conditions could be detrimental, we were able to manage them. We simply chose a new location for the stage. We directed participants' attention to other event components until vendors were ready, then made an announcement encouraging participants to visit them. As for the sound tech, we kept the pressure on, had a DJ play in the background until all was ready, and adjusted the schedule to get back on track.

Usually, mid level issues, which can potentially derail an event, can be managed with the core of the event remaining intact.

Top Level: Why Is the Pep Band Here?

A number of unexpected things that occurred during our HFD were successfully managed behind the scenes, with a majority of our volunteers/guests being none the wiser. A now-amusing example during HFD occurred at our stage, on which we had scheduled a multitude of performers, announcements and award presentations. However, we were not expecting our pep band to suddenly start setting up in front of the stage to play.

I quickly pulled the instructor aside to remind them they weren't scheduled and to ask what they planned to do. Ultimately, we let them play for several good reasons:

- To the audience, the band's participation wouldn't seem out of place,
- It required minimal adjustment on our part, and

- We did not want to risk alienating potential campus partners and/or students who were involved in the band. In the future, we will proactively reach out to the pep band to include it in our event schedule.

Other examples of top level issues may include missing one or two volunteers, a volunteer with a bad attitude, or even whether event components are named or have themes. Regardless, you don't want to put too much time and effort into resolving a top level issue, as most aren't all that significant.

Match Intervention Level to Issue

There is perhaps no universal way to deal with unexpected issues when producing live events, but prioritizing before taking action helps. If you follow Maslow's hierarchy, be sure your response matches the level of the issue. For instance, you wouldn't derail an entire event over a theme, but you can never ignore issues of safety and legality.

Also, depending on the situation, take into consideration how visible your response should be, because how it's perceived will impact all involved with the event.

Lastly, don't take it personally when circumstances toss in a wrench and you must change your original event plan. Instead, take pride in your ability to adapt to the needs of the moment. ■



ABOUT THE AUTHOR

Jorge Gonzalez is coordinator of Student Programs at **Bridgewater State University (MA)**. Active in the NACA® Northeast Region, he served on its Regional Conference Program Committee in 2019. In 2018, he received the region's David A. Ross New Professional Award. He holds a bachelor's degree in politics from Saint Anselm College (NH) and a master's degree in higher education from Merrimack College (MA).

Articles written for the NACA® Leadership Fellows Series are crafted by participants in the NACA® Leadership Fellows Program, which serves as an opportunity for NACA members of diverse backgrounds to become familiar with Association programs and professional development opportunities. Learn how you can become involved: Contact Laura Jeffcoat Sosa, Coordinator of Volunteer Services, at lauraj@naca.org or 803-732-6222.



Plan ahead for 2020 summer internships

The NACA® Internship Program promotes experiential learning by connecting students with member institutions in higher education, business and the entertainment industry. Summer internships span up to 12 weeks, from mid-May to August. Postings and application acceptance begin in late November each year. There is a one-time \$25 application fee for students, and no cost for hosts to post a position.

Learn more: naca.org/internships



AFTER EVERY GREAT PERFORMANCE, THERE'S AN ENCORE!



ENCORE is the **Exclusive NACA® Collaborative Online Resource Engine** which allows you to

- Showcase your programs and activities and view great work from other NACA members.
- Submit the resources associated with your events, programs, meetings and more.
- Search the vast library by keyword, student competency, author, institution or media.

Visit ENCORE today and give extended life to your programs and research in the campus activities field.

naca.org/encore



ONE VENUE, INFINITE POSSIBILITIES

Creating a Multisensory and Immersive Event Experience

RICHARD MAHLER

Florida Atlantic University-Boca Raton



DEMANDS FOR STUDENTS' ATTENTION are increasingly competitive and it becomes proportionately more difficult to attract their attention toward campus events. With assessment becoming ever more important in higher education, creating fun and engaging environments is crucial for program/event success. Therefore, building environments attendees will want to share with friends is essential to increasing attendance and creating a yearning for weekly programs.

But, how do we create such environments?

Tell a Story

The power of a story is its ability to connect to others on a basic emotional level. A good story begs to be shared and can lead you to see a distant green glow on the horizon as you walk through fields of crimson poppies, or let you hear the sound of heels clicking with every step on a road of golden bricks. As you read this, were you thinking of Judy Garland skipping through poppy fields in "The Wizard of Oz?" You were mentally transported to that place via imagination and memory.

When conceptualizing an event, tell a story through choice of theme, design, color, marketing, backdrops, props and activities, or stated learning outcomes. Coordinate these elements so participants experience a seamless transition from one event component to the next.

Incorporate the Five Senses

When students interact with our spaces on a daily basis, they may take them for granted. Buried in technology and distracted by endless information streams, they may not be drawn to a few craft tables in the student union. You must create a space different from what they see every day, one where audience members may become immersed in the experience, leaving an otherwise mundane daily routine behind. To accomplish that, incorporate the five senses in your program design.

• Sight

Visualize your event space as a blank canvas. Each wall, table, chair, floor, ceiling, tree, bench, etc. can help tell your event's story. Visual



Clockwise from left: decor, culturally specific performances, food choices, and tactile activities all contribute to a multisensory experience. Photos provided by the author.

elements can be as simple as balloons or other decorations, or as intricate as LED lighting and video. Even if you don't have LED lighting, your office likely has some other kind of lighting or other decorative resources.

Example: In a voting rights educational program, use Americana decorations and red, white and blue LED lights, project the US voting rights history on a screen with closed captioning, and/or set up a walk-in voting booth displaying past voting limitations inside.

• Hearing

Does your event call for music? Sound effects? Even if a prospective attendee has their head buried in a smart phone, audible cues can quickly grab their attention and draw them in.

Example: For a New York City-themed event, set up one speaker with music on low and another playing sounds of ambient city noises.

• Taste

Although perhaps the easiest of the senses to stimulate, taste remains just as important as the others. Ensure that any food or

snacks you provide fit the event theme. Food also allows you to showcase culture and history by providing a culinary journey.

Example: In a Hawaiian-themed event, offer traditional dishes of lau lau and poke instead of pineapple and Spam. Add postcards that explain the history of the dishes.

• Smell

Smell may not be a sense you immediately consider when event planning. However, the limbic system comprises a set of structures within the brain that scientists believe plays a major role in controlling mood, memory and behavior. Smell is highly emotive. The perfume industry is built around this connection, with fragrances developed to convey a vast array of emotions and feelings – desire, power, vitality, relaxation and more. How your space smells can evoke childhood memories, create a relaxing environment, or even draw attendees into your space. The simplest way of infusing smell into an event is through air fresheners or other artificial scents.

Example: For a beach-themed event, scents of coconut and pineapple can invoke thoughts of sunscreen and a seaside drink.

• Touch

Including the sense of touch allows for a lot of creativity and attitude. From games and crafts to decorations and activities, there are few limitations. Consider aspects of the props, decor, furniture and other physical objects you use. Does the event call for soft furniture or no furniture? Should there be carpet or a dance floor? Touch goes beyond what you have at your fingertips; strategize it as a full-body experience.

Example: In a “Gold Rush” event, participants can sift for stones while sitting on aged box crates.

See Space as Theatre

When selecting an event space, what do you consider? Size or foot traffic? Ease of use or proximity to your office? All are important factors in planning. But think beyond the number of tables and chairs a space can accommodate; beyond the facilities use applications and permits involved; beyond the vendor parking passes and food purchase waivers you need to secure. Think of your space as a theatrical performance venue, your attendees as paying audience members, and your event as a well-written play (or musical if you like).

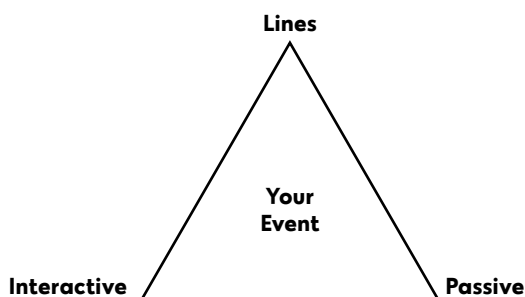
“Space – whether a suspended pause, a blank area, an empty room or a limitless cosmos – performs... it is the fundamental immaterial-material utilized by designers creating sites for theatrical performance. Space is the stuff of architects (who construct it) and scenographers (who abstract it); experienced by inhabitants (immersed within it)” (Hannah, 2011).

Make Lines Fun

Americans alone spend 37 billion hours each year in queues (Stone, 2012). And even if we receive exceptional service, we may ultimately judge an entire service experience unsavory because of a poor queue experience (Maister, 1985). To prevent this, Disney has turned what is typically viewed as a stagnant activity – waiting idly – into an extension of its amusement park experience. Disney understands visitors are there to be entertained and they entertain guests throughout every aspect of the Disney World experience. As patrons wait in line for Pirates of the Caribbean, Jack Sparrow parades through the line, shaking hands and snapping pictures with those in the queue. Because of such a simple interaction, waiting in line becomes its own experience. When we are entertained, time flies no matter the line length.

Use an Event-Planning Pyramid

To attract and keep people engaged in an event, use an event-planning pyramid as you develop it.



Theme-specific craft activities offer engagement opportunities that can accommodate participants' varying skill levels.

1. Accommodate attendees while waiting in lines. Lines to see vendors, get on rides or to claim takeaways can become very long. How well you create an engaging environment for people as they wait will define their satisfaction with the event. Placing games along the way or strategically placing video elements within eyeshot can provide much-needed distraction and keep attendees excited.

Example: Show vintage cartoons on large screens next to a custom silhouette vendor. Cartoons provide a visual distraction as individuals wait in line for five to 15 minutes.

2. Provide passive participation opportunities. These can involve things such as free food and giveaways to attract event participants. However, how do you entertain and/or educate participants during what can be a very quick interaction? Adding other small or inexpensive elements to your food program can turn it into a more complete experience.

Example: If you offer a “Free Food Friday” event in which you serve sushi, decorate with cardboard waves and LED lights set to shades of blue, and offer a Japanese craft station and a handout detailing the history and art of preparing sushi.

3. Provide interactive activities, such as crafts and other hands-on activities and/or games. Participation times can range from 10 to 30 minutes for each.

Example: When sponsoring an “Indigenous Peoples Day,” let participants learn how to make dream catchers and/or engage in woven basket craft.

Strive to achieve balance between these aspects of the event triangle. No matter the composition of your community population (commuter, residential, staff or faculty), offering varied options for engagement allows each person the ability to interact no matter their available time, ability or skill level.

Make Every Action a Memorable Experience

Building a multisensory and immersive event experience takes time, but it's time well spent. Companies like Disney take years to plan the stories you experience in every aspect of their parks. Theatrical performances take months for performance rehearsals, set building and costuming, etc. to ensure cohesion and perfection. Take the same care when you build your events. Every interaction involving a member of your campus population should be an experience they will remember long and positively. ■

Special thanks to Joshua Wilson, Associate Director – USF Center for Student Involvement for his contributions toward the development of the event-planning pyramid.

ABOUT THE AUTHOR



Richard Mahler is assistant director of Student Activities and Involvement at **Florida Atlantic University-Boca Raton**. He previously served as residence life coordinator at Central Washington University. He has served NACA®

South in a number of capacities, most recently as Communications Coordinator. He will serve as the region's Student Projects Coordinator for 2020. He holds a bachelor's degree in communications from the University of South Carolina-Upstate and a master's degree in education from the University of Florida.

Note: Mahler will present an educational session on this topic at NACA® Live, the reimagined convention experience, set for Feb. 22-26 in Denver, CO.

REFERENCES

Hannah, D. (2011). *Event-Space: Performance Space and Spatial Performativity*. Performance Perspectives: a Critical Introduction (Edited by J. Pitches and S. Popat). <https://doi.org/PalgravePress>.

Maister, D. (1985). *The Psychology of Waiting Lines*. [online] Davidmaister.com. Available at: <https://davidmaister.com/articles/the-psychology-of-waiting-lines/>.

Stone, A. (2012). *Opinion | Why Waiting in Line Is Torture*. [online] [Nytimes.com](https://www.nytimes.com/2012/08/19/opinion/sunday/why-waiting-in-line-is-torture.html). Available at: <https://www.nytimes.com/2012/08/19/opinion/sunday/why-waiting-in-line-is-torture.html>.

Hullinger, J. (2016). *8 Psychological Tricks of Restaurant Menus*. [online] [Mental Floss](http://mentalfloss.com/article/63443/8-psychological-tricks-restaurant-menus). Available at: <http://mentalfloss.com/article/63443/8-psychological-tricks-restaurant-menus>.

WHEN CONCEPTUALIZING AN EVENT, TELL A STORY THROUGH CHOICE OF THEME, DESIGN, COLOR, MARKETING, BACKDROPS, PROPS AND ACTIVITIES, OR STATED LEARNING OUTCOMES.

COORDINATE THESE ELEMENTS SO PARTICIPANTS EXPERIENCE A SEAMLESS TRANSITION FROM ONE EVENT COMPONENT TO THE NEXT.

OUTGOING. MOTIVATED. PLUGGED IN. CURIOUS.

Riddle & Bloom is an IDEAS AND ACCESS COMPANY that builds meaningful relationships with Millennial and Gen Z consumers – and the brands that matter to them most.

Riddle & Bloom brings opportunities for both students and programming boards to integrate top brands into campus life. We recognize how special the college experience is and look to build upon this with internship opportunities and unique events on campus.

Proud to be the exclusive marketing partner for NACA.

www.riddleandbloom.com



RIDDLE & BLOOM

Pursue ENTREPRENEURSHIP Or a COLLEGE DEGREE

What's the Wiser Path?

NICHOLE J. MAURRASE
Florida Atlantic University



RISING TUITION, HOUSING AND BOOK COSTS may leave optimistic college-bound students apprehensive about the enormous debt they may accumulate while obtaining a college degree. It's tempting in an era filled with success stories of entrepreneurs without college degrees (e.g. Steve Jobs and Bill Gates) creating successful, famous start-up companies to consider forgoing a college degree to start a business. The economy is thriving and entrepreneurship is on the rise, so why not run with a great idea, quit college and launch a business?

Before making such a crucial decision, it's important to first consider the advantages and disadvantages associated with completing an undergraduate degree versus quitting school to launch your own business. Whichever path you choose, it's essential that your decision is an informed one.

Pursuing Entrepreneurship

Advantages: One of the most attractive reasons for diving headfirst into entrepreneurship is the opportunity to be your own boss. It's definitely exciting to watch your idea or product come to life. Neil Patel (2016) writes that "Life as an entrepreneur isn't easy, but it is good. You are always learning and growing, there is never a dull moment, you decide what to do with time and everything depends on your choice" (para. 5). Entrepreneurship allows you to learn first-hand about new concepts and trends that may drive your business to the next level. Entrepreneurs like Bill Gates and Steve Jobs trusted their instincts, even when everyone around them thought their ideas didn't make sense. Life as an entrepreneur means your decisions will drive your business and, it's hoped, pave the way for success.

Disadvantages: Entrepreneurship comes with risks and sacrifices. Ninety percent of small businesses fail within their first year (SMB Trends, 2011). Even if you have a viable idea, it can be challenging to raise funding needed to bring it to fruition. You will likely need to initially rely on your own savings and/or friends and family for the necessary start-up funds.

In addition, it takes a lot of time and effort to launch a new company. You will need to develop your business and be willing to adjust it as needed based on feedback from potential investors. You may be forced to work a full-time job to financially support yourself while spending your "free" time launching your business. Investors are much more likely to support your idea once you've proven it works. Although some entrepreneurs succeed, many fail.

Completing a Bachelor's Degree

Advantages: Did you know that just by completing a college degree you have the opportunity to increase your chances of employment and raise your earning potential? The benefits of obtaining a college degree are substantial and well documented. Higher education is a way to improve quality of life through increased career opportunities.

College graduates make one to two million dollars more than high school graduates over the course of their careers (McMahon, 2009). Having a college degree can also offer you increased employment opportunities and a higher overall sense of well-being.

Adults with higher education levels are more active citizens than others and are more involved in their children's activities (Ma, Pender, Welch & College Board, 2016). College graduates also live longer, lead healthier lifestyles that can reduce health care costs and raise healthier children.

Disadvantages: High college costs have increased student debt levels, leaving some college graduates with a significant financial burden as they embark upon their careers (Caplinger, 2018). Tuition costs have skyrocketed and will likely continue to increase. Time spent in college can also mean lost potential earnings if you were working full-time instead.

Pursuing Both

Instead of feeling you must choose between becoming an entrepreneur or completing your degree, understand it might be possible to do both. Many universities now offer entrepreneurship majors and programs geared towards students who want to work for themselves or create start-up companies. Learning how best to launch a new business from entrepreneurial experts might save you from making costly mistakes. And having a college degree will give you options should your venture not make it.

If you contemplate doing both, take advantage of campus resources. Many colleges offer coursework, technology and consulting resources to help launch business ventures. College campuses may also be the perfect place for you to test your prototype and get valuable feedback. According to McKeon (2013), "A college involved in cultivating and nurturing an entrepreneurial ecosystem must exhibit its own entrepreneurial spirit while creating an environment where discoveries are made, learning is emphasized, and lives are changed" (p. 88). Pursuing your entrepreneurial ideas while enrolled in college offers significant advantages.

The Ultimate Decision

Higher education offers long-term growth and upward mobility. So, it may be wiser to use available resources to earn a degree while pursuing your entrepreneurial dreams. Not only will you leave college with a degree, you may also be able to create a solid business plan while an undergraduate. No matter which path you take, remember you are in charge of creating your own destiny. ■

REFERENCES

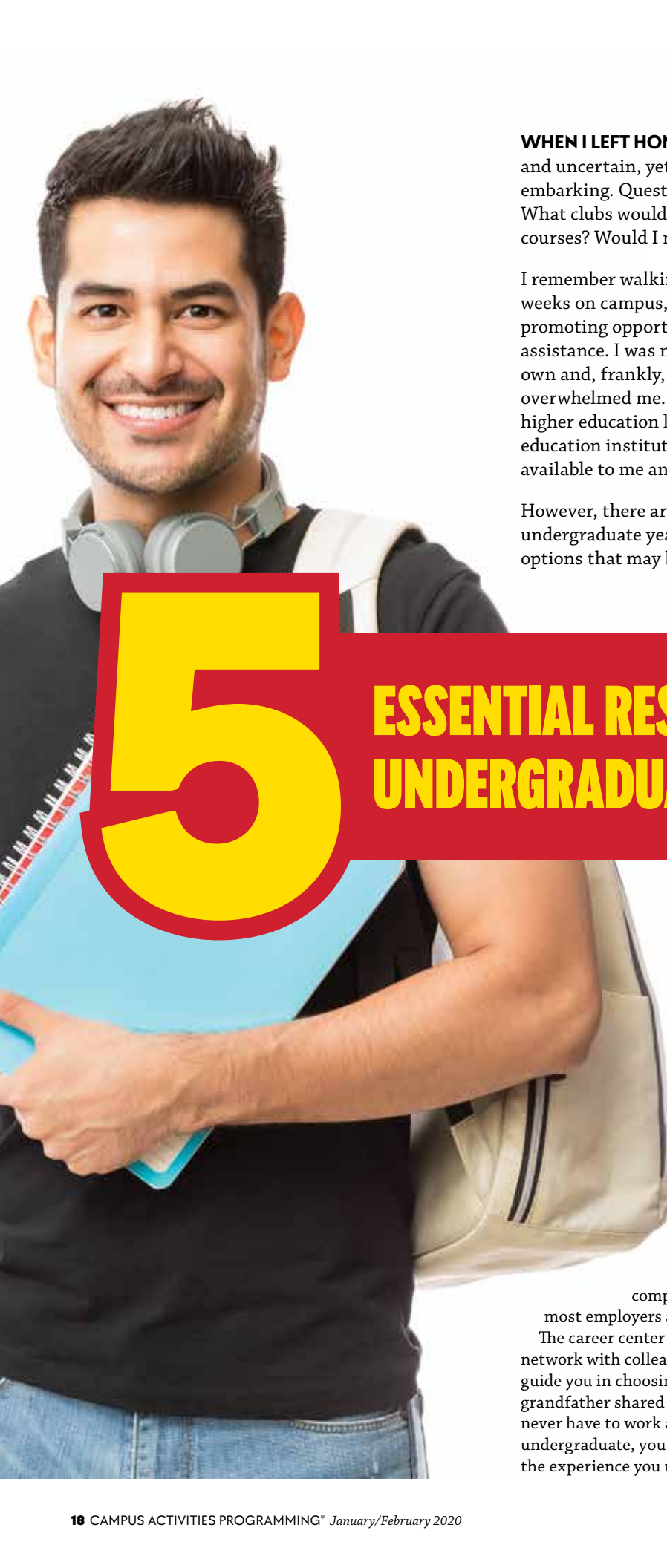
- Caplinger, D. (2018, May 28). A foolish take: The rising cost of college – The Motley Fool. Retrieved from <https://www.fool.com/investing/2018/05/28/a-foolish-take-the-rising-cost-of-college.aspx>
- Ma, J., Pender, M., Welch, M., & College Board. (2016). Education Pays 2016: The benefits of higher education for individuals and society. *Trends in Higher Education Series*. New York, NY: College Board.
- McKeon, T. (2013). A college's role in developing and supporting an entrepreneurship ecosystem. *Journal of Higher Education Outreach and Engagement*, 17(3), 85-90.
- McMahon, W. W. (2009). *Higher learning, greater good: The private and social benefits of higher education*. Baltimore, MD: Johns Hopkins University Press.
- Patel, N. (2016, April 18). 4 benefits of being an entrepreneur beyond being rich. Retrieved from <https://www.forbes.com/sites/neilpatel/2016/04/18/4-huge-life-benefits-of-being-an-entrepreneur-being-rich-isnt-one-of-them/#65ee2da97fde>
- SMB Trends (2011, February 14). Rate of small business failure in the U.S. Retrieved from <http://smb-trends.com/2011/02/smb-failure-rate-us/>

**INSTEAD OF
FEELING YOU
MUST CHOOSE
BETWEEN
BECOMING AN
ENTREPRENEUR
OR
COMPLETING
YOUR DEGREE,
UNDERSTAND
IT MIGHT BE
POSSIBLE TO
DO BOTH.**

ABOUT THE AUTHOR



Nichole Maurrase graduated summa cum laude with a master's degree in education leadership at **Florida Atlantic University**, where she earlier had earned a bachelor's degree in English. She has 18 years of human resources management experience and 19 years work in education. She lives in Coral Springs, Florida with her husband, Jean, and sons Kristian and Jayden. She is affiliated with the National Association of Student Personnel Administrators (NASPA) and the Florida Atlantic University Alumni Association. She also is a member of the Phi Kappa Phi Honor Society, the Kappa Delta Phi Honor Society and the Alpha Kappa Alpha Sorority, Inc.



WHEN I LEFT HOME TO BECOME A COLLEGE FRESHMAN, I felt scared and uncertain, yet extremely excited about the journey on which I was embarking. Questions filled my mind: Would I like my roommate? What clubs would I join? Would the classes be as easy as my high school courses? Would I make a group of friends quickly?

I remember walking through the student union during my first few weeks on campus, seeing how many organizations and offices were promoting opportunities to get involved, as well as offers of student assistance. I was naively convinced I could navigate college on my own and, frankly, the sheer number of opportunities and services overwhelmed me. Fast-forward to today, when I'm a graduate student in higher education leadership who better understands the services higher education institutions offer. I currently utilize the majority of resources available to me and they play a crucial role in my success.

However, there are five resources I wish I'd taken advantage of during my undergraduate years. I share them with you to help you sort through the options that may be available to you.

5

ESSENTIAL RESOURCES FOR EVERY UNDERGRADUATE STUDENT

SCOTT COHEN
Florida Atlantic University

#AreYouCareerReady?

Your campus career center offers an array of valuable services, ranging from helping select a major to exploring career options and transitioning to the workforce. Being undecided can be exciting, as exploration and self-reflection are all part of the undergraduate experience.

Once you've decided on a major, preparing a compelling résumé and securing an internship can help you become career ready. The career center can help ensure your written documents are compelling and career counselors can conduct mock interviews, providing valuable feedback for improving your in-person interview performance. Paid or unpaid internships are great opportunities to investigate companies for which you might eventually want to work, and most employers are seeking people who have hands-on experience.

The career center can also assist in creating a LinkedIn profile to help you network with colleagues, professors and potential employers. The center will guide you in choosing and pursuing a path you will love. Many years ago, my grandfather shared with me the adage, "Do something you love, and you will never have to work a day in your life." By visiting the career center early as an undergraduate, you will have extra time to explore majors and careers and gain the experience you need to achieve your goals.

#AcademicAdvising101

Academic advisors do more than help choose next term's classes, although helping you select appropriate classes is an important part of their job. Your advisor will take into account your work and family obligations and make sure you're enrolled in classes that fit your schedule. They are key individuals on campus to help you reflect on what you're learning in and out of the classroom, as well as help define life and career goals. They provide academic assistance and individualized attention to promote each student's success by sharing beneficial knowledge, experience and insights (O'Banion, 2009).

Academic advisors can also assist with selecting a major, pursuing internships, seeking study abroad opportunities, and choosing co-curricular activities. They are extremely helpful in referring you to on- and off-campus resources. One advisor has said, "As academic advisors, we impact the lives of our students as well as influence the reputation of our institutions, and we invest in the future of our society" (Nelson, 2013, p. 1). Make an appointment to see your advisor immediately if you haven't yet established a relationship.

College is one of the most exciting and rewarding times of your life. You never know who you might meet on campus who can help you land an internship or a job. Although the abundance of available resources can be overwhelming, you should explore these five to enhance your overall student experience and make your transition to and through college more seamless.

As Ferris Bueller said, "Life moves pretty fast; if you don't stop and look around once in a while, you could miss it" (Hughes et al., 2006). I encourage you to look around and use the resources available to you to make the most of your college experience. It's never too late to reap the benefits each provides.

#ExtraAcademicHelpisOK

If you're struggling academically, please know you're not alone. Most campuses provide tutoring services to help you get back on track. Earlier in college, I had difficulty in math and science and didn't know where to find help. (I was probably too proud to ask for it.) I wish I'd realized that tutoring offices are staffed by people whose sole job is to help students be academically successful. Seeking tutoring at the first sign of difficulty can help you stay on course academically.

Tutoring services available on most campuses include: writing centers, math labs, specific subject matter tutoring and supplemental instruction, including individual time with your professor. These resources are available during convenient hours to meet your needs, so search your campus website or see your academic advisor for assistance setting up a tutoring appointment. Many institutions even offer drop-in tutoring, where you don't need an appointment and can get help with homework or other assignments on the same day (Cooper, 2010).

ABOUT THE AUTHOR



Scott Cohen provides coaching to students and helps connect them with employers through his role as a career coach for the Senior Year Experience (SYE) program at Tulane University (LA). He also connects students to internships and alumni who can be beneficial in helping them achieve professional goals. He holds a master's degree in higher education administration from Florida Atlantic University and a bachelor's degree from the University of Massachusetts-Amherst. Cohen has enjoyed a diverse career as a paralegal for over a decade, in both large and small firms, and has worked in sales and marketing positions for companies such as United Health Group.

#GoAbroadandExplore

I regret I didn't study abroad during my undergraduate years. At the time, I was concerned about costs and didn't realize many institutions offer scholarships and funding for students aspiring to study abroad.

However, studying abroad gives you the chance to meet students from other universities, possibly learn a new language, and experience different cultures and cuisine. These trips often result in meeting life-long friends and help build your professional networks.

Studying abroad allows you to discover more about yourself while immersed in another culture and assists you in understanding diversity as you interact with people from different backgrounds (Berdan & Goodman, 2014). Many of the skills you develop while abroad translate to life at home, helping you become a better listener and leader.

And in today's global marketplace, studying abroad helps strengthen your candidacy for internships and jobs during your undergraduate years and beyond.

REFERENCES

- Berdan, S. & Goodman, A. (2014, May 12). Every student should study abroad. Retrieved from: <https://www.nytimes.com/roomfordebate/2013/10/17/should-more-americans-study-abroad/every-student-should-study-abroad>
- Cooper, E. (2010). Tutoring center effectiveness: The effect of drop-in tutoring. Retrieved from: <https://files.eric.ed.gov/fulltext/EJ887303.pdf>
- Hughes, J., Jacobson, T., Broderick, M., Ruck, A., Sara, M., Jones, J., Grey, J., ... Paramount Home Entertainment (Firm). (2006). Ferris Bueller's Day Off. Hollywood, CA: Paramount Home Entertainment.
- Nelson, M. (2013, June 3). First semester experience as an academic advisor. *Academic Advising Today*, 36(2). Retrieved from: <https://www.nacada.ksu.edu/Resources/Academic-Advising-Today/View-Articles/First-Semester-Experience-as-an-Academic-Advisor.aspx>
- O'Banion, T. (2009). An academic advising model. *NACADA Journal*, 29(1), 83-89. Retrieved from: <https://doi.org/10.12930/0271-9517-291.83>

#GetInvolvedonCampus

You may already be involved with one organization on campus, but there are many others to explore. Student activities professionals can help you learn about campus involvement opportunities through student government, campus recreation and peer leadership. Getting involved can make your institution seem smaller and help you feel you belong.

As a graduate assistant at the FAU Career Center, I work with undergraduate career coaches who assist in social media and job fairs, and in encouraging their peers to use available resources. They are powerful role models who are gaining excellent professional experience. Many college campuses employ peer tutors, resident assistants and advisors, all of whom can enhance leadership skills, which employers highly value. Many undergraduate students find their passion and life's work by taking on leadership roles within campus organizations or other activities. ■

NACA® SPOTLIGHT

MEMBER NEWS **EVENTS** SCHOLARSHIPS **LEADERSHIP** INSTITUTES **VOLUNTEER OPPORTUNITIES**

Welcome, New NACA Members!

These members joined Sept. 30–Nov. 25, 2019:

SCHOOLS

STANDARD MEMBERSHIP

- Eastern Washington University
- Georgia Southwestern State University
- Lafayette College
- Lone Star College–Houston North
- Lone Star College–Montgomery
- Northeastern Illinois University
- Northern Arizona University
- Ogeechee Technical College (GA)
- Ohio University–Athens
- Penn State Beaver
- Tiffin University
- University of Northern Colorado
- Walla Walla Community College

SCHOOL INTERNATIONAL MEMBERSHIP

- John Cabot University (Rome, IT)

ASSOCIATES

NATIONAL GENERAL LEVEL 1

- Collective Speakers (CO)
- Partymachines.com (TX)

NATIONAL SELF-REPRESENTED OR SOLO ARTIST

- DENNY (MN)
- Dr. Matthew Murtha (Catalunya, ES)
- Speak Your Way To Cash (IL)

REGIONAL GENERAL

- Blast Party Rentals (ME)
- Bouncey House Rentals (CA)
- LA Partyworks (CA)
- Partners In Sound Productions (NY)
- Platinum Entertainment Group (CT)
- Production Services of Maine, LLC
- The Peak Agency (IA)

REGIONAL SELF-REPRESENTED OR SOLO ARTIST

- Alice Limoges (NY)
- CMW – Speaking & Coaching (CO)
- DGIF (SC)
- Elias Caress (UT)
- Larry Jay (and the Amazing 1 Man New Country Band) (CA)
- Lumatic Imagery (IN)

- Parody in Blue (NY)
- Pioneer Valley Indoor Karting (MA)
- Rental Secrets (CA)
- SnapSeat Photo Booths (CT)
- Stolen Gin (NY)
- Trent Thompson (NC)
- TobyToby Productions, Inc. (NY)
- Will Caleb (CA)

Member Milestones

J.B. Bailey, assistant director of Student Programs & Activities at the University of **Illinois at Urbana-Champaign**, marked seven years with the institution in October.

Berto Cerrillo, associate director for Student Involvement at **Washington State University**, announced in November he was leaving that position for a new role at Portland Community College–Rock Creek.

Charles Henriques, assistant director of Student Activities at the **University of Massachusetts–Boston**, marked 13 years at the institution in October.

Erin Morrell, associate dean for Campus Activities & Organizations at **Albertus Magnus College (CT)**, observed her 15th anniversary with the institution in October.

Meagan Sage, assistant dean of students, marked five years at **Southern New Hampshire University** in October.

On Nov. 3, **Eddie Seavers** marked nine years as associate director of the Center for Student Involvement at **Ramapo College of New Jersey**.

Chuck Simpson, director of Campus Activities and Special Projects, marked 33 years with **SUNY Upstate Medical University** in November.

Gayle Spencer, director of the Illinois Leadership Center at the **University of Illinois at Urbana-Champaign**, recently marked six years at the institution in October.

Summit Comedy, Inc. (NC), which offers comedians and comedy variety entertainment to the campus market, marked its 21st anniversary in October. It has been a NACA member since its founding in 1998.

Have member milestones you'd like to see in the NACA® Spotlight? Send them to glennf@naca.org.

Refer a New Member; Get a Free Registration or Membership!

Recruit new members through the Amplify referral program and you can earn free registrations and memberships. New this year: Free registrations that you earn may now be used immediately at any upcoming NACA event. Just be sure to use them within a year of when they were awarded to you. Learn more: naca.org/amplify



naca.org

Download the NACA® App!



MEMBERSHIP

Member Benefit Highlights

Networking at regional and national events, professional development training and saving money through Block Booking have long been benefits of National Association for Campus Activities membership. Here are some additional benefits that enhance the value of your membership and help you reach your professional development and volunteer goals:

NACA® Connect

Have a question about leadership, two-year institutions, student government or volunteering? Why not ask others who share your interests and responsibilities? Visit naca.org and click on the NACA® Connect button to discover communities available to you as NACA members, including:

- Leadership Education
- NACA Volunteer Central
- Student Government (Staff/Graduate)
- Two-Year Institutions
- Student Activities Parents & Guardians (see below)

Join one (or more) of these communities today to share knowledge and resources to make your work and volunteer activities more rewarding.

What's NEXT for Your Students?

NACA® NEXT (Navigating Employability and eXperience Tool) helps students prepare for their next step after graduation – their careers. It was developed in response to a survey published annually by the National Association for Colleges and Employers (NACE), in which employers identify the skills they are seeking from recent college graduates.

This online tool allows students to evaluate themselves on the skills employers seek and provides them with suggestions for mastering these skills through their involvement in campus activities. As an added option, this tool allows them to have their advisors evaluate them on these same skills. For more information on this member benefit, visit naca.org/Members/Next and sign up your students today.



Webinars on Demand:

ENCORE Is Ready for You!

Submit your resources and assessment plans to ENCORE at naca.org/encore and make your knowledge and experience available to other members all year long. While you're there, find our webinars ready to watch on demand! ENCORE is a members-only benefit, so log in at naca.org, click on the Resources tab and choose ENCORE from the drop-down menu. Then, watch a tutorial video by clicking the highlighted links or click the Launch ENCORE button to begin. Questions? Contact Kayla Brennan at kaylab@naca.org.



New NACA® Connect Community for Parents & Guardians

The new **Student Activities Parents & Guardians** community in NACA® Connect is a space for guardians of all types where you can talk about working while parenting and other challenges, brag on your kids, support each other, strategize advocating for yourselves, and more. Log in to **NACA® Connect** today and join in the conversation. Visit naca.org, click on the Resources tab, then choose NACA® Connect.



Are You a New Volunteer?

If so, we're going to need a little information about you, including your contact information, headshot, a brief professional/volunteer bio and any special accommodations you might require while participating in NACA events. Just complete the Volunteer Information Request Form. It's easy, takes only a few minutes and we won't have to pester you later when we need your bio, headshot or other information. To find this form, visit naca.org/Volunteer, then choose the Current Volunteer Resources Tab. Questions? Contact Laura Jeffcoat Sosa at lauraj@naca.org.



NACA's Regional Structure and Upcoming Events

**NACA® Live: The Reimagined
National Convention Experience**
Denver, CO • Feb. 22-26, 2020



**NACA® South
Regional Conference**
Oct. 1-4, 2020 • Atlanta, GA

**NACA® Central
Regional Conference**
Oct. 8-11, 2020 • Oklahoma City, OK

**NACA® Mid Atlantic
Regional Conference**
Oct. 15-18, 2020 • Lancaster, PA

**NACA® Mid America
Regional Conference**
Oct. 22-25, 2020 • Fort Wayne, IN

**NACA® Northeast
Regional Conference**
Nov. 5-8, 2020 • Hartford, CT

**NACA® West
Regional Conference**
Nov. 19-22, 2020 • Spokane, WA

**NACA® Northern Plains
Regional Conference**
April 2-5, 2020 • St. Paul, MN

Write for Publication

Ready to become a published author? NACA can help you make it happen:

Journal of Campus Activities Practice and Scholarship (JCAPS)

The Journal of Campus Activities Practice and Scholarship is a biannual social science peer-reviewed journal focusing on publishing rigorous, relevant and respected scholarship related to postsecondary education co-curricular campus activities and translating such scholarship to practice. Learn more at naca.org/JCAPS and plan your submissions.

Campus Activities Programming®

NACA's award-winning magazine, published six times a year, offers experiential articles designed to inspire collaboration in bringing educational and entertainment programming to college campuses. Contact Editor Glenn Farr at glennf@naca.org for more information.



FOUNDATION UPDATES

NACA® Foundation Scholarships Awarded

The NACA® Foundation announces the following scholarship awards:

NACA® Mid Atlantic Undergraduate Scholarship



Kyra-Lee Harry is pursuing business and technology management at **New York University's Tandon School of Engineering**, where she has served as the Pre-Collegiate Initiative Chairperson for the National Society of Black Engineers. She also is the Amazon Prime Campus Manager for her institution through NACA's marketing partner, Riddle & Bloom.



Rashad Wood is completing a degree in healthcare management and public administration online through **Ashford University (CA)**. A first-generation college student and Atlanta, GA native, he has always dreamed of working in the healthcare field. He is currently the scheduling coordinator for Children's Healthcare of Atlanta.

NACA® Central Markley Scholarship



Cameron Edmonson is pursuing a degree in criminal justice-legal studies at **Missouri Western State University**, where he is a Transition Mentor and Career Advisor. He plans to continue his education in law school to prepare for a career in public service.

NACA® West Lori Rhett Memorial Scholarship



Justin Holmstead is pursuing a master's degree in the accountancy program at **Brigham Young University (UT)**, where he serves on the BYU Special Event staff. He's affiliated with the Phi Eta Sigma National Honor Society and Beta Alpha Psi.

Foundation Newsletter Debuts

Momentum, the NACA® Foundation's newsletter, debuted in December. Look for it each quarter for updates on the impact of donor support for scholarships, scholarship award announcements, upcoming scholarship application deadlines and other news from the NACA® Foundation Board of Trustees. Questions? Contact Chair **Erin Morrell** at emorrell@albertus.edu.

Apply for These Scholarships by March 31

Each year, the NACA® Foundation awards 29 scholarships and six research grants to assist undergraduate students, graduate students, professional staff and associate members in pursuing educational interests and career development. The deadline to apply for the following opportunities is March 31.

- **South Student Leadership Scholarships (South)**
- **Multicultural Professional Development Grant (All Regions)**

Learn more and apply at <https://bit.ly/2DeBaG>.

NACA® FOUNDATION SCHOLARSHIP OPPORTUNITIES

Available for undergraduate students, graduate students,
professional staff and associate members.

NACA® Northern Plains Regional
Student Leadership Scholarship
NACA® Mid Atlantic Undergraduate
Scholarship for Student Leaders
NACA® South Student
Leadership Scholarship
Multicultural
Scholarship Grant

NACA® Mid Atlantic Graduate Student
Scholarship
NACA® Foundation
Graduate Scholarships
NACA® Mid Atlantic Higher Education
Research Scholarship
Lori Rhett Memorial Scholarship
Barry Drake Professional Development
Scholarship
Markley Scholarship

NACA® Mid Atlantic
Associate Member Professional
Development Scholarship
Ross Fahey Scholarships
Scholarships for
Student Leaders
Zagunis Student
Leader Scholarship
Tese Caldarelli
Memorial Scholarship
Alan Davis Scholarship

For qualifying information, application deadlines
and more, visit naca.org/foundation





FROM THE DAG

News, deadlines and other information from the NACA® Diversity Advisory Group

The NACA® Leadership Fellows Program: What Does It Mean to You?

Thanh Le (he/him/his)
West Virginia University
Leadership Fellow, 2012

I am forever indebted to the Leadership Fellows program! I attribute much of my career success to the special people I have met throughout my time as a Fellow and later as Coordinator. The Leadership Fellows “Fam” has been an amazing and truly supportive group of friends and colleagues I will forever cherish!

Since serving as a NACA® Leadership Fellow, what other volunteer opportunities have you pursued?

Leadership Fellows Coordinator, Education and Professional Development Coordinator for the National Convention Program Committee, Diversity Initiatives Coordinator, Programming Basics Institute Coordinator, Student Government-West Institute Staff, Inaugural LEAP (Leadership and Effectiveness in Association Practices) Program, Diversity and Inclusion Task Force and Volunteer Benefits Task Force.

(More information about the Leadership Fellows Program and how to apply will be announced soon.)



Scholarships and Grants

The deadline for the NACA® Multicultural Professional Development Grant is March 31. Learn more on Page 23.



Social Justice Tip

From Kyonna Henry (she, her, hers)
North Carolina A&T State University

Today's college students enter their institutions with varying diversity and inclusion competency levels. Some are eager to learn while others have no desire to learn more about social justice. While exposure to social justice issues should not be optional, students do have choices regarding what they do with what they learn. Keep this in mind as you continue to do the crucial work of informing young minds about social justice, a topic whose significance we often must fight to support and maintain. I always say to students who are hesitant to be challenged, “I’m going to meet you where you are, but take you where you need to be.”

Editor's Note: From the DAG is a new recurring feature of Campus Activities Programming.®

10 QUESTIONS WITH ...

April L. Broome

Assistant Director for Leadership
and Student Involvement and
Division of Student Affairs Budgetary Officer
The University of Southern Mississippi



1 Leadership/management book you are currently reading?

Steven Covey's "The 7 Habits of Highly Effective People."

2 What recent campus program most exceeded your expectations and why?

My students continue to amaze me in promoting their events. Our latest event, USM Has Talent, more than exceeded my expectations due to the quality of student talent and the executive team's event coordination. It also exceeded venue capacity! Our Bennett Auditorium seats 940 people, but we had to turn students away.

3 Favorite campus program in your entire career and why?

Crawfish Fest, one of the longest-standing traditions produced by our student-led organization. I remember attending it as a student and we still offer it each spring at the end of the semester to help students wind down and get ready for summer. We provide music, games, crawfish and other food items and create a fun atmosphere in the center of campus. This is a semester highlight students look forward to each year.

4 Three things on your desk right now you couldn't live without for work?

- Calendar
- Keyboard
- Phone

5 Best teaching tool for your students?

Constant communication, which is key to having a successful board. As long as we communicate and respect each other's time, space and ideas, we will succeed.

6 Technology that most benefits you at work?

Last January, I created the SMAC (Southern Miss Activities Council) app to communicate better with our members. Just for us, it includes our checkpoint app for checking students in to events, our governing documents, calendars, sign-up geniuses, excuse form, our Twitter page, a news section and push notification options. Our students really like it as a "one-stop shop" for all things SMAC. If we use something often, it's added to the app.

7 Most challenging aspect of your job?

Having to say no. We have deadlines and policies in place for a reason and it can be challenging when we must enforce them knowing our students have worked really hard on something. This, however, is a learning opportunity for them. I've watched students grow from hearing "no," subsequently becoming more efficient and successful.

8 Tip you can share for balancing work with a personal life?

I have a full-time job in programming, along with helping the vice president for Student Affairs with the divisional budget. I also have three kids, my husband works offshore (so I fly solo two weeks at a time), and I just started my Ph.D. program. I must schedule, plan and prioritize every day. Things can be overwhelming and it's so easy to put myself on the back burner. I seek opportunities to focus, decompress and relax, such as working out on campus during my lunch hour. It helps clear my mind, which coincidentally leads to some of my best ideas for work. I'm also fortunate to have a great boss, who is my motivator, cheerleader and most valuable support unit.

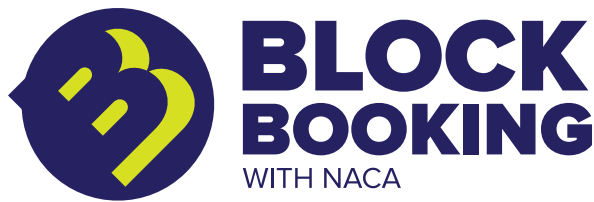
9 Best programming advice you've ever received?

When it comes to planning an event, you can never have too many people on an email chain.

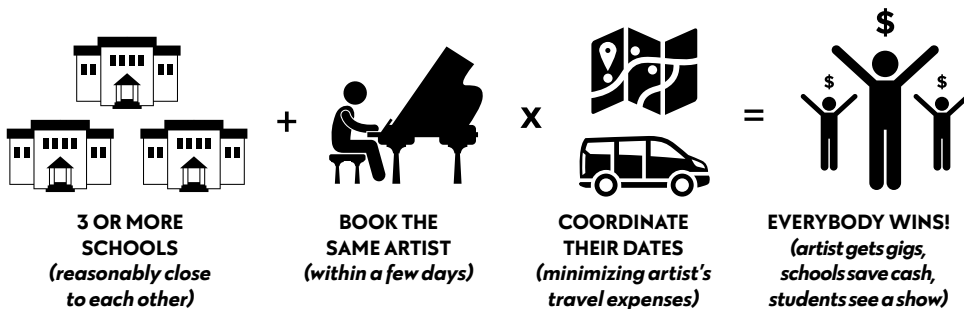
10 Something unique about your programming board?

The students on my programming board are selfless, hard workers who truly believe in our organization's success. While they may not always agree, they work with and for one another to put on spectacular campus events. I've been amazed at what they can do and have enjoyed watching them flourish. ■

"10 Questions with ..." recognizes individual campus activities professionals for their outstanding work, letting readers know more about them. If you'd like to recommend a professional staff member to answer "10 Questions," contact Editor Glenn Farr at glennf@naca.org.



BLOCK BOOKING—when three or more geographically close schools work with NACA associate members in the booking process to coordinate dates and times, maximizing routing for a given act or performer.



WHAT DO THOSE LETTERS AFTER THE ARTIST'S PRICE MEAN?

The artist's price may or may not include the following: **Sound (S), Lights (L), Rooms/Lodging (R), Meals (M) and Travel (T)**. For example, a price with **" + T "** indicates that **you will be responsible for the artist's travel**. Plan your Block Booking accordingly.

Single Date Price:\$1,000+SLRMT
 3 Dates in 5 Days (Block Price):\$900+SLR
 5 Dates in 7 Days (Block Price):\$700+SLR
 Contract On-Site Discount:.....\$75

ANY TIME, ANYWHERE

Book the perfect artist with NACA® 24/7!

Log in to NACA® 24/7 and discover associate member artists and services, see video clips of performances, read reviews from other schools and get pricing information – when and wherever you need it!

naca.org/NACA247



BLOCK BOOKING GLOSSARY

Block

3 or more schools geographically close to one another working together to coordinate times when an artist can perform.

Form

The digital avenue to alert an artist or their agent that a school has interest.

3/5 or 3 of 5

3 performances in a 5-day span by the same artist with schools geographically close to one another.

5/7 or 5 of 7

5 performances in a 7-day span by the same artist with schools geographically close to one another.

SI: Strong Interest

Lowest level of interest, can be a range of dates not to exceed 1 month. Schools can upgrade at any time.

SD: Single date

Low level of interest, should be a specific date. Schools can upgrade at any time.

CB: Contract if Block Forms

School fully intends to execute a contract if a block forms.

CR: Contract Requested on Site

School fully intends to execute a contract even if a block does not form.

CP: Contracted Performance

Indicates that the artist is unavailable due to another performance. Schools and associates are encouraged to upgrade all business to CP after schools return to their campuses and finalize their schedules.

Anyone can participate in Block Booking! Schools can use low levels to notify Associates to stay in touch after the event.

Three areas of a National Association for Campus Activities live event work together to help school and associate members conduct effective business.



SHOWCASE

Performers apply and are selected through an extensive process to showcase their talent.

Engage in the business process by giving your full attention and taking notes. Come with an open mind about how acts could possibly fit on your campus.

MARKETPLACE

An exhibition by associate members of campus entertainment and services.

Engage in the business process by interacting with all of the booths, developing relationships with associates and inquiring about artist needs if you plan to move forward in the booking process.

BLOCK BOOKING

When three or more geographically close schools to book the same artist, maximizing routing and saving everyone money.

Engage in the business process by formally showing interest or booking an act by submitting a form through the NACA® 24/7 system. This member-only benefit occurs only during a live NACA event, any special pricing offers are available for a limited time only to conference attendees.



Watch for a brand new Block Booking experience at NACA® Live, the reimagined national convention experience debuting Feb. 22-26 in Denver!
naca.org/nacalive

NACA PARTNERSHIPS

Esports Task Force to Continue Work

The NIRSA and NACA boards of directors recently announced that the organizations' joint Esports Task Force will continue its work for the upcoming year. The Task Force's initial scan of the current and desired state of esports on college campuses showed that 89 of 179 survey participants indicated the presence of current gaming programs on their campuses. In continuing its work, the task force will explore options for creating resources for campus esports programs.



The task force includes five NACA members:

- Co-Chair Courtney James, DePaul University (IL)
- Shelly Bannish, Centralia College (WA)
- Luke Trotz, Saint Francis University (PA)
- Kim Bruemmer, North Dakota State University
- Rich Ramos, Simpson College (IA)

NACA a Cooperating Sponsor for NASPA Strategies Conferences



The 2020 NASPA Strategies Conferences provide student affairs practitioners with the knowledge and skills to effectively address collegiate alcohol and drug abuse prevention, mental health, sexual violence prevention and response, and well-being through a variety of comprehensive and integrative approaches. The event is scheduled Jan. 16-18 in New Orleans, LA.



2020 NACA® Live PREVIEW

TABLE OF CONTENTS

NACA® Live Update	30
--------------------------------	-----------

By Andrea Junso, 2020 NACA® Live Chair

NACA® Live Team, Graduate Interns and Leadership Fellows.....	31
--	-----------

NACA® 60th Anniversary Celebration.....	31
--	-----------

NACA® Live Online

• What's New?.....	32
• Pre-Convention Workshops & Events	32
• Registration.....	33
• Hotel, Facility & Fee Information.....	33
• Delta Discounted Flights.....	33
• Beware of Bogus Solicitations	33
• Keynote Speaker	34
• Professional Development Luncheon Speaker.....	34
• Virtual Book Club	34
• Preliminary Schedule.....	35
• Design Your Own Educational Strategy at NACA® Live!	36

Showcases

Band Royale	38
Coffeehouse	40
DJ	42
Emcee	43
Exhibiting.....	46
Full Stage.....	48
Kick-Off Emcee.....	44
Learning Live.....	54
Roving Artist.....	57
Thrust.....	60
Variety.....	64
Exhibitors List	C3

Film Screenings

Screening films is a popular form of entertainment for students on college campuses. Popular, foreign, cultural and thematic titles are expected to be presented at NACA® Live to reflect the diverse interests and population of today's college students. Film Screening submissions follow a later deadline than other showcase categories and will be listed in the NACA® Live Program and app.





Andrea Junso
NACA® Live Chair
ajunso@gustavus.edu



Hello, NACA Colleagues!

With NACA® Live opening in just a few weeks, I'd like to acknowledge all of the hard work the NACA® Live Team, Leadership Fellows and Graduate Interns have put into creating a reimagined convention experience. These folks (listed in the following pages) have dedicated countless hours toward the goal of creating a live event that offers cutting-edge educational and professional development programs, engaging showcases, myriad opportunities to book talent, platforms for ongoing networking, and options to engage in developing your multicultural competencies. Within the next few weeks, I challenge you to anticipate every aspect of the event as an experience designed for you to engage, grow and connect.

Here are some aspects of NACA® Live about which I'm most excited:

- Our Professional Development Luncheon featuring Dr. Corey Seemiller (see Page 35);
- Experience NACA, a new off-site networking mixer on Saturday night (Feb. 22) for staff, graduate students and associate members;
- Our Pre-Convention session "Being a Multicultural-Competent Student Activities Professional" from noon–3 PM on Saturday;
- ThinkPosiums that will be integrated throughout our educational program offerings and designed around NACA Diversity, Equity and Inclusion Learning Outcomes;
- Learning Pavilion educational sessions; and
- Inspire Live, and the Closing Celebration, during which we will celebrate Achievement Award recipients and NACA volunteers on Tuesday from 7:30–10 PM.

Be sure to check the NACA website, our social media channels and our electronic communications for more information as we get closer to Feb. 22.

I'd like to leave a few insider tips as you begin building your NACA® Live schedule:

Networking

- Attend the educational session "How to Network at NACA" on Sunday, Feb. 23 from 2:30–3:15 PM.
- Put your phone down and be present while passing through the Colorado Convention Center or while waiting in line to encourage interaction with others.
- Practice your elevator speech (a quick synopsis of your background) before arriving at NACA® Live.
- Partner with other institutions during meal times.
- Reach out to nearby institutions and seek Block Booking opportunities.

Step Outside Your Comfort Zone

- Introduce yourself to your neighbors while participating in educational sessions and attending showcases.
- Steal ideas from others! Take notes and ask questions. Consider how ideas from other institutions that, although different from yours, might be adaptable to your home campus.
- Try something new while at NACA® Live.
- Establish an ongoing relationship with someone you meet while in Denver.

Create Your Own NACA Adventure

- Find showcases, educational sessions and Campus Activities Marketplace opportunities that interest you and build your own schedule.
- Go to an educational session that specifically serves your own development needs.
- Stop by every exhibit booth in the Campus Activities Marketplace – even if you aren't interested in the products or performers they represent. They typically represent many more attractions than are on display and may have just what you need for an upcoming campus event.
- Volunteer on site – check for opportunities at the NACA Concierge Booth.

I hope you are as excited as I am right now. I look forward to interacting with and learning from all of you and wish you all the best as we count down to our first-ever NACA® Live!

NACA® LIVE COMMITTEE

Chair

Andrea Junso

Gustavus Adolphus
College (MN)

Chair-Elect

Thanh Le

West Virginia University

NACA® LIVE AREA LEADS

*Communication and
Marketing*

Ellen Eng

University of
Central Oklahoma

Business Networks

Amanda Ferguson

Saint Leo University (FL)

Diversity, Equity and Inclusion

Akyanna Smith

University of South Florida-
St. Petersburg

Professional Development & Networking

Karen Stepanek

Arizona State University-
Tempe

Education Experience

Thanh Le

West Virginia University

NATIONAL TEAM LIAISONS

*National Showcase Selection
Coordinator*

Tiffany Clayton

Albright College (PA)

National Showcase

Production Coordinator

Elizabeth Gionfriddo

Nichols College (MA)

National Block Booking Coordinator

Joe Benyish

Salisbury University (MD)

MEMBERS

Sean Ferguson

Saint Leo University (FL)

Julie Koivisto

Springfield College (MA)

Mary Mercer

Pittsburg State University (KS)

Shelly Mumma

St. Norbert College (WI)

Mikayla Woodward

Rhodes College (TN)

Naomi Ishihara

Maryville University
of Saint Louis (MO)

Robert Cooper

Frostburg State
University (MD)

Rigoberto Gutierrez

DePaul University (IL)

EDUCATIONAL PROGRAM REVIEWERS

Amanda Alfano

University of Rhode Island

Fernando Mendoza

College of Mount Saint
Vincent (MI)

Kaitlyn Schmitt

George Mason University (VA)

Logan Schrader

Macalester College (MN)

BOARD LIAISON

Becky Riopel

Cascadia College (WA)

ASSOCIATE MEMBER

LIAISONS

Danny Mackey

Neon Entertainment (NY)

Mark Miller

Brave Enough
Artist Agency (TN)

GRAD INTERNS

Kailyn Tauber

Iowa State University

Davanta Parker

University of North Carolina
at Charlotte

Caroline Murray

Grand Valley
State University (MI)

Sonia Garcia

Colorado State University

Taylor Asgard

University of South Florida-
St. Petersburg

Pammy Levinson

Marquette University (WI)

Sundas Shahid

Loyola University Chicago (IL)

2020 NACA® LEADERSHIP FELLOWS AND MENTORS

FELLOWS

Jarrick Brown

Texas A&M University-
San Antonio

Romi Dehler

University of Illinois
at Urbana-Champaign

Yabsera Demissie

Georgia State University-
Spotlight

Talia Myrick

The University of Arizona

Tomika Smith

Harvard College (MA)

Krystal Vielman-Diaz

The Ohio State University

Jamar Whitfield

University of North Carolina
at Charlotte

MENTORS

Kyona Henry

North Carolina A&T
State University

Dante Jones

Georgia State University-
Spotlight

Fred Tugas

Virginia Commonwealth
University

Tearria Beck-Scott

Duke University (NC)

*Leadership Fellows
Coordinator*

Jerrica Stovall

University of South Florida-
St. Petersburg



60th Anniversary Celebration Tickets on Sale

Celebrate NACA's 60th anniversary with your NACA family from 7 to 10 PM, Friday, Feb. 21 at Punch Bowl Social in Denver, CO. Your ticket includes:

- **Food:** BBQ pulled pork, grass-fed burgers, beef hot dogs, baked mac 'n' cheese, garden salad, potato salad & kettle chips
- **Drinks:** Soft drinks, select beer and house wine & spirits (complimentary for the first two hours)
- **Games:** Virtual reality, shuffleboard, life-sized Jenga, pool, karaoke, arcade games and more!

The best part? Proceeds will benefit the NACA® Foundation, which provides 29 scholarships and six research grants to the campus activities community.

Early Registration by Feb. 1: \$100 / Regular Registration: \$120 / Ages 21+
Learn more at the 60th Anniversary tab at naca.org/NACALIVE.

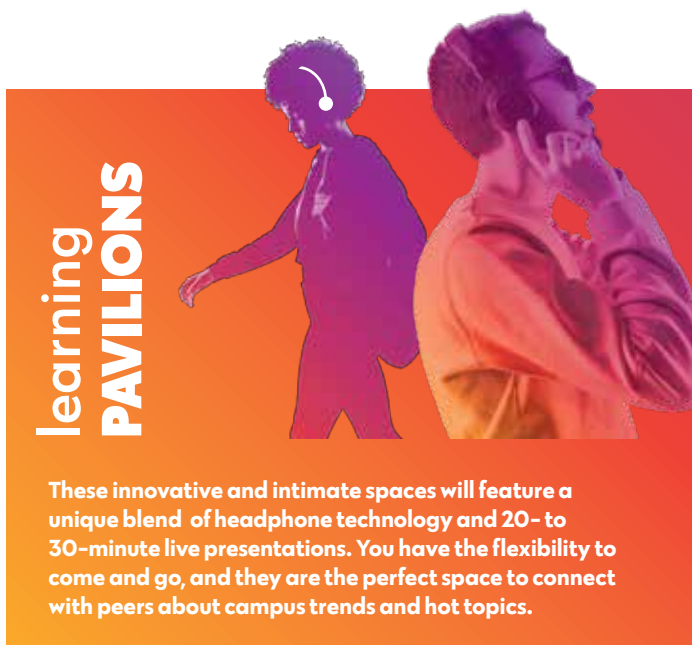
NACA® Live Online

Explore NACA® Live online (naca.org/NACALIVE) as you begin planning your time at our reimagined convention experience.

What's New?

- **Redesigned Educational Sessions** – Gone are the days of point-and-click or generic presentations. Experience on-demand-learning, thoughtful pre-convention workshops (see below) and a concierge (see next item).
- **NACA® Concierge** – Interested in learning about a specific topic? Stop by the NACA® Concierge and put in a request. Our team will find a pre-programmed session that fits your needs or coordinate a pop-up educational experience.
- **New Registration Experience** – You asked and we're delivering the option for self-serve check in, complete with QR codes for enhanced networking opportunities.
- **New Showcase Categories** – In addition to new categories, there are now themes, a Campus Activities Marketplace stage, and the launch of Learning Live, a new, round robin structure for lecture showcases. Learn more at naca.org/NACALIVE.
- **Extended Exhibit Hall Hours** – This means more time for business networking, and with a specific business hub right in the middle of the Campus Activities Marketplace.
- **No More Block Booking Meetings** – This activity will now be the center of the Campus Activities Marketplace, but with a focus on active caucusing and networking so Block Booking can be done online.
- **No more boxed lunches** – You'll get more time to actually relax over a meal that you get to choose.

As you plan your NACA® Live experience, stay tuned to naca.org, our social media channels and our electronic updates coming your way in the coming weeks.



- **Experience Denver** – You'll have time and opportunities to explore this great city! The NACA® Live Team made sure to build time into the schedule for you to explore the amazing city of Denver. Recreational options can be organized on your own time and schedule. Some are free and some have NACA discounts that you can book directly through the company. Learn more at the Experience Denver tab at naca.org/NACALIVE.

Pre-Convention Workshops and Events

The National Association for Campus Activities will offer two on-site pre-convention options designed for professional staff and graduate students. These sessions are rooted in NACA's Competencies for Campus Activities Professionals.

Peer-to-peer networking and engagement opportunities also will be available to undergraduate students during this time. These roundtable sessions will not require advanced registration.

A Science-Based Approach to Designing Live Events That Wow

Saturday, Feb. 22, Noon-2:30 PM

Colorado Convention Center

Fee: \$50 for members/\$75 for non-members

Audience: Professional Staff and Graduate Students

Presenter: **Maritz Global Events (Tim Simpson)**

Being a Multicultural-Competent Student Activities Professional

Saturday, Feb. 22, Noon-3 PM

Colorado Convention Center

Fee: Free (Limited to the first 50 registrants)

Audience: Professional Staff and Graduate Students

Presenters: **Dr. Shohreh R Afahi, Ph.D., MBA** - certified executive coach with Zoe Training, and **Akyanna Smith**, student programs coordinator at the University of South Florida St. Petersburg

World of Ideas

Saturday, Feb. 22, 1-3 PM

Colorado Convention Center, Room 605

Fee: Free

Audience: Undergraduate Students

Are you tired of your programming boards doing the same old thing every year? Then **World of Ideas** is the place for you. It provides an opportunity for your delegation to exchange resources and ideas to help in the leadership and operational development of your programming board. Share ideas and bring back fresh, new and innovative concepts to your campus.

Learn more under the Pre-convention Workshops & Events tab at naca.org/NACALIVE.

Registration

Member Schools:\$417 by Feb. 1;\$467 after that date
Member Professional Plus*:\$492 by Feb. 1;\$542 after that date

Non-Member Schools:\$601 by Feb. 1; ...\$672 after that date
Non-Member Professional Plus*:\$676 by Feb. 1; ...\$747 after that date

Member Day Pass:\$169
Non-Member Day Pass:\$244

Professional Plus includes full registration and ticket to the Professional Development Luncheon with Generation Z expert and author **Dr. Corey Seemiller, who will offer book signings for luncheon participants and will present a separate educational program earlier that day for professional staff and graduate students.*

Associate Member Registration:\$417 by Feb. 1;\$467 after that date
Associate Day Pass:\$70



Hotel, Facility & Fee Information

FACILITIES

Colorado Convention Center
700 14th St.
Denver, CO 80202
303-228-8000
<https://denverconvention.com>

HEADQUARTERS HOTEL

Hyatt Regency Denver at the Colorado Convention Center
650 15th St.
Denver, CO 80202
Phone: 303-436-1234
Single/Double/Triple/Quad \$199 plus 14.75% tax
Hotel Parking: Self parking - \$35;
Valet - \$49
Reservation Deadline: Jan. 29, 2020

NEAREST AIRPORT

Denver International Airport (DEN),
27 miles
Estimated Cab Fare: \$55, one-way
Local Transportation Options: Uber,
Lyft, local taxi service, Denver Airport
Rail, Super Shuttle

OVERFLOW HOTELS

**Embassy Suites by Hilton
Downtown Convention Center**
1420 Stout St.
Denver, CO 80202
303-592-1000
Single/Double: \$199; Triple \$209;
Quad: \$224 plus 14.75% tax
Reservation Deadline: Jan. 29, 2020

AC Hotel by Marriott Denver Downtown
750 15th St.
Denver, CO 80202
303-825-2888
Single/Double/Triple/Quad \$199 plus 14.75% tax
Reservation Deadline: Jan. 29, 2020

**Hampton Inn & Suites Denver
Downtown Convention Center**
550 15th St.
Denver, CO 80202
303-623-5900
Single/Double/Triple/Quad \$189 plus 14.75% tax
Reservation Deadline: Jan. 29, 2020

Hilton Garden Inn Denver Downtown
1400 Welton St.
Denver, CO 80202
303-603-8000
Single/Double/Triple/Quad \$189 plus 14.75% tax
Group Code: NACA20
Reservation Deadline: Jan. 29, 2020

**Homewood Suites by Hilton
Denver Downtown Convention Center**
550 15th St.
Denver, CO 80202
303-534-7800
Single/Double/Triple/Quad \$199 plus 14.75% tax
Reservation Deadline: Jan. 29, 2020

Sheraton Denver Downtown Hotel
1550 Court Place
Denver, CO 80202
303-893-3333
Single/Double/Triple/Quad \$189 plus 14.75% tax
Reservation Deadline: Jan. 29, 2020

Find direct booking links for each hotel at the Hotel & Travel Info tab at naca.org/NACALIVE.

Book with Delta for NACA Travel

NACA will continue its partnership with Delta Air Lines to offer discounted fares to NACA® Live. Use Delta discount code NMU3V to book discounted flights. Visit the Hotel & Travel Info tab at naca.org/NACALIVE.



Beware of Bogus Email & Telephone Solicitations

Think twice if you receive email or telephone solicitations from unknown parties offering to sell you NACA membership lists or assist with event registrations and/or hotel bookings. As a member, you already have access to our online directory, NACA® 24/7. NACA does not offer its lists to third parties for resale, nor does it use third parties for hotel bookings. Questions? Contact Jameson Root at jamesonr@naca.org.

Keynote Speaker

Our keynote speaker is from **Maritz Global Events**, the industry leader in face-to-face meetings and events. **Tim Simpson** presented a sold-out workshop last year, so we brought him back to keynote, participate in a Q&A session and conduct volunteer training. The Welcome Keynote will take place 9–9:45 AM on Sunday, Feb. 23.

Also, be sure to register early for Simpson's pre-convention workshop, A Science-Based Approach to Designing Live Events that Wow, which will help you use academia and neuroscience to design meaningful events. (See Page 32.)



Corey Seemiller, Ph.D., Generation Z Expert, to Address Professional Development Luncheon

Dr. Corey Seemiller, a seasoned educator, researcher and speaker on Generation Z, will focus on “Building Generation Z Leaders” during the Professional Development Luncheon, scheduled for Monday, Feb. 24 from Noon–2 PM. She will be available before and after her presentation for book signings for those who’ve registered for the luncheon.

Earlier on Feb. 24, in a 10:45–11:45 AM educational presentation open to professional staff and graduate students, she will discuss, “Who Is Generation Z?”

Seemiller’s work has been featured on NPR and in The New York Times, as well as in other news publications, podcasts and academic journals around the world. Her “TED Talk” at TEDxDayton, where she discussed how Generation Z plans to make a difference in the world, has received more than 120,000 views.

She has worked in higher education for more than 20 years and currently serves as a faculty member in the Department of Leadership Studies in Education and Organizations at Wright State University (OH). She holds a bachelor’s degree in

communication, a master’s degree in educational leadership and a doctorate in higher education. Learn more under the Professional Development Luncheon Speaker tab at naca.org/NACALIVE.

It’s Not Too Late to Join Our Virtual Book Club!

Want to participate in a virtual community read of **Dr. Corey Seemiller’s** “Generation Z Goes to College?” Our virtual book club, led by Executive Director **Amber Shaverdi Huston, CAE**, was launched Dec. 4, but you can still participate. Learn more at <https://bit.ly/33NAqml>.



Get the NACA® App Before You Arrive at NACA® Live

Want to be in the know before you arrive in Denver? Visit your favorite app store and search for “National Association for Campus Activities.”

Download the app, create an account and log in to see up-to-date event information, including new events, a schedule, showcasing acts, exhibitors and more.



Preliminary NACA® Live Schedule

(Subject to Change)

Saturday, Feb. 22, 2020

All DayRoving Artists
9 AM–3 PMPre-Conference Sessions
12 PM–8 PMRegistration Open
3 PM–5 PMKick-Off/Welcome
5 PM–7 PMDinner on Your Own
7 PM–9 PMOpening Showcase
8 PM–9 PMFriends of Bill W. Meeting
9 PM–11 PMExperience Denver– Gathering for all attendees at Earl's Kitchen & Bar

Sunday, Feb. 23, 2020

All DayRoving Artists
8 AM–10:45 PMMarketing Competition Display
8:30 AM–5 PMRegistration Open
9 AM–9 PMProfessional Networking Hub
9 AM–9:45 AMWelcome Keynote
9 AM–10 AMRoundtable Discussion: What's Working, What's Not
9:45 AM–10:15 AMHow To Do Business at NACA
10:15 AM–12:30 PMCampus Activities Marketplace Grand Opening
11 AM–3 PMProfessional Headshots
11:45 PM–1:15 PMLunch on Your Own
1:15 PM–3:15 PMEducational Programs
2:30 PM–4:30 PMShowcase
3:30 PM–7 PMCampus Activities Marketplace Open
4:45 PM–6:10 PMShowcase (Band Royale)
7 PM–9 PMDinner on Your Own
7 PM–8 PMFriends of Bill W. Meeting
8 PM–9 PMDress for Success
9 PM–10 PMSocial: Trivia
9 PM–10 PMStandUp NBC

A Note About Themed Showcase Categories

A new aspect of NACA® Live involves offering themes for select showcase categories:

The **Band Royale** Showcase will feature only bands, with no other types of attractions appearing.

The **Coffeehouse Showcase** will offer a setting similar to coffeehouse venues on campus.

The **Learning Live** Showcase is formatted in round robin style. Each lecturer will perform three times at 20 minutes intervals. Delegates will be able to see three lectures within the Learning Live showcase block.

Monday, Feb. 24, 2020

All DayRoving Artists
8 AM–10:45 PMMarketing Competition Display
8:30 AM–5 PMRegistration Open
9 AM–10:20 AMEducational Programs
9 AM–10 AMRoundtable Discussion: Politics in the Workplace
9 AM–10:40 AMNACA Now (Annual Business Meeting and Board of Directors candidates presentations)
9 AM–9 PMProfessional Networking Hub
10 AM–12 PMMarketplace Open
10:40 AM–12 PMLearning Live (11 Lectures @ 20 mins each)
10:40 AM–11 AM(Pick one from 11 Lectures)
11:10 AM–11:30 AM(Pick one from 11 Lectures)
11:40 AM–12 PM(Pick one from 11 Lectures)
11 AM–3 PMProfessional Headshots
12 PM–2 PMLunch on Your Own
12 PM–2 PMProfessional Development Luncheon
2 PM–4:10 PMEducational Programs
2 PM–3:30 PMShowcase
3 PM–7 PMCampus Activities Marketplace Open
4:30 PM–6 PMShowcase (Coffeehouse)
6:30 PM–8:30 PMDinner on Your Own
7 PM–8 PMFriends of Bill W. Meeting
8 PM–10 PMDiversity Dance Party

Tuesday, Feb. 25, 2020

All DayRoving Artists
8 AM–10:45 PMMarketing Competition Display
8:30 AM–5 PMRegistration Open
9 AM–10 AMPanel: The True Student Affairs
9 AM–11 AMEducational Programs
9 AM–9 PMProfessional Networking Hub
10 AM–12:30 PMMarketplace Open
11 AM–12 PMPanel: New Professionals in the Workforce
11 AM–12:30 PMShowcase
12:30 PM–2 PMLunch on Your Own
2 PM–3 PMFriends of Bill W. Meeting
2 PM–4 PMShowcase
2 PM–4:10 PMEducational Programs
2 PM–4:30 PMMock Interviews
3 PM–7 PMCampus Activities Marketplace Open
4:30 PM–6:10 PMShowcase
6:30 PM–8:30 PMDinner on Your Own
7:30 PM–10 PMInspire Live (Achievement Awards & Volunteer Recognition)
8:30 PM–10 PMClosing Celebration: NACA After Dark

DESIGN YOUR OWN EDUCATIONAL STRATEGY

at NACA[®] Live!



NACA's traditional convention educational experiences
have been completely redesigned for NACA[®] Live!

Gone are the days of point-and-click or generic presentations. At NACA[®] Live, you'll be able to experience:

- Thoughtful pre-convention workshops (see Page 32),
- The NACA[®] Concierge – Interested in learning about a specific topic? Stop by the NACA[®] Concierge and put in a request. Our team will find a pre-programmed session that fits your needs or coordinate a pop-up experience.
- Micro learning opportunities in the Learning Pavilion (20-minute sessions and demos)

But before you arrive in Denver, explore our educational session previews, available online at naca.org/NACALIVE. Click on the Educational Session Previews tab to find our educational session listings and search them by:

Target Audience

- Undergraduate Students
- Graduate Students
- All Professional Staff
- New Professional Staff
- Seasoned Professional Staff
- Associates

Learning Level

- Introductory
- Functional
- Advanced
- Expert

Presentation Date

- Sunday, Feb. 23
- Monday, Feb. 24
- Tuesday, Feb. 25

Get started today on your NACA[®] Live learning strategy,
and we'll see you in Denver, Feb. 22-26!

SHOWCASE PREVIEW

Here's a look at who will be performing at NACA® Live in Denver, CO Feb. 22-26. Be advised that showcase lineups may change, with some alternates moving up into showcase slots by the time NACA® Live arrives.

The logo for NACA LIVE is centered in a white circle with a brushstroke-like border. The word "naca" is in a bold, lowercase sans-serif font, and "LIVE" is in a larger, bold, uppercase sans-serif font.

**naca
LIVE**

BAND ROYALE

This showcase is for musical bands of any genre. There will be four bands, each with 15 minutes of performance time. Attractions are listed in alphabetical order, not in the order in which they will appear. Alternates are listed in priority order, in the event any of the Band Royale attractions are unable to appear. For the artists listed, pricing information includes the attraction's regular non-convention price, followed by Block Booking pricing. All Block Booking pricing categories indicate the base contract fee and any additional expenses required (sound, lights, room and meals). Some states may require the withholding of taxes from contract fees paid to artists. Check with artists' representatives to determine if prices listed include applicable tax withholdings. NACA makes no representation regarding such withholdings.

Emily Vaughn MUSIC

Pop artist with infectious melody-driven singles, sassy one-liners and alluring vocal quality.

APA Music

♥ Emilyvaughnx

@emilyvaughnx

Home Base: Merritt Island, FL

Single Date Price:\$2,800+SLRM

3 Dates in 5 Days (Block Price):\$2,500+SLRM

5 Dates in 7 Days (Block Price):\$2,200+SLRM

Contract On-Site Discount:\$250

Originally from a small town in Florida, Emily Vaughn has quickly made her presence known in the pop industry. Her dangerously infectious melody-driven singles and alluring vocal quality have enticed listeners all over the world. With her sassy one-liners and authentic transparency, she has amassed a remarkably dedicated and engaged fan base that eagerly awaits new music, social posts and updates about what she's up to. Well known for her frequent fan interactions, Vaughn has built a community of strength, passion and acceptance well beyond someone of her years. Her music has been streamed over 20 million times globally and is heavily supported by Spotify, Apple Music and Amazon. She can be heard in retail stores around the world and on networks such as ABC, NBC and MTV. She's been praised by the likes of The Fader, Conan O'Brien, Harper's Bazaar, Pop Crush, Nylon, Idolator, and BuzzFeed, which named her the No. 1 emerging act of 2018.



Grayson DeWolfe MUSIC

Big but personable pop/rock performance with an eclectic light show.

The College Agency

♥ graysondewolfe

@graysondewolfe

Home Base: St. Paul, MN

Single Date Price:\$1,750+SLRT

3 Dates in 5 Days (Block Price):\$1,650+SLRT

5 Dates in 7 Days (Block Price):\$1,500+SLRT

Contract On-Site Discount:N/A

At age 21, Grayson DeWolfe has been selling out venues in the Twin Cities for the past four years. The multi-instrumentalist and producer spent his early years in high school touring the country while opening for national acts such as PVRIS, Why Don't We, The Plain White T's, Echosmith and more. Achieving a massive amount of traction after winning Minnesota's Go 96.3's Battle of the Bands, DeWolfe opened for Run the Jewels and Bishop Briggs while debuting "Karma," which now has over 500,000 streams. Influenced by Jon Bellion, Bruno Mars and Panic! at the Disco, the music video (filmed and choreographed in the style of the musical "Grease") quickly went viral on Facebook, getting over 250,000 views within a week. He has since released the EP "Growing Pains" and released new music and music videos in 2019.



Judd Hoos MUSIC

Judd Hoos is pure energy, blending rock and power pop.

Metropolis Management & Entertainment Group

♥ juddhoos

@juddhoos

Home Base: Sturgis, SD

Single Date Price:\$3,000+SLRMT

3 Dates in 5 Days (Block Price):\$2,500+SLRMT

5 Dates in 7 Days (Block Price):\$2,000+SLRMT

Contract On-Site Discount:N/A

Off the grid for six days with no cell service, 30-miles from Mt. Rushmore, Judd Hoos started off 2019 in a cabin recording their newly released EP "We Were Young." Nashville producer J. Hall (Young The Giant, Delta Saints, Ric Todd) helped craft the new EP, a follow-up to the band's iTunes chart-topping album, "Music In The Dark," featuring "Breathe In," "Say My Name," and "Billboard." The Judd Hoos touring schedule has already kicked into full gear, including support shows with Uncle Kracker, Eagles of Death Metal, Puddle of Mudd, Third Eye Blind, and Trapt. The band's 2019 calendar encompassed 120 dates booked across 10 Midwestern states, including a week of headline shows booked at the 2019 Sturgis Motorcycle Rally. The Judd Hoos live experience is catching attention on a national scale.



Truxton Mile MUSIC

Country rockers bringing good times and good vibes.

Houla Entertainment, LLC

♥ TruxtonMile

@truxtonmile

Home Base: Bakersfield, CA

Single Date Price:\$2,499+SLRM

3 Dates in 5 Days (Block Price):\$2,200+SLRM

5 Dates in 7 Days (Block Price):\$2,000+SLRM

Contract On-Site Discount:N/A

Truxton Mile started out as nothing more than a good time. In its infancy, the guys saw it as just a way to play some songs they all enjoyed hearing. But the more they played together, the more they uncovered a unique style, making them want the experience to be more than just a simple pastime. With that in mind, they started "Good Question," a simple four-piece band, whose setlist consisted of originals and covers that would later label them as a "country-rock" band. As far as the guys were concerned, they were just playing songs they liked to listen to, and writing songs that they could all relate to, regardless of genre. The name change, which was done to honor their music-rich hometown of Bakersfield, also had another message behind it. The change was meant to show their intentions to take it all the way to the top.



BAND ROYALE ALTERNATES

So, what does 'Alternate' mean?

The Showcase Selection Committee, an anonymous group of volunteers who belong to NACA member schools, reviews and selects acts for the showcases based on several criteria. During the event, if an act fails to show up at its sound check, it is replaced by an alternate. That means alternates have to be on site just in case they get the call!

What if an alternate isn't selected to perform? They get a full refund, but even so, there has been a significant amount of time and money invested for the chance to perform for you. Be sure to say hello during the Campus Activities Marketplace, and check the alternates out on the NACA® App.

For complete information on all showcase alternates in our NACA® Live Preview, visit naca.org/NACALIVE, choose the 2020 Showcasing Acts tab and click on the artist's name in the Alternates listing. This will take you to their bio and pricing in NACA® 24/7.



1. Black Tie Stereo
MUSIC
Degy Booking International



2. Sub-Radio
MUSIC
Houla Entertainment, LLC



3. Single By Sunday
MUSIC
Houla Entertainment, LLC



4. Dawson Hollow
MUSIC
Brave Enough Artist Agency



COFFEEHOUSE

Any artist that can fit in a coffeehouse atmosphere – musical acts, spoken word, etc. – appear in the Coffeehouse Showcase. Attractions are listed in alphabetical order, not in the order in which they will appear. Alternates are listed in priority order, in the event any of the Coffeehouse attractions are unable to appear. For the artists listed, pricing information includes the attraction's regular non-convention price, followed by Block Booking pricing. All Block Booking pricing categories indicate the base contract fee and any additional expenses required (sound, lights, room and meals). Some states may require the withholding of taxes from contract fees paid to artists. Check with artists' representatives to determine if prices listed include applicable tax withholdings. NACA makes no representation regarding such withholdings.

Adam Mamawala COMEDY

*I'm a fun, relatable comic
your students will love!*

Innovative Artists

♥ **adammamawala**
@ **adammamawala**
Home Base: New York, NY

Single Date Price:\$2,500+SLRMT
3 Dates in 5 Days (Block Price):\$2,250+SLRMT
5 Dates in 7 Days (Block Price):\$2,000+SLRMT
Contract On-Site Discount:.....See Agent

Adam Mamawala is a stand-up comedian based out of New York City. Named one of Funny or Die's Top 30 Under 30: Comedians to Watch, he has appeared on Comedy Central, MTV and BET and has headlined at over 200 colleges in more than 35 states. His debut album, "One of the Good Ones," debuted at No. 1 on the iTunes Comedy Charts in December 2017. His recent festival appearances include the NBC Breakout Comedy Festival and New York Comedy Festival. He's been a freelance-contributing writer for "Saturday Night Live's" Weekend Update and Someecards. "Adam is a comedian for the 21st century. Hilarious, sharp and willing to tackle topical issues, he provokes not just giggles, but also serious thought about ourselves and our society. He's incredibly easy to work with and accessible after the show to students – which our attendees loved! Book him!!" – Nick Dressler, Bates College (ME).



Alec MacGillivray MUSIC

*Former college football player now touring the US
as a country music singer-songwriter.*

Developing Artist Booking, LLC

@ **alecmaclmusic**
Home Base: Boston, MA

Single Date Price:\$1,250+SLRMT
3 Dates in 5 Days (Block Price):\$1,150+SLRM
5 Dates in 7 Days (Block Price):\$1,050+SLRM
Contract On-Site Discount:.....N/A

Alec MacGillivray is a 25-year-old singer-songwriter from Boston, MA. In 2015, the former college football player made the decision to forego his senior season on the field and pursue a full-time music career. Since then, his music has been streamed over 3 million times and led to him being a featured artist on Spotify. With his dynamic live performances leading the way, MacGillivray has played in over 20 states and supported major acts such as Sam Hunt, Keith Urban, Billy Currington, and many more on tour. He is currently in the process of writing and recording new music for the upcoming year!



Jae Nichelle SPOKEN WORD

*An authentic, unforgettable and inspirationally
vulnerable spoken word artist.*

Houla Entertainment, LLC

♥ **CropTopAssassin**
@ **croptopassassin**
Home Base: Atlanta, GA

Single Date Price:\$1,800+SRMT
3 Dates in 5 Days (Block Price):\$1,675+SRMT
5 Dates in 7 Days (Block Price):\$1,500+SRMT
Contract On-Site Discount:.....N/A

Most known for her poem on anxiety titled "Friends With Benefits," Jae Nichelle is a young poet and spoken word artist currently residing in Atlanta, GA. She writes to validate herself and everyone who has ever felt like what they have to say doesn't matter. She was a member of the 2017 Team Slam New Orleans and the captain and founder of Tulane University's Slam Poetry team: Rhyme Verses Rhythm, which placed seventh at the 2018 College Unions Poetry Slam Invitational. She placed fourth at the 2017 Texas Grand Slam poetry slam, from which her work received national recognition, and first at the 2017 Women on the Bayou slam.



Jariah Higgins MUSIC

*Soulful pop and R&B
loop artist and beat boxer.*

Brave Enough Artist Agency

@ **jariahhiggins**
Home Base: Tampa, FL

Single Date Price:\$1,250+SLRMT
3 Dates in 5 Days (Block Price):\$1,100+SLRM
5 Dates in 7 Days (Block Price):\$1,000+SLRM
Contract On-Site Discount:.....See Agent

Jariah Higgins is a soulful singer songwriter based out of Tampa, FL. As a preacher's kid who grew up in a household of four musically inclined siblings, he moved to Nashville at age eight and started traveling around the US for six years performing at churches with his family. Now residing in Tampa with his wife and two boys, Higgins can be found performing every day as a full-time musician. His first EP, "Locked," was released in 2018 as a beginning to his professional recording career. He captivates his audience with his soulful voice, also displaying his ability to beatbox and self harmonize while looping it all together. He won Tampa's AZ1 award for best local artist and has been featured countless times on 102.5 The Bone. He performed for Simon Cowell, who declared, "There is definitely a place for you in this music industry." We couldn't agree more.



S.C. Says SPOKEN WORD

Two-time Austin Poetry Slam Champion.

Brave Enough Artist Agency

▼ scsays

@scsays

Home Base: Austin, TX

Single Date Price:.....\$2,000+SLRMT

3 Dates in 5 Days (Block Price):.....\$1,750+SLRMT

5 Dates in 7 Days (Block Price):.....\$1,500+SLRMT

Contract On-Site Discount:.....N/A

Andre Bradford, aka S.C. Says, is an Austin-based slam poet who has been performing slam poetry since 2013. He's toured and featured at venues, universities and conferences across the country, and his work has been featured in/on the Huffington Post, The Edge radio, The Culture Trip, and Blavity. He is a two-time Austin Poetry Slam Champion and three-time Texas Grand Slam Finalist, and was a member of the 2015 National Championship Team. He also once popped a bag of popcorn without burning a single kernel, which is arguably one of his greatest achievements. His poetry covers topics ranging from being mixed race to gun control, from mental health awareness to never settling in relationships. Slam poetry is an art form he loves due to its raw vulnerability and it's ability to cultivate transparency and encourage dialogues into many different walks of life.



SELKII MUSIC

Selkii – "The Voice" 2019 and "South-African Idol" finalist.

Houla Entertainment, LLC

▼ selkii

@selkii

Home Base: Orlando, FL

Single Date Price:.....\$1,800+SLRMT

3 Dates in 5 Days (Block Price):.....\$1,600+SLRMT

5 Dates in 7 Days (Block Price):.....\$1,200+SLRMT

Contract On-Site Discount:.....N/A

Meet the South African live-looping songstress Selkii, who was recently featured on NBC's "The Voice" under Blake Shelton's mentorship. He called her one of his favorite contestants ever on "The Voice." Selkii was also a finalist on the South African version of "American Idol," "South African Idol," where she came in seventh. Her version of "Iris" made it to No. 86 in iTunes' alternative category on Apple Music Charts in the USA in May 2019. Selkii is a singer-songwriter hailing from Africa's beach city, Durban. Her love for nature, connection and travel come through her thoughtful and empowering lyrics.



COFFEEHOUSE ALTERNATES



1. David Ayscue (Duo)

MUSIC

Houla Entertainment, LLC



2. iCON

SPOKEN WORD

**Metropolis Management
& Entertainment Group**



3. AMES

MUSIC

Artemis Boutique Booking Agency



4. The Culdesac Kids

MUSIC

Developing Artist Booking, LLC

This showcase is designated for DJs to open up the showcase and bring energy to the crowd. There are two DJ showcases with 20 minutes of performance time, each. Attractions are listed in alphabetical order, not in the order in which they will appear. Alternates are listed in priority order, in the event either DJ attraction is unable to appear. For the artists listed, pricing information includes the attraction's regular non-convention price, followed by Block Booking pricing. All Block Booking pricing categories indicate the base contract fee and any additional expenses required (sound, lights, room and meals). Some states may require the withholding of taxes from contract fees paid to artists. Check with artists' representatives to determine if prices listed include applicable tax withholdings. NACA makes no representation regarding such withholdings.

Headphone Disco - MULTIPLE SYSTEMS AVAILABLE OTHER

The Original Silent Party People – three channels of fun!

Degy Dance

♥ headphonedisco

@ headphonedisco

Home Base: Multiple Bases, FL

Single Date Price:\$3,400+LRMT

3 Dates in 5 Days (Block Price):\$2,900+LRM

5 Dates in 7 Days (Block Price):\$2,500+LRM

Contract On-Site Discount:.....N/A

Headphone Disco are the inventors of the "silent dance party" format and have been touring the world for the past 11 years. Performing some huge college shows led to them being voted Best Novelty Act by the readers of Campus Activities Magazine, among many other awards. So how does it work? We arrive at your school (or showcase!) with our two resident DJs and our three-channel wireless headphones. Our DJs spin different styles of music side by side over our different wireless channels. Guests select which DJ they want to listen to using the switch on their headphones (provided by us), then get busy on the dance floor. Imagine a scene where one half of the crowd is singing along to One Direction while the other half are doing The Wobble! Bizarre and mind-blowing, but most of all a huge amount of fun.



Throwback Time Machine Dance Party OTHER

Live high-energy interactive throwback video DJ show.

Degy Dance

♥ DegyEnt

Home Base: Multiple Bases, RI

Single Date Price:\$2,750+SLRMT

3 Dates in 5 Days (Block Price):\$2,200+SLRM

5 Dates in 7 Days (Block Price):\$1,900+SLRM

Contract On-Site Discount:.....N/A

Throwback Time Machine is quite simply the best party ever. It's a video dance party that transports the audience back in time to the beginnings of pop music and takes them through its evolution right up to the present day. Every memorable song, every cheesy dance routine and every feel-good sing-along from the past 40 years is played live by our resident DJ and broadcast through our two massive screens. Each decade is introduced by "the Doc," our time-traveling party-starter who'll give you on-screen instructions that'll help you figure out your "Macarena" from your "Harlem Shuffle." Featuring a fantastic stage set-up, some highly interactive dance routines where the audience actually becomes part of the show and, of course, our outrageous resident DJ, Throwback Time Machine will have the crowd moving like no other showcasing act. It's a club hit now ready to rock the campus entertainment scene.



DJ ALTERNATES



1. That Drummer That DJ MUSIC

The Barry Agency

EMCEE

Eight performers are selected to introduce each showcase performance and to entertain the audience between acts. Through comedy, music or magic, Master of Ceremonies attractions strengthen the overall showcase presentation and are allotted 25 minutes of performance time to display their unique talents. Attractions are listed in alphabetical order, not in the order in which they will appear. Alternates are listed in priority order, in the event any of the Emcee attractions are unable to appear. For the artists listed, pricing information includes the attraction's regular non-convention price, followed by Block Booking pricing. All Block Booking pricing categories indicate the base contract fee and any additional expenses required (sound, lights, room and meals). Some states may require the withholding of taxes from contract fees paid to artists. Check with artists' representatives to determine if prices listed include applicable tax withholdings. NACA makes no representation regarding such withholdings.

Feraz Ozel COMEDY

An energetic, diverse and insightful comedian with a Pakistani background.

Kirkland Productions & KP Comedy

♥ FerazOzel

@ FerazOzel

Home Base: Los Angeles, CA

Single Date Price:\$1,500+SLRT

3 Dates in 5 Days (Block Price):\$1,400+SLR

5 Dates in 7 Days (Block Price):\$1,300+SLR

Contract On-Site Discount:N/A

Feraz Ozel turned down acceptance into law school and the CIA for a life in comedy. Now, this Los Angeles-based comedian tours across the country providing crowds with a diverse and energetic brand of insightful humor. He's made national television appearances on "2 Broke Girls," "Comics Unleashed" and "The Doctors," as well as Hulu's "Coming to the Stage." He's been featured in The Los Angeles Times, The Atlantic Magazine, and Rolling Stone. Ozel performed in the 2016 CBS Diversity Showcase. Recently, his debut album, "Chillennial," charted in Billboard's top 10 and iTunes' top three, making it one of the top comedy albums in the world. He regularly headlines clubs and colleges around the world, assuming he's able to pull himself away from the black hole that is Netflix.



Ivan Pecel JUGGLER

World-record-holding juggling skills, hilarious comedy and lots of audience participation!

Fresh Variety

♥ ivanpecel

@ ivanpecel

Home Base: Los Angeles, CA

Single Date Price:\$1,950+RT

3 Dates in 5 Days (Block Price):\$1,850+RT

5 Dates in 7 Days (Block Price):\$1,750+RT

Contract On-Site Discount:N/A

Leave every notion of what you "thought" a juggler was at the door. Ivan Pecel brings a new sense of style and charisma to each one of his performances that most people haven't seen before. He's the new generation of performers and is one of the best at what he does. This is why he is a favorite among colleges, corporations, cruise ships and the Las Vegas Strip. Whether Pecel is blindly kicking a flaming torch over his head, juggling ping pong balls using only his mouth, or having you laughing so hard you should have worn adult diapers to his performance, his show is sure to delight any size audience, no matter the venue. His show is guaranteed to change your mind about juggling. His comedy will have you rolling and his skills will have you amazed. If you didn't love this art form before his show, you will afterwards. Or at least you'll tolerate it.



I.N.K. SPOKEN WORD

We bring the party to poetry.

Neon Entertainment

♥ inkspokenword

@ inkspokenword

Home Base: Knoxville, TN

Single Date Price:\$2,125+SLRMT

3 Dates in 5 Days (Block Price):\$2,025+SLRMT

5 Dates in 7 Days (Block Price):\$1,925+SLRMT

Contract On-Site Discount:N/A

Lane Shuler and Jonathan "Courageous" Clark of I.N.K. believe in the power of spoken word poetry to heal, unite and motivate. Since 2013, I.N.K. has been sharing their stories of overcoming depression, anxiety and heartbreak through a blend of poetry, comedy and hip-hop. They have competed on the largest stages in poetry, including a Finals appearance at the National Poetry Slam, and have shared the stage with Russell Simmons, The Asia Project, Adam Grabowski and more. They've appeared at NACA and APCA conventions from New York to Los Angeles and everywhere between, and on GSN, HGTV and Oprah Winfrey's Oxygen Network. When Clark's perspective of being biracial in the South meets with Schuler's stories of overcoming depression, the result is a moving and hilarious show focused on diversity, relationships, mental health and social justice. It's a perfect fit for diversity events, homecoming, National Poetry Month and more!



Jessi Campbell COMEDY

The perfect clean female college comedian for the college market!

Summit Comedy, Inc.

♥ jessicomic

@ jessicomic

Home Base: Los Angeles, CA

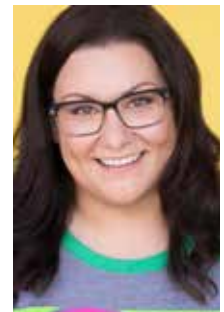
Single Date Price:\$2,750+SLR

3 Dates in 5 Days (Block Price):\$2,250+SLR

5 Dates in 7 Days (Block Price):\$2,000+SLR

Contract On-Site Discount:N/A

Jessi Campbell has recently been seen on "Last Comic Standing" and in her newly released comedy special from Dry Bar Comedy, "Sharpest Knife on the Porch." She was the 2015 Campus Activities Magazine Female Performer of the Year, an award she was also nominated for in 2013. Campbell's comedy CD "Winner Winner" has been featured on iTunes and can be heard on Sirius/XM Radio, Pandora Radio and terrestrial radio stations across country. She has performed at Gilda's LaughFest, The Boston Comedy Festival, The Great American Comedy Festival and San Francisco SketchFest, and was the People's Choice winner at the 2009 Aspen Rooftop Comedy Festival. Campbell is the perfect college comedian for any school event and has performed in over 1,000 college shows.



Kyla Jenée Lacey

SPOKEN WORD

Kyla Jenée Lacey is an accomplished award-winning third-person bio composer.

**Metropolis Management
& Entertainment Group**

✉ KylaJLacey

@ kylajlacey

Home Base: Orlando, FL

Single Date Price:\$2,000+SLR

3 Dates in 5 Days (Block Price):\$1,900+SLR

5 Dates in 7 Days (Block Price):\$1,600+SLR

Contract On-Site Discount:.....N/A

Kyla Jenée Lacey, an accomplished third-person bio composer, is the daughter of two very lucky parents. For not only is she their favorite daughter, she is also their only daughter. Her spoken word has garnered tens of millions of views and has been showcased on Afropunk, George Takei, Write About Now, All Def Digital, Occupy Democrats, and Golden Mic TV. She has performed spoken word at over 200 colleges in over 40 states. Lacey has been a finalist in the largest regional poetry slam in the country no less than four times, and she was nominated as Campus Activities Magazine Female Performer of the Year. Her work has been acknowledged by several Grammy-winning artists. She has written for large publications such as the Huffington Post, BET.com and the Root Magazine and is the author of "Hickory Dickory Dock, I Do Not Want Your C*ck!!!," a book of tongue-in-cheek poems about patriarchy for man-children.



Six Appeal

MUSIC

The most entertaining a cappella performance – beatboxing, dance moves, all-ages humor and great tunes!

The College Agency

✉ SixAppeal

@ sixappealmn

Home Base: Minneapolis, MN

Single Date Price:\$3,900+SLRT

3 Dates in 5 Days (Block Price):\$3,500+LRT

5 Dates in 7 Days (Block Price):\$3,250+LRT

Contract On-Site Discount:.....N/A

Six Appeal Vocal Band is one of the busiest touring a cappella ensembles in the country. From coast to coast, the group has become known for their vivid musical style, unmatched energy and playful charm. Their far-reaching repertoire spans decades and genres, including pop, country, classic rock, jazz, R&B and much more. If you can imagine it, they can sing it. In 2012, they won the National Harmony Sweepstakes Championship, securing their place in the a cappella community. The appeal of these young men enables the group to perform anywhere, including college campuses, state fairs, corporate functions, community festivals, theaters and K-12 classrooms. It has even brought them into the national spotlight, singing for The 2013 Allstate Sugar Bowl live on ESPN.



The Great DuBois': Masters of Variety

OTHER

The world's most unique two-person circus show.

The Circus Estate

@ TheGreatDuBois

Home Base: New York, NY

Single Date Price:\$3,950+SLRT

3 Dates in 5 Days (Block Price):\$3,500+SLRT

5 Dates in 7 Days (Block Price):\$3,200+SLRT

Contract On-Site Discount:.....N/A

The Great DuBois' variety show is a fast-paced, hilarious, all-ages-appropriate performance showcasing incredible feats of juggling, hula-hoops, unicycles, aerial work, circus stunts, contortion, magic and audience interaction. Simply put, it's the most unique two-person variety show you will ever see! Featured in Hugh Jackman's hit movie "The Greatest Showman," The Great DuBois have quite the list of credits. They include the Tony Award winning "Pippin" on Broadway, "The Tonight Show with Jay Leno," "Late Night with David Letterman," Britney Spears' World Circus Tour and the movie "Burlesque," to name a few. The award-winning combination of Michael and Viktoria have five generations of circus performing between them and their very own circus tent, and have performed countless shows at/on theaters, universities, cruise ships, high-end venues, and fairs and festivals all over the world.



Trent James

MAGICIAN

High-energy performance that combines mind-boggling magic with gut-busting humor.

The College Agency

✉ TrentJamesMagic

@ TrentJamesMagi

Home Base: Chicago, IL

Single Date Price:\$2,250+SLR

3 Dates in 5 Days (Block Price):\$2,050+SLR

5 Dates in 7 Days (Block Price):\$1,950+SLR

Contract On-Site Discount:.....N/A

Comedy magician Trent James is bringing a fresh new feel to the "classic magic show." His high-energy performance combines mind-boggling magic with gut-busting humor that has earned rave reviews in 17 states. He is now quickly becoming one of the top magicians in the country. Don't take our word for it – he has received top awards from both The International Brotherhood of Magicians and The Society of American Magicians, as well as being recognized as the youngest recipient of The Milbourne Christopher Award. (Past winners have included David Copperfield and Penn and Teller.) James' unique sleight-of-hand magic and hip vibe have made him a huge hit at colleges, comedy clubs and corporate events.



NACA® LIVE KICK-OFF EMCEE



Monique Heart - RuPaul's Drag Race All-Stars

OTHER

Fierce, famous, and fabulous drag queen.

Reel Management

✉ iammoniqueheart

@ iammoniqueheart

Home Base: Los Angeles, CA

Single Date Price:\$9,500+SLR

3 Dates in 5 Days (Block Price):\$9,000+SLR

5 Dates in 7 Days (Block Price):\$8,500+SLR

Contract On-Site Discount:.....\$500

Born and raised in Long Island, NY, Kevin Richardson (aka Monique Heart) was heavily influenced by his religious mother. In 2008, he moved to Kansas City, where he dedicated his life to full-time ministry, as well as to become an assistant leader in an ex-gay ministry. By September 2010, he began to explore cosmetology and realized he had an untapped passion. One year later, Monique Heart was born after Richardson hosted an event in drag. He'd spent his life on the church stage, singing, dancing, speaking and teaching, and when he first got on stage as "Monique," it was as if his life had come full circle. In 2018, Monique hit the big time, wowing audiences on "RuPaul's Drag Race" with her funny, pointed commentary. She returned in 2019 for "RuPaul's Drag Race All-Stars," making it to third place. Her wit, emceeing, dance moves, comedy and ... er ... heart ... will win your students over.

EMCEE ALTERNATES



1. Ebony Stewart
SPOKEN WORD
Out of the Box Booking



2. Sean Bott
MENTALIST
Bass/Schuler Entertainment



3. BURPIE
COMEDY
Jus' Wigg'n Entertainment



4. Trevor Daniel
MUSIC
APA Music



5. Mike Super
Magic & Illusion
MAGICIAN
Mike Super - Magic & Illusion



6. JR De Guzman
COMEDY
Kirkland Productions
& KP Comedy



7. Charles Peachock
JUGGLER
The College Agency



EXHIBITING

For the artists listed, pricing information includes the attraction's regular non-convention price, followed by Block Booking pricing. All Block Booking pricing categories indicate the base contract fee and any additional expenses required (sound, lights, room and meals). Some states may require the withholding of taxes from contract fees paid to artists. Check with artists' representatives to determine if prices listed include applicable tax withholdings. NACA makes no representation regarding such withholdings.

Black History 101

Mobile Museum

OTHER

Black history artifacts ranging from slavery to Black Lives Matter.

Book A Muslim

Home Base: Detroit, MI



Single Date Price:\$5,000+RMT

3 Dates in 5 Days (Block Price):\$4,750+RMT

5 Dates in 7 Days (Block Price):\$4,500+RMT

Contract On-Site Discount:\$100

The Black History 101 Mobile Museum (BH101MM) is an innovative traveling tabletop exhibit depicting black memorabilia spanning slavery to hip-hop to the Black Lives Matter movement. The museum has over 5,000 rare treasures in its collection, including original documents from historic black figures whose contributions helped shape the United States. Artifacts in this unparalleled mobile collection represent items from the categories of slavery, the Jim Crow era, music, sports, the Civil Rights and Black Power era, and popular culture. The Museum can also be set up by themes, such as music, politics and social justice. BH101MM has been featured in Black Enterprise, the Huffington Post, the Chicago Tribune, PushBlack, Ebony and the Detroit Press.

EXHIBITING ALTERNATE



1. Jovanka Caires

LECTURE

The Barry Agency

WHO WANTS TO VOLUNTEER?

Volunteer with NACA! Opportunities are available at the regional and national levels throughout the year

Laura Jeffcoat Sosa,
NACA® Coordinator of
Volunteer Leadership Services
lauraj@naca.org
naca.org • 803-732-6222

**We'd love to have
you on board!**



**All Year Sports
GALAXY LLC**

888-605-6180

www.allyearsportsgalaxy.com
www.rollerrinkevents.com
allyearsports@aol.com



THINK OUTSIDE THE



Doing business. Your way.

NACA® 24/7 is a platform that gives you the freedom to book entertainers, events and services anytime, anywhere.

Need to fill in the gaps after Block Booking at an event? Had a last-minute schedule change? Searching for the perfect promotional item? NACA® 24/7 has got you covered.

This one-stop shop matches you with the vendors and talent you're seeking, and puts NACA's resources right at your fingertips including:

- Calls for acts/services
- Ability to search for acts performing near you
- Artist reviews
- Video and audio files

And much more!

NACA.org/NACA247

Think outside the box. Go beyond the blocks.



FULL STAGE

Full Stage showcases include 30 musical, comedy, novelty and other attractions. Each attraction has 10 minutes to perform. Attractions are listed in alphabetical order, not in the order in which they will appear. Alternates are listed in priority order, in the event any of the Spotlight High attractions are unable to appear. For the artists listed, pricing information includes the attraction's regular non-convention price, followed by Block Booking pricing. All Block Booking pricing categories indicate the base contract fee and any additional expenses required (sound, lights, room and meals). Some states may require the withholding of taxes from contract fees paid to artists. Check with artists' representatives to determine if prices listed include applicable tax withholdings. NACA makes no representation regarding such withholdings.

Ashlee Haze SPOKEN WORD

*Funny, heart-wrenching
and unapologetic poetry.*

Out of the Box Booking

📍 ashleehaze

Home Base: Atlanta, GA

Single Date Price:\$1,800+SLRM
3 Dates in 5 Days (Block Price):\$1,600+SLRM
5 Dates in 7 Days (Block Price):\$1,400+SLRM
Contract On-Site Discount:.....N/A



Ashlee Haze is a poet and spoken word artist from Atlanta by way of Chicago. Earning the nickname "Big 30" because of her consistency in getting a perfect score, she is one of the most accomplished poets in poetry slam. She's been a part of the Atlanta poetry circuit for over a decade and has been writing over 15 years. She is a three-time Queen of the South Poetry Slam Champion, two-time Women of the World Poetry Slam Finalist and two-time National Poetry Slam semi-finalist. She recently appeared on NPR's Tiny Desk series alongside Blood Orange. After her poem "For Colored Girls Who Don't Need Katy Perry When Missy Elliott Is Enough" went viral, Missy Elliott was so moved she showed up at the poet's house. Her sophomore book, "Smoke," is scheduled for release in the fall of 2020.

Backtrack MUSIC

*A cappella powerhouse
and YouTube sensation
based in New York City!*

**Metropolis Management
& Entertainment Group**

📍 backtrackvocals

📍 backtrackvocals

Home Base: New York, NY

Single Date Price:\$3,200+SLRMT
3 Dates in 5 Days (Block Price):\$2,500+SLRMT
5 Dates in 7 Days (Block Price):\$1,950+SLRMT
Contract On-Site Discount:.....N/A



Backtrack's five musicians take the stage around the nation at performing arts centers, corporate events, music festivals, schools and more. They infuse heart and humor into every performance and cover genres from pop to Motown to classical, as well as original compositions. Their exciting arrangements transform familiar tunes and showcase the top-notch vocal (and beatboxing) abilities of all of its members. Backtrack was originally formed to produce YouTube videos, and since its founding, the group has gained over 10 million views and more than 112,000 subscribers. They've appeared on PopTV and Scary Mommy's "Lullaby League," hosted by "Parks and Recreation" star Jim O'Heir; on Steve Harvey's daytime show, "STEVE!"; and in Broadway's "Kinky Boots." In 2019, they won "New York's Got Talent" Season 6.

DJ Demers COMEDY

*A pretty funny dude who
happens to wear hearing aids.*

H2F Comedy Productions

📍 djdemers

📍 djdemers

Home Base: Burbank, CA

Single Date Price:\$2,500+SLRMT
3 Dates in 5 Days (Block Price):\$2,200+SLRMT
5 Dates in 7 Days (Block Price):\$2,000+SLRMT
Contract On-Site Discount:.....N/A



D.J. Demers is an award-winning stand-up comedian. He appeared on Season 11 of "America's Got Talent," has performed stand-up on "Conan" twice and was the winner of the 2014 Homegrown Comics Competition at the prestigious Just For Laughs festival in Montreal. After winning the competition, he was invited to perform at a TV taping, the first time that has happened in festival history. Demers was also a featured performer at Toronto's JFL42 comedy festival in 2014, the winner of the 2013 Toronto Comedy Brawl, a finalist in NBC's StandUp for Diversity, and winner of Best Breakout Artist at the 2015 Canadian Comedy Awards. He also wears hearing aids.

Elliot Zimet MAGICIAN

*It's show time with
master illusionist Elliot Zimet!*

RK Entertainment Agency, LLC

📍 ElliotZimet

📍 elliotzimet

Home Base: Brooklyn, NY

Single Date Price:\$2,850+SLRMT
3 Dates in 5 Days (Block Price):\$2,500+SLRMT
5 Dates in 7 Days (Block Price):\$2,250+SLRMT
Contract On-Site Discount:.....N/A



Elliot Zimet's (pronounced ZIH-MIT) fresh approach to his material is unparalleled in the world of magic and illusion. Audiences have been captivated watching his appearances as a semi-finalist on "America's Got Talent," where judges exclaimed, "You surprised me. Your style was cool, and the audience loved you!" Recently, he's been featured on Ryan Seacrest's "AXS Live," "CBS This Morning" and VH1's "Big Morning Buzz Live." Born and raised in the Bronx, Zimet found great inspiration in New York City's rich culture of music and fashion. When he saw his first magic show at age nine, he knew magic was to be his life. He's gone on to amaze audiences throughout the country from Madison Square Garden to the Hard Rock Hotel in Las Vegas. In the fall of 2012, he starred in his own off-Broadway show, which had an extended run in Times Square in New York City. He also toured with The Greatest Show on Earth - Ringling Bros. and Barnum & Bailey Circus.

Evan Struck: Speed Painter

OTHER

Music, color, inspiration – this is Evan Struck's show, "Painting Prodigy."

Bass/Schuler Entertainment

▼ **StruckEvan**

@evan_struck_speedpainting

Home Base: Jackson, MI

Single Date Price:\$3,600+SLR

3 Dates in 5 Days (Block Price):\$3,300+SLR

5 Dates in 7 Days (Block Price):\$3,000+SLR

Contract On-Site Discount:.....N/A

Evan Struck transforms blank canvases into masterpieces through his skill of speed painting. At age 17, he is known as America's youngest speed painter. Inspiring both young and old with his gift, his show "Painting Prodigy" is both a music and color experience combining elements of hip-hop and pop to blow away his audience. Throughout his show, he will paint upwards of five to six paintings, as well as painting someone randomly selected from the audience!



Hiplet Ballerinas

OTHER

Viral sensation featuring hip-hop, Latin and African dance en pointe.

ECE Touring/

EastCoast Entertainment

@hipletballerinas

Home Base: Chicago, IL

Single Date Price:\$15,000+SLRM

3 Dates in 5 Days (Block Price):\$12,500+SLRM

5 Dates in 7 Days (Block Price):\$10,000+SLRM

Contract On-Site Discount:.....\$1,000

Hiplet™ fuses classical pointe technique with urban dance styles that are rooted in communities of color. It was specifically designed to make ballet accessible to all by mixing it with current popular songs and classic dance moves from the Charleston to the Tootsie Roll. Performances may incorporate the rhythms of African drums with Tchaikovsky, arabesques and beat-boxing or even Tango en pointe – all while showcasing Hiplet's trademark sass, hip movements and struts against popular music that audiences will recognize from Black Violin to Beyoncé. After features on/in "Good Morning America," BuzzFeed and The Huffington Post, the new art form went viral in the spring of 2016 and has now amassed over a billion views. Since then, partnerships with Mercedes Benz, Vogue's Anna Wintour, New York and Paris Fashion Week, W Magazine, Versace and Old Navy, to name a few, have culminated in an incredible worldwide demand for a live show featuring Homer Bryant's innovative technique.



Inclusion Inspires

Innovation—

Dance Performance

OTHER

Performance by dancers with and without disabilities using dance as a catalyst to inspire inclusion.

Infinite Flow -

An Inclusive Dance Company



@infiniteflowdance @marisahamamoto

Home Base: Los Angeles, CA

Single Date Price:\$4,000+SLRMT

3 Dates in 5 Days (Block Price):\$3,750+SLRMT

5 Dates in 7 Days (Block Price):\$3,500+SLRMT

Contract On-Site Discount:.....N/A

Infinite Flow - An Inclusive Dance Company is a Los Angeles-based nonprofit and professional dance company composed of dancers with and without disabilities using dance to inspire inclusion and innovation. Since 2015, Infinite Flow's professional dancers have performed over 100 times, from school assemblies to corporate events with Apple, Facebook, Red Bull, Porsche, Kaiser Permanente, and Farmer's Insurance, among others. Their dance videos have been viewed by over 70 million people on Facebook alone, and they have been featured by NBC's "Today" and ABC's "Good Morning America," among other national and international media outlets. Infinite Flow was founded by Marisa Hamamoto, a professional dancer and stroke survivor who was temporarily paralyzed from the neck down while a college student. Think TED meets "America's Got Talent": Infinite Flow's presentations include performances, storytelling and audience interaction, bringing fresh breath to diversity and inclusion, speaker series, and disability awareness events.

Jake Miller

MUSIC

High-energy, pop, top 40 radio artist on the rise who melts hearts.

APA Music

▼ **jakemiller**

@jakemiller

Home Base: Weston, FL

Single Date Price:\$20,000+SLRMT

3 Dates in 5 Days (Block Price):\$17,500+SLRMT

5 Dates in 7 Days (Block Price):\$16,000+SLRMT

Contract On-Site Discount:.....See Agent

With a style influenced as much by John Mayer as Macklemore, singer Jake Miller emerged while still a student at the University of Miami. He got his start in high school, posting videos online from his Weston, FL home. In 2011, he self-released his debut EP and performed his first live gig, opening for Snoop Dogg, and from there he released an EP per year. Skipping to 2016, he released the "Overnight" EP, which he took on tour opening for Fifth Harmony. In 2017, Miller self-released his sophomore LP, "2:00am in LA." Less than a year later, he issued his third full-length work, "Silver Lining." His 2018 release with RED MUSIC, "Wait For You," is a bona fide smash. Matched with his signature brand of pop, Miller uses heavier electronic influences on "Wait For You," while the lyrics tackle the complexity of relationships. Arguably his strongest music yet, his "SUMMER 2019" EP was released Sept. 19 and has already amassed over 5 million combined streams.



Joe & Nick's VCR Party COMEDY

*A live guided tour through
the world's funniest VHS collection.*

Bass/Schuler Entertainment

♥ vcrparty

@ vcrparty

Home Base: Long Island City, NY

Single Date Price:\$2,650+SLR

3 Dates in 5 Days (Block Price):\$1,795+SLR

5 Dates in 7 Days (Block Price):\$1,395+SLR

Contract On-Site Discount:.....N/A

In the VCR Party, comedians Joe Pickett (The Onion) and Nick Prueher ("The Late Show with David Letterman") present a hilarious guided tour through their unbelievable VHS collection. As featured on "The Tonight Show Starring Jimmy Fallon," "America's Got Talent," "Tosh.0," truTV and "Jimmy Kimmel Live!," Joe and Nick resurrect these forgotten video treasures and serve them up in the funniest, most jaw-dropping show on the college circuit. VCR Party was founded in New York City in 2004 and has gone on to sell out hundreds of shows around the world, including the HBO Comedy Festival, Just For Laughs and Bonnaroo. "The biggest collection of weird videos I've ever seen." – Jimmy Fallon. "Skull-crushingly funny." – The Onion A.V. Club. "Hysterical and brilliant." – Time Out. "A comedy sensation." – The Guardian.



Juice MUSIC

Boy band

super rock group.

United Talent Agency

♥ itstimeforjuice

@ itstimeforjuice

Home Base: New York, NY

Single Date Price:\$5,000+SL

3 Dates in 5 Days (Block Price):\$3,750+SL

5 Dates in 7 Days (Block Price):\$2,500+SL

Contract On-Site Discount:.....N/A

With seven distinct personalities, Juice distills rock, R&B and hip-hop into a signature sound with a distinct kick of electric violin, rich harmonies, honest lyrics and festival-worthy choruses. "There are so many colors when we play," explains Michael. "The chemistry is there in the studio and on stage. When we play to a crowd, it's all organic. The reactions, the faces, the experience – what you see is what you're getting; people know that, they can tell." Juice is looking to forward to seeing you at NACA® Live to catch up with familiar faces, meet new students and, of course, make sure everyone is having a good time!



Lewberger COMEDY

Finalists on NBC's "Bring The Funny," this three-man comedy band is Lonely Island meets Flight of the Conchords.

The Gersh Agency

♥ lewberger

@ lewberger

Home Base: Los Angeles, CA

Single Date Price:\$5,000+SLRT

3 Dates in 5 Days (Block Price):\$3,500+SLRT

5 Dates in 7 Days (Block Price):\$3,000+

Contract On-Site Discount:.....See Agent

Lewberger is Keith Habersberger, Alex Lewis and Hughie Stone Fish. Recently named finalists on NBC's "Bring The Funny," this handsome, three-man comedy band based in Los Angeles, CA, has been described as the illegitimate love child of Lonely Island and Flight of the Conchords. They are perhaps most known for their viral music videos, which have amassed over 25 million views online. They started writing original comedy songs together five years ago and have performed live shows at the Kaaboo del Mar music festival, as well as at colleges and comedy theaters in California and New York. Lewberger released its self-titled debut album in November 2018. Keith Habersberger is a member of Internet sensations The Try Guys, who recently left BuzzFeed to form their own production company. Alex Lewis is an actor and comedian who can be seen on several TV shows and in the movie "All About Nina," as well as in the "Valley Girl" remake coming soon. Hughie Stone Fish is an independent music artist and producer.



Maiah Wynne Trio MUSIC

*Harmonies, charm and a
blend of all your favorite songs.*

Houla Entertainment, LLC

♥ maiahwynne

@ maiahwynne

Home Base: Portland, OR

Single Date Price:\$2,250+SLRMT

3 Dates in 5 Days (Block Price):\$2,000+SLRMT

5 Dates in 7 Days (Block Price):\$1,750+SLRMT

Contract On-Site Discount:.....N/A

Maiah Wynne is a multi-instrumentalist, one-woman tour de force, with a show that appeals to people of all ages and backgrounds. Known for playing up to four instruments at the same time, Wynne crafts a unique blend of indie-folk featuring her hauntingly beautiful voice and earnest lyrics. Songwriters Kandra Tolystad (Bass/Vocals) and Toria Beck (Guitar/Vocals) met in high school and began writing songs together and formed Dreadlight, a female rock duo from Portland, OR. Coming from different musical worlds, the duo developed a unique sound where sweet harmonies soar over crafted instrumentation. Together, the three performers create ethereal harmonies and offer a fun blend of genres that will give your ears a treat. Their one-of-a-kind show will have you singing along to your favorite songs and feeling nostalgic with classics. Sprinkled with some beautifully written originals, this all-girl power trio will leave you wanting more.



Marcus Monroe

JUGGLER

Award-winning
comedian and juggler.

Bass/Schuler Entertainment

▼ marcusmonroe

@marcusjuggles

Home Base: New York, NY

Single Date Price:\$2,950+SLR

3 Dates in 5 Days (Block Price):\$2,450+SLR

5 Dates in 7 Days (Block Price):\$2,050+SLR

Contract On-Site Discount:.....N/A

Marcus Monroe is a New York City-based, award-winning comedian and juggler. His show is a high-energy blend of innovative juggling with in-your-face comedic banter riddled with awkwardness. His show is a four-time New York Times Critics' pick and he is also the recipient of the prestigious Andy Kaufman Award. Recently, he has appeared on "The Late Show," HBO and MTV. Aside from countless colleges and universities, Monroe has performed at Bonnaroo with Amy Schumer, TEDx, the New York Comedy Festival, the Edinburgh Fringe Festival, and Outside Lands alongside Neil Patrick Harris. He communicates heavily with his fans on social media and has over 1 million unique views on YouTube.



Nate Jackson

COMEDY

Hilariously funny hip-hop
comedian from "Wild 'N Out."

Jus' Wiggin Entertainment

▼ mrnatejackson

@mrnatejackson

Home Base: Burbank, CA

Single Date Price:\$2,500+SLRMT

3 Dates in 5 Days (Block Price):\$2,400+SLRMT

5 Dates in 7 Days (Block Price):\$2,300+SLRMT

Contract On-Site Discount:.....N/A

In the not-so-distant future, when the first urban comedy dictionary is finally published, there will be a short list of definitions and references under the word "electrifying." At the top of that list, taking up the majority of the page, will be a smiling, action photo of a young stand-up comedian and future comedy hall of famer, 2010 Bay Area Black Comedy Competition winner and cast member of Nick Cannon's "Wild 'N Out," Nate Jackson. From the moment he takes the stage and grabs the microphone until he puts it back in its stand, you can actually feel the electric comedy energy surging through your body in the form of constant laughter. And on your way out of the club or theater, and even into the next day, you're still feeling the comical and, in some cases, medicinal effects of experiencing a Nate Jackson comedy show.



NRG

MUSIC

Homegrown powerhouse
K-Pop band NRG is ready to
rock your stage.

**Metropolis Management
& Entertainment Group**

Home Base: Atlanta, GA

Single Date Price:\$3,000+SLRMT

3 Dates in 5 Days (Block Price):\$2,750+SLRMT

5 Dates in 7 Days (Block Price):\$2,450+SLRMT

Contract On-Site Discount:.....N/A

It's never a dull moment with NRG (aka Next Rising Generation)! Debuting in Atlanta, GA, NRG is a five-piece K-Pop band that combines energetic pop, hip-hop and the latest hard-hitting dance moves with vocals that will blow your mind!



OVEOUS – Poet/Lyricist

SPOKEN WORD

Imagine an artist successfully bridging stand-up,
music & poetry! That's OVEOUS!

**Metropolis Management
& Entertainment Group**

▼ OVEOUS

@ OVEOUS

Home Base: New York, NY

Single Date Price:\$2,200+SLRMT

3 Dates in 5 Days (Block Price):\$1,800+SLRMT

5 Dates in 7 Days (Block Price):\$1,650+SLRMT

Contract On-Site Discount:.....N/A

OVEOUS embodies brilliant lyricism with a powerful performance. Perhaps his greatest strength is that he was able to turn his brother's suicide into a global mission for mental healing and the positive uplifting of all people he comes across through his music and words. He's earned standing ovations on "HBO Def Jam" and "The Arsenio Hall Show, and has been a winner multiple times on "Showtime at the Apollo." His now-classic hit song "Mirror Dance" with Osunlade still rocks the core of your soul on the dance floor. As a poet, he's earned countless national titles and is one of few artists to be chosen by the US State Department to represent America on a musical world tour.



Stan Genius

MUSIC

Nineteen-year-old performer from Atlanta, GA
who blends elements of R&B and pop.

OnCampusText

▼ iamstangenius

@ iamstangenius

Home Base: Atlanta, GA

Single Date Price:\$2,500+SLRMT

3 Dates in 5 Days (Block Price):\$2,250+SLRMT

5 Dates in 7 Days (Block Price):\$1,975+SLRMT

Contract On-Site Discount:.....N/A

A talented singer, songwriter and musician, Stan Genius is a next-generation entertainer. With a gift for performing that extends beyond his 19-year-old persona, he is primed to advance his career. Growing up in Atlanta, he started performing at age five. At seven, he and his jazz trio entertained regularly across Georgia. At age 16, Genius released his full-length solo project "Light Skin Issues," followed by the EP "Genius Holiday" in 2018. That same year, he was asked to join the "Fever Tour." Genius is currently an undergrad at USC and describes his sound as "funky, rhythmic soul rooted in inspiration." His latest independent single, "Cross Your Mind," has surpassed 800,000 streams and is still growing. Described as "exciting" and "intriguing," he has a substantial social media following, with 1.2 million-plus Tik Tok followers and 95,000-plus Instagram followers. Stan Genius is poised to take the music industry by storm.



Steven Brundage

MAGICIAN

Rubik's Cube magician.

GP Entertainment

▼ BrundageMagic

@ BrundageMagic

Home Base: Los Angeles, CA

Single Date Price:\$2,950+SLRMT

3 Dates in 5 Days (Block Price):\$2,750+SLRMT

5 Dates in 7 Days (Block Price):\$2,450+SLRMT

Contract On-Site Discount:.....N/A

During the 11th Season of "America's Got Talent," judges called Steven Brundage's show "amazing" and "an incredible piece of magic." The 28-year-old professional magician is best known for his impossible-to-handle routines with Rubik's Cubes and specializes in close-up, sleight-of-hand magic that shocks and delights audiences of all sizes. Although he started as a close-quarters street performer, Brundage relishes the challenge of using technology and audience participation to adapt his astonishingly original tricks to stage shows with large audiences – the more skeptical the better. In addition to "America's Got Talent," Brundage has appeared on "Good Morning America," "The Today Show," "Penn and Teller: Fool Us" (he fooled them) and "The Steve Harvey Show."



The Bomb Digz

MUSIC
Pop/R&B trio who have shared the stage with Big Sean, French Montana and Kendrick Lamar.
Developing Artist Booking, LLC



✉ the_bomb_digz
@ the_bomb_digz

Home Base: New York and New Jersey

Single Date Price:\$2,500+SLRMT
3 Dates in 5 Days (Block Price):\$2,200+SLRMT
5 Dates in 7 Days (Block Price):\$1,975+SLRMT
Contract On-Site Discount:.....N/A

Daniel, Kevin and Devin of the pop/R&B group The Bomb Digz are rising 19-year-old teens chasing their musical aspirations together! They've been working for some time now as an independent project under the direction of Grammy-nominated producer Allstar (whose credits include hit records with SWV, Joe, Blackstreet and more). These popular artist and social media influencers have amassed millions of followers on Instagram, Tik Tok and YouTube, and thousands of streams of their music. They've toured internationally, performing in over 15 major European cities, and toured nationally with sold-out shows across the US. The Bomb Digz were named Artists to Watch and one of the few unsigned artist to perform at the BET Experience sponsored by Coca-Cola. The Bomb Digz popular car cover videos have gone viral, and they have become YouTube sensations inspiring young people to chase their dreams!

Tia P.

MUSIC
Soulful gritty rapper, singer-songwriter and drummer from BET's "Next Big Thing."
ECE Touring/EastCoast Entertainment



✉ iamtiap
@ iamtiap

Home Base: Inglewood, CA

Single Date Price:\$2,750+SLRMT
3 Dates in 5 Days (Block Price):\$2,500+SLRMT
5 Dates in 7 Days (Block Price):\$2,250+SLRMT
Contract On-Site Discount:.....\$50

As seen on BET's docuseries "Next Big Thing," Tia P. is a driven, passionate, charismatic and talented rapper, producer, musician and songwriter. Influenced by the likes of Missy Elliott, Pharrell Williams and Lauryn Hill, Tia P.'s soul embodies the essence of Erykah Badu, the funk of D'Angelo, the storytelling of Bahamadia and the brashness of Jean Grae. The 25-year-old Howard University graduate has been making music and writing lyrics since age six. Unafraid. Honest. Unique. Next. Tia P. has opened for KRS 1, Bootsy Collins, DJ Quik, Kelly Roland's female group June's Diary and a host of other well-known acts, and has won several major songwriting competitions. In 2017, she won the prestigious John Lennon Songwriting Competition and performed at NAMM. Tia P.'s goal is to defy the odds of expectation and not be limited to the boundaries of a particular genre.

Tyler Hilton

MUSIC
Internationally touring singer-songwriter and star of "One Tree Hill."
Developing Artist Booking, LLC



✉ tylerhilton
@ tylerhilton

Home Base: Los Angeles, CA

Single Date Price:\$2,500+SLRMT
3 Dates in 5 Days (Block Price):\$2,250+SLRMT
5 Dates in 7 Days (Block Price):\$1,975+SLRMT
Contract On-Site Discount:.....N/A

Best known for his role on the hit TV series "One Tree Hill," Tyler Hilton has toured the world, sharing the stage with everyone from Gavin DeGraw and John Mayer to Keith Urban. A great option for coffeehouse performances as well as springfest shows, Hilton can perform a solo acoustic show or with a band. He has very strong social media presence with over 200,000 followers on Instagram.

Gig got canceled at the last minute?
See which schools are looking for talent at
NACA 24/7!



naca 24/7

Doing business
your way.
naca.org/NACA247

FULL STAGE ALTERNATES



1. David Cook
MUSIC
Madison House



2. Erik Griffin
COMEDY
Creative Artists Agency



3. Rayvon Owen
MUSIC
Developing Artist Booking, LLC



4. VIAA
MUSIC
Artemis Boutique Booking Agency



5. Tom Varano:
Emotion Into Art
OTHER
RK Entertainment Agency, LLC



6. Salsa Magic
OTHER
The College Agency



7. Nick Colletti
COMEDY
The Gersh Agency



8. SARO
MUSIC
Artemis Boutique Booking Agency



9. FLY Dance Company
OTHER
ECE Touring/
EastCoast Entertainment



10. Game Shows to Go -
Any Show
OTHER
To Go Events, Inc.



11. Arthur Trace -
The Artful Deceiver
MAGICIAN
Sophie K. Entertainment, Inc.



12. The Virzi Triplets
COMEDY
BARK Entertainment



13. LaughN Paint Comedy
Series
COMEDY
NoRoom Management

LEARNING LIVE

Learning Live is for lecturers and is formatted in round-robin style. Each lecturer will perform three times for 20 minutes each. Delegates will be able to see three lectures within this block. A lecturer may take questions from the audience or conduct a question-and-answer session within the 20-minute session. Attractions are listed in alphabetical order, not in the order in which they will appear. Alternates are listed in priority order, in the event any of the Learning Live attractions are unable to appear. For the artists listed, pricing information includes the attraction's regular non-convention price, followed by Block Booking pricing. All Block Booking pricing categories indicate the base contract fee and any additional expenses required (sound, lights, room and meals). Some states may require the withholding of taxes from contract fees paid to artists. Check with artists' representatives to determine if prices listed include applicable tax withholdings. NACA makes no representation regarding such withholdings.

Blair Imani LECTURE

An activist at the intersection of queer, Muslim and female identity.

Collective Speakers

✉ BlairImani

@blairimani

Home Base: Los Angeles, CA

Single Date Price:\$7,500+SLRT

3 Dates in 5 Days (Block Price):\$6,500+SLRT

5 Dates in 7 Days (Block Price):\$5,000+SLT

Contract On-Site Discount:\$1,000

Blair Imani is a critically acclaimed historian, outspoken advocate and activist and dynamic public speaker. The author of two historical books, "Modern HERstory: Stories of Women and Nonbinary People Rewriting History" (2018) and "Making Our Way Home: The Great Migration and The Black American Dream (2020)," she focuses on women and girls, global black communities, and the LGBTQ community. She serves as the official ambassador of Muslims for Progressive Values, one of the oldest progressive Muslim organizations supporting the LGBTQ+ community, and she dedicates her platform to advocating for the rights of marginalized people around the world. Hailing from Los Angeles, she attended Louisiana State University where, in 2014, she founded Equality for HER, a non-profit organization that provided resources and a forum for women and nonbinary people to feel empowered. Her fearless leadership took her to the front lines of anti-police brutality protests and, following her arrest at the protests of Alton Sterling's murder in Baton Rouge, she began building a platform and social media presence to organize and create awareness about injustices in black, queer and Muslim communities.



Catherine Bosley LECTURE

Going viral: How to protect your social media image.

Rebelle Events

✉ CBosley19

@cathbosley

Home Base: Youngstown, OH

Single Date Price:\$2,800+SLR

3 Dates in 5 Days (Block Price):\$2,500+SLR

5 Dates in 7 Days (Block Price):\$2,250+SLR

Contract On-Site Discount:N/A

Ohio native Catherine Bosley is a long-time, award-winning TV journalist. With nearly 30 years of speaking experience, her mission today is made clear in her popular TEDx Talk, "My Naked Nightmare: A Lesson in Surviving Humiliation." It focuses on helping others navigate and survive the digital space, when it seems all the rules regarding privacy are changing and vulnerability is taken to a whole new level. Her precious insight stems from her own story that went "viral" and brought on the kind of shame and online torment that has become all too common. As a result, she was invited to appear on "Good Morning America," "The Oprah Winfrey Show," "Inside Edition" and "The O'Reilly Factor." While the fiasco nearly cost the TV anchorwoman her life, she was able to make an amazing comeback (after three successful federal lawsuits, including one against Larry Flynt and Hustler Magazine.) Her cautionary, yet inspirational tale serves as a "game-changer" in the ever-changing digital reality in which we live.



Chloe Hilliard - F*** Your Diet LECTURE

Pokes fun at the all-too-familiar misguided quest for better health and sense of self-worth.

Rebelle Events

✉ Chloe_hilliard

@Chloe_hilliard

Home Base: New York, NY

Single Date Price:\$3,500+SLR

3 Dates in 5 Days (Block Price):\$3,200+SLR

5 Dates in 7 Days (Block Price):\$2,800+SLR

Contract On-Site Discount:N/A

By the time Chloé Hilliard was 12, she wore a size 12 – both shoe and dress – and stood over six feet tall. Fitting in was never an option. That didn't stop her from trying. Cursed with a "slow metabolism," "baby weight," and "big bones," – the fat trilogy – she turned to fad diets, starvation, pills and workouts, all of which failed. Realizing that everything – from government policies to corporate capitalism – directly impacts our relationship with food and our waistlines, she changed her outlook on herself and hopes others will do the same for themselves. The perfect mix of cultural commentary, conspiracies and confessions, F*** Your Diet pokes fun at the all-too-familiar misguided quest for better health, permanent weight loss and a sense of self-worth. For over 10 years, Hilliard was a culture and entertainment journalist, writing for The Village Voice, Essence, Vibe, King, and The Source. For her expertise on hip-hop culture, she's appeared on "CNN Headline News," "ABC News," "Our World with Black Enterprise" and C-Span.



Chris Singleton LECTURE

Chris Singleton shares a story of love, forgiveness and racial reconciliation.

Brave Enough Artist Agency

✉ csingleton_2

@csingleton_2

Home Base: Charleston, SC

Single Date Price:\$3,000+SLRMT

3 Dates in 5 Days (Block Price):\$2,500+SLRMT

5 Dates in 7 Days (Block Price):\$2,000+SLRMT

Contract On-Site Discount:N/A

Chris Singleton is a professional baseball player drafted by the Chicago Cubs and a man on a greater mission than just hitting home runs. He is an inspirational speaker who's been featured on ESPN's "E:60," in Sports Illustrated magazine and USA Today, and more. His mother, Sharonda Coleman-Singleton, was murdered along with eight other victims at Mother Emanuel AME church in Downtown Charleston, SC on June 17, 2015 by a racist white supremacist. He inspired his city and the nation by forgiving the young man who murdered his mother, saying, "Love is stronger than hate." Singleton inspires his audiences of all ages through teaching the power of forgiveness and his personal experiences of adversity at such a young age. After hearing him speak, you will feel inspired to love more, do more and treat others the way you want to be treated.



Jazz Jennings

LECTURE

Transgender YouTube sensation, star of TLC's "I Am Jazz" and activist.

Creative Artists Agency

✉ JazzJennings

@jazzjennings

Home Base: Boston, MA

Single Date Price:\$15,000+T

3 Dates in 5 Days (Block Price):\$12,500+T

5 Dates in 7 Days (Block Price):\$10,000+T

Contract On-Site Discount:.....N/A

Jazz Jennings is a transgender American YouTuber, spokes model, television personality, an HRC Youth Ambassador, author and LGBTQ rights activist. She stars in the GLAAD Award winning TLC reality TV series "I Am Jazz", which focuses on her life with her family as a teenager and as a transgender youth. She's an honorary co-founder of the Transkids Purple Rainbow Foundation. Jennings speaks at universities, medical schools, conferences, conventions and symposiums advocating for the transgender community. She is notable for being one of the youngest publicly documented people to be identified as transgender and for being the youngest person to become a national transgender figure. Christine Connelly, a member of the board of directors for the Boston Alliance of Gay, Lesbian, Bisexual and Transgender Youth, said, "She was the first young person who picked up the national spotlight, went on TV and was able to articulate her perspective and point of view with such innocence."



Ken Nwadike - Free Hugs Project

LECTURE

Free Hugs Guy - Peace activist engaged in conflict resolution and spreading kindness.

Conscious Campus

✉ freehugsproject

@freehugsproject.tv

Home Base: San Diego, CA

Single Date Price:\$6,000+SM

3 Dates in 5 Days (Block Price):\$5,500+SM

5 Dates in 7 Days (Block Price):\$5,000+SM

Contract On-Site Discount:.....\$200

Ken E. Nwadike Jr., is a peace activist, motivational speaker and video journalist known as the Free Hugs Guy online. In 2014, Nwadike launched the Free Hugs Project to spread love in response to the bombing of the Boston Marathon. He has made major news headlines for his peacekeeping efforts and de-escalating violence during protests, riots and political rallies. Nwadike has made many appearances on news programs and other media worldwide, including on/in CNN, USA Today, "Good Morning Britain" and BBC News. He was the keynote speaker at the 2017 NACA® National Convention, a speaker at the 2018 National Convention and a speaker at several NACA regional conferences. Nwadike is a favorite on campuses nationwide and is frequently invited to return. He engages students in conversations of understanding and compassion amidst the rising tide of hatred and racism. His keynote and interaction with students create unity and build community, reminding them that we are all human beings in need of love.



Jeffrey Marsh

LECTURE

Genderfluid activist explains nonbinary identity.

Collective Speakers

✉ thejeffreymarsh

@thejeffreymarsh

Home Base: New York, NY

Single Date Price:\$4,000+SLRT

3 Dates in 5 Days (Block Price):\$3,500+SLRT

5 Dates in 7 Days (Block Price):\$3,000+SLRT

Contract On-Site Discount:.....\$500

Jeffrey Marsh is the first openly nonbinary public figure to be interviewed on national television, appearing on "Unfiltered." Marsh was also the first non-binary author to be offered a book deal with any "Big 5" publisher, at Penguin Random House. Their best-selling self-esteem guide, "How To Be You," is an innovative, category-non-conforming work that combines memoir, workbook and spiritual advice. It topped O Magazine's Gratitude Meter and was named Excellent Book of the Year by TED-Ed.



Mike Fritz

LECTURE

Help schools grow their campus engagement by 25% every semester.

Neon Entertainment

✉ mikefritzspeaks

@mikefritzspeaks

Home Base: Cincinnati, OH

Single Date Price:\$3,525+SLM

3 Dates in 5 Days (Block Price):\$3,025+SLM

5 Dates in 7 Days (Block Price):\$2,525+SLM

Contract On-Site Discount:.....N/A

What do you get when you mix a stand-up comedian and someone with a master's degree that specializes in leaders? One of the most sought-after speakers on the college circuit. Mike Fritz's knowledge of what it takes to increase student engagement and the ability to make students laugh until it hurts is unmatched. His signature program, "I'm Engaged," is not only booked all over the country, it also maintains a 92% rebooking rate. When coordinators and students host this program, they want it back. Fritz has delivered over 1,500 paid presentations and is the author of four collegiate best sellers, including his newest book, "I'm Engaged: The Ultimate Guide to Recruit, Retain and Reproduce Engaged Students on Campus." He is also the author of the campus favorite, "How to Triple The Size of Your Next Campus Event." When you bring his programs to your campus, your students will learn exactly what they need to increase student engagement and make a huge difference in their world.



Karley Sciortino

LECTURE

Modern Carrie Bradshaw - founder of Slutever, explores sexuality through humor and intellect.

Creative Artists Agency

✉ Slutever

@karleyslutever

Home Base: New York, NY

Single Date Price:\$12,500+T

3 Dates in 5 Days (Block Price):\$10,000+T

5 Dates in 7 Days (Block Price):\$7,500+T

Contract On-Site Discount:.....N/A

Karley Sciortino is a writer, host, producer and author. She founded Slutever, a website that explores sexuality through humor and intellect. She is the creator and host of a documentary series of the same name, which recently premiered on VICELAND. Slutever takes an in-depth look at sex, relationships and intimacy in the modern world. Her debut book, "Slutever: Dispatches from a Sexually Autonomous Woman in a Post-Shame World," was published in 2018. She also writes Vogue's online sex and relationships column, "Breathless," and is a regular contributor to Purple. Sciortino is a co-creator of Starz's scripted series "Now Apocalypse."



Say What?!

LECTURE

Presentation about diversity, micro-aggressions and creating a respectful culture.

Bass/Schuler Entertainment

♥ CatharsisProduc

@ catharsisproductions

Home Base: Chicago, IL

Single Date Price:\$3,500+SLR

3 Dates in 5 Days (Block Price):\$3,000+SLR

5 Dates in 7 Days (Block Price):\$2,500+SLR

Contract On-Site Discount:.....N/A

Students are a diverse group of people, not only in their character and opinions, but also in their gender, race, ethnicity, age and abilities. Does your institution consider diversity and inclusivity to be important? Are your educators creating a welcoming and safe space for students? Do your students know how to have an open, yet respectful dialogue? Catharsis Productions' Say What?! can help you create a respectful environment and an inclusive culture where everyone loves to work, study and prepare for a professional environment. The program uses humor, interactive talk and exercises to create an impactful and meaningful learning environment for all participants. It also utilizes research from psychology and adult learning theory mixed with real-world discussion and examples of cultural differences happening around us.



The C-Word: Consent

LECTURE

Interactive sexual assault prevention/awareness program.

The C-Word: Consent

♥ cwordconsent

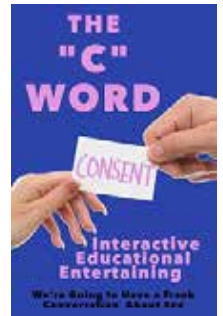
Home Base: LA & Chicago, IL

Single Date Price:\$3,400+SLR

3 Dates in 5 Days (Block Price):\$2,900+SLR

5 Dates in 7 Days (Block Price):\$2,500+SLR

Contract On-Site Discount:.....\$200



The C-Word: Consent is a highly interactive, Title IX-compliant, educational program brought to you by the creators of America's No. 1 alcohol awareness program, A Shot of Reality. This program uses a combination of audience interaction, improv exercises, and thoroughly researched information to break down walls and have a frank, difficult, but needed conversation about sex. This program covers a wide range of topics that include bystander intervention, effective boundary setting, online behavior and survivor resources. This highly engaging and entertaining program is an amazing resource for students and faculty.

LEARNING LIVE ALTERNATES



1. Rose McGowan

LECTURE

The College Agency



2. End of Racism

Comedy and Lecture Show

COMEDY

Book A Muslim



3. Frank King - Make a Difference and Save a Life

LECTURE

Kirkland Productions
& KP Comedy



4. Adios America

SPOKEN WORD

Conscious Campus



5. Alexandra Catalano

LECTURE

Fresh Variety



6. Patrick Holbert -

Punch Line Drunk

LECTURE

Kirkland Productions
& KP Comedy



7. Nadine Machkovech

LECTURE

Rebelle Events



8. Nsela Ward,

Juris Doctor

LECTURE

Me and My Friends
Change the World

ROVING ARTIST

This freeform showcase can show off any kind of novelty, variety or musical talent. Artists selected for this showcase perform in designated areas within the event facility. Attractions are listed in alphabetical order, not in the order in which they will appear. Alternates are listed in priority order, in the event any of the Roving Artist attractions are unable to appear. For the artists listed, pricing information includes the attraction's regular non-convention price, followed by Block Booking pricing. All Block Booking pricing categories indicate the base contract fee and any additional expenses required (sound, lights, room and meals). Some states may require the withholding of taxes from contract fees paid to artists. Check with artists' representatives to determine if prices listed include applicable tax withholdings. NACA makes no representation regarding such withholdings.

Pretty Funny Balloons

OTHER

World-class balloon entertainment, giant sculptures, glitter tattoos and face painting.

Houla Entertainment, LLC

♥ PrettyFunnyIndy

@prettyfunnyballoons

Home Base: Indianapolis, IN

Single Date Price:.....\$2,250+RMT

3 Dates in 5 Days (Block Price):.....\$1,850+RMT

5 Dates in 7 Days (Block Price):.....\$1,650+RMT

Contract On-Site Discount:.....N/A

Brian and Christina Getz from Pretty Funny Balloons are world-record breaking balloon artists and entertainers from Indianapolis, IN. In case you were wondering, she's the "Pretty" and he's the "Funny." They bring their unique charm and humor to your event while making awesome sculptures you never imagined were possible. Their huge super-sculptures have taken them to 48 states and 14 countries and earned them a place in the "Guinness Book of World Records" for building the world's largest modeling balloon sculpture, an 88-foot dragonfly. At each college, they work with student volunteers to create a 15-foot-tall balloon sculpture of the school's mascot, then entertain with balloons, face painting and glitter tattoos.



Intention Bracelets

OTHER

Each person makes their own bracelet, hammering a meaningful word that connects to their "why."

The College Agency

Home Base: New York, NY

Single Date Price:.....\$1,950+R

3 Dates in 5 Days (Block Price):.....\$1,750+R

5 Dates in 7 Days (Block Price):.....\$1,550+R

Contract On-Site Discount:.....N/A



Feel. Make. Share. This is a true "meaning-making activity" for any group! There are four great parts to it. Part 1 - "Feel:" Questions prompt each person to choose a word or phrase that expresses the intention they want to manifest in their lives or community. There are no right or wrong answers. As long as the word feels activated and truthful, it's the right word! Part 2 - "Make:" Each participant hammers their intention onto a token on a bracelet. Participants are encouraged to solidify their intent with each stamp of a letter. Part 3 - "Share:" As the bracelets are finished, each person shares the "why" behind their token while their neighbor helps them tie the bracelet onto their wrist, bringing conversation and connection to the experience. Part 4 - "Wear:" By wearing the bracelets, the participants are constantly reminded of their intention and they get the opportunity to share what they feel and made with someone new!

Glory Daze

MUSIC

Acoustic hip-hop/folk fusion, with original songs and covers.

DMS, Inc.

♥ heyglorydaze

@heyglorydaze

Home Base: Torrance, CA

Single Date Price:.....\$1,250+SLRMT

3 Dates in 5 Days (Block Price):.....\$1,100+SLRMT

5 Dates in 7 Days (Block Price):.....\$900+SLRMT

Contract On-Site Discount:.....N/A

Glory Daze is the moniker of Los Angeles-born artist Lea (pronounced LEE) Bailey. Through songs that are as observant as they are introspective, Glory Daze approaches the universal joys and aches of being human with both precision and delicacy. There is a nostalgic familiarity in the way she weaves words through a melody, skillfully describing experiences you've had in ways you couldn't quite articulate before. The track "Could But I Won't" from her debut EP, "What Shines in the Summer," was recently featured on Season 5 of the hit show "The Fosters." Her single "Subtract & Divide" - a moody electronic collaboration with producer J. Roosevelt - is currently nearing 1 million plays on Spotify. The music video for "Subtract & Divide" received praise and a feature from Billboard. The effortlessness of Glory Daze's presence on and off stage is the mark of someone fearless in both their artistic and personal identities.



Joel Meyers

MAGICIAN

Celebrity magician.

GP Entertainment

♥ joelmeyersmagic

@joelmeyersmagic

Home Base: Ballwin, MO

Single Date Price:.....\$2,500+SLRMT

3 Dates in 5 Days (Block Price):.....\$2,250+SLRMT

5 Dates in 7 Days (Block Price):.....\$2,000+SLRMT

Contract On-Site Discount:.....N/A

Joel Meyers has made numerous network TV appearances, including "America's Got Talent," "FakeOff" on truTV, "Masters of Illusion" and "Penn & Teller: Fool Us" on The CW. He's also been featured in Newsweek, Us Weekly, and People Magazine. He's given private performances for celebrities such as Brad Pitt, Johnny Depp and Jennifer Lopez and he has thousands of social media fans across the globe. He tours in over 20 countries and is one of the most in-demand performers in the world. Meyers is a man who believes nothing is impossible and this attitude shines through in each and every one of his captivating performances. Combining sleight of hand and original routines with a larger-than-life personality and crowd-winning charm, he specializes in taking audiences on what NBC calls "A roller coaster ride!" He's an illusionist and a mentalist, a master of the stage and a magician. He's a performer who "will capture your imagination" (Newsweek) and he'll win you over time and time again.



Mark Toland, Mind Reader

MENTALIST

International award-winning mind reader

The College Agency

♥ MarkTolandLive

@marktolandlive

Home Base: Chicago, IL

Single Date Price:\$2,500+SLR

3 Dates in 5 Days (Block Price):\$2,200+SLR

5 Dates in 7 Days (Block Price):\$1,950+SLR

Contract On-Site Discount:.....N/A

Mark Toland is an award-winning mind reader. He can tell you your birthday, where you grew up and what you did last summer. He will, quite literally, blow your mind. He has appeared on NBC, WGN, FOX, NPR and ABC, and has even given his own TED Talk. Plus, he has performed for hundreds of major colleges and corporations around the world. Toland's critically acclaimed touring show has also received top awards at international theater festivals, including "Best of Fest" at FRIGID NY and "Pick of Fringe" in Orlando. The Chicago Tribune calls his act "mind blowing!" and Theme Park University says he is "one of the best mentalism acts in the world."



Names & Faces

OTHER

Two popular shows for campuses: Caricatures and Name Painting.

Everything But the Mime

♥ namesfaces

@everythingbutthemime

Home Base: Orlando, FL

Single Date Price:\$1,995+RT

3 Dates in 5 Days (Block Price):\$1,950+RT

5 Dates in 7 Days (Block Price):\$1,850+RT

Contract On-Site Discount:.....\$50

The team of Jeff and Pippi brings unique, personalized artwork to your campus or event! Caricatures by Jeff Mandell offers six exciting styles, such as digital, Carica-tees, Stuck on You magnets, mugs, hats and traditional. Pippi uses authentic leather brushes to complete creative keepsakes in mere minutes, creating works of art that link your name with good luck using paintings of nature.



Ran'D Shine

MAGICIAN

A different kind of deception (magic).

Everything But the Mime

♥ Ran_magic

@Ran_magic

Home Base: Marlton, NJ

Single Date Price:\$2,400+SRT

3 Dates in 5 Days (Block Price):\$2,300+SRT

5 Dates in 7 Days (Block Price):\$2,200+SRT

Contract On-Site Discount:.....N/A

In the time that it takes you to read this sentence, Ran'D Shine has already determined which card you will pluck from the deck a week from now. For over a decade, the Philadelphia native has been presenting "real magic for real people" to audiences in hundreds of American cities and over 25 countries. A highly sought-after performer, he's been featured at the South African Arts Festival, at two Presidential Inaugurations and at Guantanamo Military Base. He has also made television appearances on The CW Network's "Penn and Teller: Fool Us," as well as on BET's "Man on the Street." Additionally, he was the subject of the 2015 short film "Three Quarters" by Guggenheim Fellow Kevin Everson and "Quiet Masters of Magic" (2018). As one audience member put it, "He is so much more than a magician he's CHARISMATIC, FUNNY; he is an ENTERTAINER!"



Rebel Rae

MUSIC

Social-activism-inspired music with the power of pure positivity!

Artemis Boutique Booking Agency

♥ rebelraemusic

@rebelraemusic

Home Base: Los Angeles, CA

Single Date Price:\$1,650+SLRMT

3 Dates in 5 Days (Block Price):\$1,550+SLRMT

5 Dates in 7 Days (Block Price):\$1,450+SLRMT

Contract On-Site Discount:.....N/A

Perfect for any campus event, from those focused on all-out fun to those with greater meaning and impact involving diversity and inclusion, social activism, social justice and social change, Rebel Rae is sure to rock your house! With the power of positivity, this young star of both the March for Our Lives and the Climate Strike DC movements has quickly brought her debut song to over 1 million streams. Her hits "Guns Down" and "We the People," alongside her deep belief in the power and confidence of her generation, have rocked American college students into action. A visionary young woman who stands in her conviction of moving times ahead, Rebel Rae will empower your next event with music that inspires both your spirit and your mind. Soul-stirring workshop add-ons are available.



The Icarus Account

MUSIC

Twin brother acoustic-pop duo with beards, man-buns and tight harmonies.

DMS, Inc.

♥ icarusaccount

@theicarusaccount

Home Base: Satellite Beach, FL

Single Date Price:\$1,500+SLRMT

3 Dates in 5 Days (Block Price):\$1,250+SLRM

5 Dates in 7 Days (Block Price):\$1,050+SLRM

Contract On-Site Discount:.....N/A

The Icarus Account is an acoustic/pop duo made up of twin brothers Ty and Trey Turner. Starting humbly by writing and recording songs in their college dorm room, the brothers have turned a lifelong dream into a musical career. Their live show consists of classic covers and catchy originals with tight harmonies and pure falsettos. Their original music has been featured on several commercials and TV shows, as well as by Snapchat. Their most recent full-length album made the top 10 on the iTunes singer-songwriter charts. They've shared the stage with other great artists such as American Authors, Twenty-One Pilots, Plain White T's, He Is We, Aaron Gillespie and many others. While the brothers live in Florida, they spend much of their time on the road performing over 100 dates a year.



ROVING ARTIST **ALTERNATES**



1. Central Park Bubbles
OTHER
Bass/Schuler Entertainment



2. Lauren Light
MUSIC
Brave Enough Artist Agency



3. Hayden Childress
MAGICIAN
Houla Entertainment, LLC



4. RYNO
MUSIC
DMS, Inc.



THRUST

Thrust showcases include musical, comedy, novelty and other attractions. Each attraction has 10 minutes to perform. Thirteen attractions whose isolated price is no more than \$1,500 are selected for this showcase. Block prices must include travel. Isolated date prices may be exclusive of travel. Attractions are listed in alphabetical order, not in the order in which they will appear. Alternates are listed in priority order, in the event any of the Thrust attractions are unable to appear. For the artists listed, pricing information includes the attraction's regular non-convention price, followed by Block Booking pricing. All Block Booking pricing categories indicate the base contract fee and any additional expenses required (sound, lights, room and meals). Some states may require the withholding of taxes from contract fees paid to artists. Check with artists' representatives to determine if prices listed include applicable tax withholdings. NACA makes no representation regarding such withholdings.

Alex Ahn Violin

MUSIC

Contemporary electric violinist of various genres.

Degy Booking International

@alexahnviolin

Home Base: Atlanta, GA

Single Date Price:\$1,250+SLRMT

3 Dates in 5 Days (Block Price):\$1,150+SLRM

5 Dates in 7 Days (Block Price):\$1,000+SLRM

Contract On-Site Discount:.....N/A



Alex Ahn is a classically trained violinist from Atlanta, GA. Since starting the violin over two decades ago, he gradually transitioned from the strict structure of classical violin to developing his own free-flowing style stemming from the culture of Atlanta. He has played all over the United States at private events and fashion shows, as well as at international events. To this day, he continually develops his style in ways people would've never imagined the violin to sound. Time and time again, Ahn shows the violin can be whatever you want it to be.

Astronomy Club

COMEDY

First all-black improv team at UCB. Netflix series premiered in December 2019.

APA Comedy

Home Base: New York, NY

Single Date Price:\$1,500+SLRMT

3 Dates in 5 Days (Block Price):\$1,500+SLRMT

5 Dates in 7 Days (Block Price):\$1,500+SLRMT

Contract On-Site Discount:.....N/A



Astronomy Club is a New York-based sketch and improv group that, in 2014, became the first all-black house team at the Upright Citizen Brigade Theatre. After building a cult following through live performance in New York, the group was named to NYCF Comedy Central Comics to Watch in 2016. Their self-titled Comedy Central digital series debuted in fall 2018 and, in 2019, it was announced that Netflix had ordered a six-episode sketch comedy series with the group. Individually, members of Astronomy Club have been featured on numerous shows such as "Broad City," "Black Mirror," "Unbreakable Kimmy Schmidt," "Modern Family," "Orange Is The New Black," "Alternatino," "Last Week Tonight With John Oliver" and many more.

Brian Ledbetter

MENTALIST

Mindreading? X-Ray Vision? Telekinesis? Second Sight? Brian Ledbetter is the man with WILD TALENTS!

Neon Entertainment

♥ neonent

@neon_entertainment

Home Base: Seattle, WA

Single Date Price:\$1,500+SLRMT

3 Dates in 5 Days (Block Price):\$1,425+SLRM

5 Dates in 7 Days (Block Price):\$1,375+SLRM

Contract On-Site Discount:.....N/A



Imagine seeing inanimate objects seemingly come to life and move using only the power of the mind. Forks bend and spoons twist into a knot. Unexplainable coincidences occur. Brian Ledbetter charmingly reads the thoughts of strangers he's never met. He will even tell you, with complete accuracy, the complex serial number of a dollar bill in your wallet that he's never seen or touched. He deeply engages his audiences with subtle comedy, audience participation, feats of extraordinary mentalism and intriguing visuals. Even the most skeptical and cynical are won over and join in the fun! He engagingly demonstrates that anything is possible if we are willing to think outside the box and use our minds in non-traditional ways. In his show, anything is possible and his audiences should expect the unexpected!

CASSIDI

MUSIC

Fast-rising singer-songwriter

GP Entertainment

♥ thecassidi

@thecassidi

Home Base: Utica, NY

Single Date Price:\$1,500+SLRMT

3 Dates in 5 Days (Block Price):\$1,350+SLRMT

5 Dates in 7 Days (Block Price):\$1,000+SLRMT

Contract On-Site Discount:.....N/A



CASSIDI began her journey in music at age seven. She started to hone her craft of singing and songwriting while simultaneously becoming self-taught in piano and guitar. Now 21, she has also become self-taught in digital music production. She now produces on every one of her songs, all self-written. She's gained quite the following by touring the East Coast, showcasing and performing in cities like Los Angeles and New York City, and opening for multiple well-known musical acts. She has had three singles in rotation on top 40 radio stations in just the past year and over five original songs premiering on radio. She has topped New Year's eve radio countdowns and Shazam search charts with her original music in New York. She's on the rise to push many boundaries in years to come.

DENNY MUSIC

*Luxurious alt-pop trio
with cathartic vocals and
dance floor grooves.*

DENNY

♥ dennytheband

@dennytheband

Home Base: Minneapolis, MN

Single Date Price:\$1,500+SLT

3 Dates in 5 Days (Block Price):\$1,400+SL

5 Dates in 7 Days (Block Price):\$1,300+SL

Contract On-Site Discount:\$100

DENNY is an alternative-pop trio from Minneapolis, MN. The group has shared stages with major acts like K.Flay, Mike Snow, Jr Jr, Robert DeLong, Mallrat, and Cubsport, while sharing multiple sold-out nights at Minneapolis clubs with fellow Minneapolis artists. The first demo DENNY put out in 2015 made it to top 10 on Hypem. The band's second single was featured on multiple Spotify editorial playlists. "Girls Like You," released in October 2017 with a minimal marketing push, still brings over 1,000 streams a day from people's saved music on Spotify. The best DENNY is live DENNY. Known for their frenetic energy, crushing grooves and lead singer Alexander Rollins' powerful vocals, the band has people dancing one minute and in cathartic release the next. DENNY has been featured on Indie Shuffle, in Atwood Magazine, and in dozens of other online outlets. The band's music has been spun regularly on 89.3 The Current and Go96.3 stations in Minneapolis.



Jasmine Ellis

COMEDY

*Hilarious, clean, new-to-the college-market
comedian seen at the Big Pine and Moon Tower
Comedy festivals!*

Summit Comedy, Inc.

♥ jasmineecellis

@jasmineelliscomedy

Home Base: Austin, TX

Single Date Price:\$1,500+SLRT

3 Dates in 5 Days (Block Price):\$1,500+SLR

5 Dates in 7 Days (Block Price):\$1,250+SLR

Contract On-Site Discount:N/A

Jasmine Ellis's stand-up has been described as "energetic" and "joyfully neurotic," and she's pretty sure that was a compliment. After hosting local radio shows in college and interviewing comedians, she decided to try it herself in 2013 and hasn't looked back. She has performed in Las Vegas, New York and Los Angeles and has earned spots on several festivals, including: Moon Tower Comedy Festival, Bird City, Out of Bounds Fest in Austin, Blue Whale Comedy in Tulsa and Big Pine Comedy Festival in Austin. She's performed in/at comedy clubs, colleges and good old-fashioned dive bars across her native Texas. In 2017, she landed a coveted spot on the third season of the PBS documentary series "Stand Up Empire," which profiles Austin's top up-and-coming comedians.



Jeff Scheen COMEDY

An adorable weirdo/comedian.

Bass/Schuler Entertainment

♥ Jeffmascheen

@jeffmascheen

Home Base: Brooklyn, NY

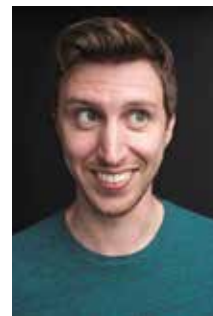
Single Date Price:\$1,250+SLRT

3 Dates in 5 Days (Block Price):\$1,100+SLR

5 Dates in 7 Days (Block Price):\$1,000+SLR

Contract On-Site Discount:N/A

Jeff Scheen is an adorable weirdo. His offbeat humor and affable demeanor pair well with his expressive, yet goofy, face. Growing up in Northern Michigan surrounded by trees and dirt roads will make any kid a weirdo, and Scheen has no problem telling you about it. He's been featured on the FOX TV series "Laughs" and was a finalist in the 2016 Laughing Skull Festival in Atlanta, GA. He's also been in a number of other comedy festivals, including the Bridgetown Comedy Festival, Switzerland's Jokenation Festival and Laughfest in Grand Rapids, MI. He recently toured for the armed forces in Spain, Italy, Portugal and Germany. Scheen currently lives in Brooklyn, NY and you can see him performing all around the greater area.



JEJ Vinson

MUSIC

*Filipino R&B/pop singer fresh from
wowing judges on "The Voice."*

Degy Booking International

♥ Jejvinson

@jejvinson

Home Base: Los Angeles, CA

Single Date Price:\$1,450+SLRMT

3 Dates in 5 Days (Block Price):\$1,250+SLRM

5 Dates in 7 Days (Block Price):\$950+SLRM

Contract On-Site Discount:N/A

Filipino phenom JEJ Vinson began singing at a very young age, and while OPM (Original Philippine Music) was a staple in his childhood, he quickly developed a soulful vocal style and artistry aligned with American R&B greats. In just a few short years in the United States, Vinson has developed an impressive performance résumé that ranges from the BMI Pop Awards to Carnegie Hall and the White House. His biggest accomplishment thus far was making it into the top 13 of the 16th Season of NBC's hit show "The Voice," where he turned four chairs in his blind audition and garnered over 7 million views on YouTube alone. While finishing his degree in popular music at the University of Southern California's prestigious Thornton School of Music, Vinson has already begun cultivating his professional career as a vocalist, arranger and composer.



Joan Leslie SPOKEN WORD

*Slam poet using humor and storytelling
to empower youth activists, women and
communities of color*

The College Agency

♥ harlemsownlyric

@harlemsownlyric

Home Base: Atlanta, GA

Single Date Price:\$1,500+SLR

3 Dates in 5 Days (Block Price):\$1,300+SLR

5 Dates in 7 Days (Block Price):\$1,100+SLR

Contract On-Site Discount:N/A

Joan "Lyric" Leslie is an author, a slam poet, a back-to-back Queen of the South Poetry Slam Champion and storyteller whose work journeys through self-discovery and self-love while incorporating a fair share of humor and wit. She uses poetry to call a spade a spade and to challenge systemic injustice. Her book "My Blackness Rhymes with Joy" highlights experiences with love, healing, justice and the reclamation of black joy through it all.



Joel Taylor

MUSIC

Alluring Australian singer, songwriter and pianist with soaring vocals and deeply emotional lyrics.

Artemis Boutique Booking Agency

♥ joeltaylormusic

@thisisjoeltaylor

Home Base: Los Angeles, CA

Single Date Price:\$1,500+SLRMT

3 Dates in 5 Days (Block Price):\$1,400+SLRMT

5 Dates in 7 Days (Block Price):\$1,300+SLRMT

Contract On-Site Discount:.....N/A

Australia native Joel Taylor brings to every single performance a range of both beautiful ballads and raucous, high-energy anthems. Absolutely perfect for everything from intimate coffee houses to main stages at large campus festivals, he brings every crowd alive with his deeply emotional and soaring voice, his incredible audience connectivity, and his sparkling blue eyes. He's quickly making his presence known as one of today's most exciting new faces in the US singer-songwriter world; his two most-adored pieces, "Two Sides," an energized ballad that shines a spotlight on his masterful piano playing, and "What Good Is Love," a beautifully heartbreaking acoustic-driven love song, have taken the world by storm. Now starting to dip his toes into the college scene, he is sure to become a sought-after favorite for every type of event, both massive in size and soulful and intimate.



KZ Kova

MUSIC

Pop-soul female vocalist with a live DJ building hip-hop beats.

DMS, Inc.

♥ kz_kova

@kz_kova

Home Base: Nashville, TN

Single Date Price:\$1,500+SLRMT

3 Dates in 5 Days (Block Price):\$1,350+SLRM

5 Dates in 7 Days (Block Price):\$1,250+SLRM

Contract On-Site Discount:.....N/A

KZ Kova is a pop artist making her own unique mark in the music industry. The 22-year-old singer is influenced by R&B and is known for her soulful voice. Based out of Nashville, TN, Kova stands out from the crowd. Her show is unique in that she brings just one supporting band member while somehow packing the sound and energy of a full band. Her original music is immediately stuck in the heads of those who hear it. From sick beats to soulful ballads, this act packs it all.



Lafayette Wright

COMEDY

As seen on Comedy Central's "Hart of the City."

Sophie K. Entertainment, Inc.

♥ Lafayette247

Home Base: Upper Marlboro, MD

Single Date Price:\$1,500+SLRMT

3 Dates in 5 Days (Block Price):\$1,500+SLRM

5 Dates in 7 Days (Block Price):\$1,350+SLRM

Contract On-Site Discount:.....N/A

Lafayette Wright is unique in that he's a comedian whose self-obsessions with art and expression fuel who he is both on stage and off. An enigmatic loner off stage, Wright has spent close to a decade honing his skill as a favorite on the DC comedy scene. He now divides his stage time between Washington, DC and New York City. Recently, he has performed in the illustrious 202 Comedy Festival and on Kevin Hart's Comedy Central show, "Hart of the City," a showcase of different stand-up comedy scenes across the nation.



LeClerc Andre

COMEDY

Comedian seen on "The Tonight Show Starring Jimmy Fallon" and NBC's "Bring The Funny."

Summit Comedy, Inc.

♥ iamleclerc

@leclercandre

Home Base: New York, NY

Single Date Price:\$1,500+SLRT

3 Dates in 5 Days (Block Price):\$1,500+SLR

5 Dates in 7 Days (Block Price):\$1,250+SLR

Contract On-Site Discount:.....N/A

LeClerc Andre is a stand-up comedian from New York who is quickly building a name for himself. His quick wit and charm can be seen dazzling clubs and colleges across the country. He was featured at the Just For Laughs Comedy Festival as one of the New Faces of Comedy, which quickly spring-boarded him to his TV network debut on "The Tonight Show Starring Jimmy Fallon" in October 2018, as well as his appearance on NBC's "Bring the Funny" in 2019. Make sure to keep an eye out for this hilarious budding star.



Nick Thomas

JUGGLER

Six-time world-record holder and gold-medal-winning juggler.

Sophie K. Entertainment, Inc.

♥ JuggleboyNick

@JuggleBoyOfficial

Home Base: Detroit, MI

Single Date Price:\$1,500+SLRMT

3 Dates in 5 Days (Block Price):\$1,500+SLRM

5 Dates in 7 Days (Block Price):\$1,350+SLRM

Contract On-Site Discount:.....N/A

A recent college graduate himself, Nick Thomas provides a fast-paced variety show that will blow your mind. The act includes juggling, yo-yos, magic, comedy and more! As recently featured on ABC's "The Gong Show," this up-coming star will have you laughing with humor that every student can relate to. A six-time world-record holder and gold-medal-winning juggler, Thomas has performed internationally for companies like Comcast and Google. His unforgettable show offers tons of audience participation and a high-tech LED-juggling finale you won't want to miss! nickthomasentertainment.com



Stephen Agyei

COMEDY

If not him, book his teeth!

Probably the whitest ever.

Kirkland Productions & KP Comedy

♥ StephenAgyei • @StephenAgyei1

Home Base: Denver, CO

Single Date Price:\$1,500+SLRT

3 Dates in 5 Days (Block Price):\$1,500+SLR

5 Dates in 7 Days (Block Price):\$1,400+SLR

Contract On-Site Discount:.....N/A

One of Riot LA Comedy Festival's comics to watch (2017), Stephen Agyei (pronounced AJ) has the whitest teeth in Denver. And is mostly face! Sure, he's got tons of jokes, but – oh boy – does he have a lot of face! One of the city's most sought-after comedians shines as brightly as his mischievous smile. Did I mention his face?? Agyei was introduced to a national audience thanks to his TV debut on VICELAND's "Flophouse" (2016), as well as being featured on NPR's "All Things Considered" (2016) with Roy Wood Jr. Hand-picked by Duncan Trussell to open for his most recent "I Am God" tour (2016), he was able to take his facial expressions across the nation. He was a finalist in the 2012 Great American Comedy Festival and the winner of the 2012 Comedy Works' Clean Comedy Contest (and a three-time finalist in the venue's New Faces contest). Have him at your school! I promise to make sure he brings his face.



Sung Beats

MUSIC

Champion beatboxer and vocal looper extraordinaire.

Bass/Schuler Entertainment

♥ sungbeats • @sungbeats

Home Base: New York, NY

Single Date Price:\$1,250+SLRT

3 Dates in 5 Days (Block Price):\$1,100+SLR

5 Dates in 7 Days (Block Price):\$1,000+SLR

Contract On-Site Discount:N/A

SungBeats is a champion beatboxer and live vocal looping artist whose unique approach to beatboxing is taking live music to a whole new place. Since first discovering the art of beatboxing, SungBeats has been accumulating a library of vocal sounds to create organic beats and melodies with the human voice. Without any instruments or backing tracks, he performs live music by recording and layering his sounds on a loop station. SungBeats is the 2018 American Loop Station Beatbox Champion and has taken his beatbox show to campuses all over the country. For an extraordinary, high-energy and interactive showcase, look no further than SungBeats.



The George Twins

MUSIC

John Mayer meets John Legend pop/soul duo.

The Barry Agency

♥ thegeorgetwins

@thegeorgetwins

Home Base: Nashville, TN

Single Date Price:\$1,500+SRMT

3 Dates in 5 Days (Block Price):\$1,350+SRM

5 Dates in 7 Days (Block Price):\$1,200+SRM

Contract On-Site Discount:N/A

The George Twin' music has been described as pop sprinkled with soul. A fusion of John Mayer and John Legend is on display with a '60s influence showing up in songs like "Old School Love" and "Heart Off You." Magical harmonies and smooth guitar riffs settle alongside melodic lyrics and catchy hooks. In 2013, Jordan and Tyler shifted their attention from acting to music. After posting their songs on YouTube, they received invitations to perform on "The X Factor" and "America's Got Talent." Their act was not televised, but they caught the eye of Alan Powell, actor, producer and vocalist for the band Anthem Lights. The twins released their first EP with Powell that included three cover songs and an original called "Falling Hard." Riding this early success, YouTube sensation and producer Kurt Hugo Schneider suggested the boys film and record two cover songs together. Their collaboration on "Rather Be" by Clean Bandit has soared to over 11 million views.



THRUST ALTERNATES



1. Andrew Sleighter

COMEDY

Summit Comedy, Inc.



2. Mokita

MUSIC

APA Music



3. Jacob Williams

COMEDY

Bass/Schuler Entertainment



4. Matt Rife

COMEDY

Sophie K. Entertainment, Inc.



5. Kelsey Cook

COMEDY

Summit Comedy, Inc.



6. Honey County

MUSIC

DMS, Inc.



7. Free DAPs

(2 Teams Available)

COMEDY

Degy Booking International

VARIETY

There will be two variety showcases, each having 20 minutes to perform. These showcases are intended for acts such as magicians, hypnotists, illusionists, mind readers, etc. Attractions are listed in alphabetical order, not in the order in which they will appear. Alternates are listed in priority order, in the event either of the Variety attractions is unable to appear. For the artists listed, pricing information includes the attraction's regular non-convention price, followed by Block Booking pricing. All Block Booking pricing categories indicate the base contract fee and any additional expenses required (sound, lights, room and meals). Some states may require the withholding of taxes from contract fees paid to artists. Check with artists' representatives to determine if prices listed include applicable tax withholdings. NACA makes no representation regarding such withholdings.

Aux Cord Wars Live LIVE EVENT

Game show! Engaging the entire time. Your students win MONEY!

Aux Cord Wars, LLC

✉ auxcordwars

@ [auxcordwars](https://twitter.com/auxcordwars)

Home Base: Atlanta, GA

Single Date Price:\$13,000+SLRM

3 Dates in 5 Days (Block Price):\$11,000+SLRM

5 Dates in 7 Days (Block Price):\$9,000+SLRM

Contract On-Site Discount:.....\$500



Aux Cord Wars Live is a brilliantly packaged experience that is perfect for all colleges/universities. For over two hours, you get the once-in-a-lifetime chance to control the music. This event puts you in the mind of an old-school DJ competition, but with your students competing. If you play the best songs, you advance and win cash/prizes on the spot. We have executed two very successful college tours. Repeat comments about this event have included, "EVERY school needs to have this" and "Aux Cord Wars Live was the best event to ever hit our campus." The event is hosted by nationally touring entertainer Jay Dukes with two DJs side by side to keep the experience live. We also provide the devices for students to play their music on. You do not have to be a DJ to play. Our official DJs serve as our musical experts ready to coach our Aux Cord Warriors to victory. There is no other event like Aux Cord Wars Live.

Summoning Spirits MAGICIAN

A magic show meets séance that will make you scream!

Bwah Productions

✉ peterboie

@ [peterboie](https://twitter.com/peterboie)

Home Base: Arundel, ME

Single Date Price:\$2,900+SLRT

3 Dates in 5 Days (Block Price):\$2,800+SLRT

5 Dates in 7 Days (Block Price):\$2,650+SLRT

Contract On-Site Discount:.....N/A



Reach beyond the grave with an all-new show that will make you scream! Summoning Spirits is a séance-meets-magic show designed to get your adrenaline pumping with help from the other side. It's written and performed by Peter Boie, one of the country's top touring college acts. He's been featured on the hit TV show "Penn & Teller: Fool Us" and is a best-selling magic inventor. Summoning Spirits brings to life old legends and haunted stories live on stage, for your delight ... and fright. Boie combines freaky magic effects with masterful storytelling to create one of the most unique and spine-tingling experiences you will ever be a part of!

VARIETY ALTERNATES



1. Free Money Game Show

OTHER

Neon Entertainment



2. Cards Against Hypnosis -

David Hall

HYPNOTIST

David Hall Entertainment



3. Nash Fung -

Magician & Mentalist

MAGICIAN

**Metropolis Management
& Entertainment Group**



4. Eric Dittelman

MENTALIST

Rebelle Events



5. Sailesh the Hypnotist

HYPNOTIST

**Metropolis Management
& Entertainment Group**



6. Wacky Chad

OTHER

Cutting Edge Entertainment

NACA® LIVE EXHIBITORS

Subject to Change – Current as of Dec. 4, 2019

5 Cents T-shirt Design	Everything But the Mime	NY Party Works
Adam Grabowski Entertainment	Fantasy World Entertainment	OnCampusText
Admire Entertainment, Inc.	Forbes Marketing Group	Out of the Box Booking
Anthem and Aria-The Empowertainers	Fresh Variety	PARADIGM
Any Excuse for a Party!, Inc.	FUN Enterprises, Inc.	Party People, Inc.
APA Comedy	Game Show Gurus	Party Vision, LLC
APA Music	Global Talent HQ, LLC	Partymachines.com
Artemis Boutique Booking Agency	GP Entertainment	Phantom Entertainment Services
Aux Cord Wars, LLC	GrooveBoston (GBM6)	PP Entertainment Group
Babco Entertainment LLC	H2F Comedy Productions	Pretty Polly Productions
BARK Entertainment	Hoffman Entertainment	Productive Through Joy
Bass/Schuler Entertainment	Houla Entertainment, LLC	Promotions & Unicorns, Too
Book A Muslim	How To Concerts LLC	Rebelle Events
Brave Enough Artist Agency	HypnoDogs/ Funny Hypnosis	Reel Management
Bwah Productions	ICM Partners	RK Entertainment Agency, LLC
Campus Marketing Specialists	Infinite Flow - An Inclusive Dance Company	Rubber Room Productions, Inc.
Campus Movie Fest	Innovative Artists	Sophie K. Entertainment, Inc.
ClothoWear	Jus' Wiggins Entertainment	Summit Comedy, Inc.
Clowning Around Entertainment	KATHRYN ORFORD ENTERPRISES	Swank Motion Pictures, Inc.
Collective Speakers	Keppler Speakers	The Barry Agency
Concert Ideas, Inc.	Kirkland Productions & KP Comedy	The Brand Girls
Conscious Campus	Madison House	The Circus Estate
Creative Artists Agency	Mahdi The Magician	The College Agency
Criterion Pictures	Main Stage Productions	The Contemporary Issues Agency, Inc.
Cutting Edge Entertainment	Mat LaVore - Astonishment Artist	The C-Word: Consent
David Hall Entertainment	Matt The Knife Productions	The Gersh Agency
Degy Booking International	Me and My Friends Change the World	The Murder Mystery Company
Degy Dance	Metropolis Management & Entertainment Group	To Go Events, Inc.
DENNY	Mike Super - Magic & Illusion	United Talent Agency
Developing Artist Booking, LLC	Mystical Arts of Tibet	William Morris Endeavor Entertainment, LLC
DMS, Inc.	Neon Entertainment	
Dr. Matthew Murtha	NoRoom Management	
ECE Touring/EastCoast Entertainment		
Event Resources Presents, Inc.		



NATIONAL ASSOCIATION FOR CAMPUS ACTIVITIES

13 Harbison Way
Columbia, SC 29212
naca.org

Book the perfect artist with NACA® 24/7!

Log in to NACA® 24/7 and discover associate member artists and services, see video clips of performances, read reviews from other schools and get pricing information – when and wherever you need it!

naca.org/NACA247

