



52ND PCACAC ANNUAL CONFERENCE

KINGSMILL RESORT WILLIAMSBURG, VA REGISTRATION FEES & DETAILS

We are glad you will be joining us for our 52nd Annual Conference! Please take a few moments to review the following information and our Conference resources at www.pcacac.org/conferences before completing [the Conference registration form](#). See what is new this year – a pre-conference workshop - PCACAC Equity Collaborative! More information regarding the pre-conference workshop is located at the end of this document.

What's included with your registration?

A FULL conference registration includes sessions, meals, conference Social, exhibits, admission to the Counselors College Fair (exhibiting is extra), and covers all events from Sunday afternoon through Tuesday at noon, as well as free parking! Conference registration is open through the end of the day on Saturday, April 8, 2017. *We do not offer on-site registration.*

It pays to be a PCACAC member!

Each year, members receive a discount of \$50 off their conference registration fees. Upon login, the *Conference Registration Form* identifies PCACAC members and automatically inserts the correct registration fee. **It is easy to [JOIN PCACAC as a new member](#) or [RENEW](#) an expired membership.** Simply click on one of these links or visit the **Membership Information** section on the home page at www.pcacac.org.

52nd PCACAC Conference & Event Fees:

	Early Bird Registration by March 21, 2017	Standard Registration Mar 22 - Apr 8, 2017
Full Conference Registration, Member	\$225	\$275
Full Conference Registration, Non-member	\$275	\$325
Full Conference Registration, Retired or Student	\$190	\$215
One-Day Only Attendees – Monday, April 24*	\$100	\$110
President's Dinner and Reception Ticket (Optional) – Sunday, April 23 ADD as an EXTRA ticket for a guest	\$50	\$50
Conference Social Ticket (Optional) – Monday, April 24** ADD if you are a One-Day attendee and plan to stay for the Social OR as an EXTRA ticket for a guest.	\$40	\$40
Counselors College Fair Table (optional) – Monday, April 24 Fee includes a 6' exhibit table; only ONE registration needed per college. Onsite registration is \$150.	\$100	\$125
PCACAC Equity Collaborative Pre-Conference Workshop (optional) – Saturday & Sunday, April 22 & 23 (maximum of 40 participants)	See Page 4 for fees and details.	

Locate a specific conference event on the following pages for more information. Contact the PCACAC Executive Assistant at info@pcacac.org with questions.

One-Day Attendees

Counselors are invited to register for ONE-DAY ONLY on Monday, April 24 from 7:30 am to 5:30 pm. This special day includes meals, sessions, exhibits, and the College Fair (college fair and exhibiting tables are extra). Ticket(s) to attend the Conference Social that evening may be purchased for an additional fee by checking the appropriate box on [the Conference Registration Form](#). **Tickets must also be purchased for additional guests who have not registered for the Conference.**

***Local Counselor Scholarships:** Counselors receiving a scholarship will be supported for a One-Day Conference registration (a \$100 value), to include meals and events from 7:30 am – 5:30 pm on Monday, April 24, and free parking (Social not included). Local Counselor Scholarship recipients should contact PCACAC's Executive Assistant to obtain instructions for registration. Counselors who are selected and their sponsors will be recognized during the Conference.

President's Reception

On Sunday, April 23 from 6:00 – 7:30 pm, join PCACAC President, Anthony Ambrogi, to kick-off the 52nd Conference with a celebratory reception, where conference-goers come together to enjoy great company, live entertainment and delicious hors d'oeuvres. Segue next to the President's Dinner, for a fabulous plated meal, entertainment, and awards ceremony. Although these events are included in each FULL registration, tickets must be purchased for additional guests who have not registered for the Conference.

Conference Social

On Monday, April 24 from 9:00 pm – 2:00 am, the Conference Social Committee invites conference attendees to celebrate our 52nd Annual Conference – unwind with music, dancing, drinks (cash bar), and a fabulous dessert!

****Extra Social tickets:** Monday's Social is an additional cost for One-Day attendees (on scholarship or otherwise). Please purchase a ticket to attend. Tickets must also be purchased for additional guests who have not registered for the Conference.

Counselors College Fair

The **Counselors College Fair** on Monday, April 24, from 5:00 – 6:00 pm provides multiple networking opportunities for all. Remember to bring business cards to exchange. To represent your college at the fair and reserve a table, at least one person from the institution must register for the conference and register for the college fair via [the Conference Registration Form](#). Remember, only one person per college needs to register for the fair.

Marion Flagg Scholarship Program

Named for one of PCACAC's most outstanding members, the [Marion Flagg Scholarship](#) is awarded annually to a group of exceptional educational professionals who are not currently members of PCACAC and who have not previously attended a PCACAC conference. This scholarship specifically targets counselors who work with historically underserved students, minority students or students from disadvantaged backgrounds.

Each awarded scholarship includes one year of free membership in PCACAC, one annual conference registration, hotel lodging (two nights, double occupancy), and transportation. The Marion Flagg Program Chair, Rachel Cleaver or the PCACAC Executive Office will communicate with scholarship winners before registration.

Payment Information

Payment options include credit card (preferred) or check. Upon completion of registration, the system generates and delivers an Invoice/Receipt to the email address provided during registration. **If paying by check, please ensure your Finance/Business Office includes a copy of the Invoice when mailing to PCACAC.**

Early Bird payments should have a postmark date of March 21, 2017, or earlier. Standard registration payments need a postmark of April 10, 2017, or earlier to participate in the Conference.

Checks should be made payable and mailed to:

PCACAC
Attn: Conference Registration
PO Box 8308
Charlottesville, VA 22906

Refunds

Refund requests must be emailed to info@pcacac.org by April 10, 2017. A \$50 processing fee will be applied. Refunds will not be given for cancellations after April 10 or in the event of non-participation.

Lodging

Lodging is the responsibility of each registered person attending and participating in the conference and the pre-conference workshop. To reserve a guestroom at the Kingsmill Resort, call hotel reservations directly at 800-832-5665 (use Group Code: PCACAC Conference). Rooms start at \$139/night, and the special PCACAC rate is guaranteed through April 8, 2017, and upon availability. Upon making a reservation, you will be charged a one-night stay and applicable State and county taxes. Upgrades are available. **If booking for several people, only book rooms for individuals attending the conference.**

Help support our mission

Our mission is to support and advance college admission professionals as they guide their institutions, students, and families in an ethical manner; this is what we strive to achieve at every PCACAC conference, but we cannot do it without you! Please visit www.pcacac.org/conferences and consider sponsorship opportunities.

PCACAC is a 501(c)(3) Federal Tax Exempt Organization, Federal Tax Identification Number 54-1924911, incorporated in the Commonwealth of Virginia.

New this year - PCACAC invites you to join us for a Potomac and Chesapeake Admission Counselors Equity Collaborative

PCACAC Equity Collaborative is an interactive preconference workshop for the discussion of diversity, equity, and inclusive practices in college admission and counseling. During the workshop, counselors and college admission officers will come together to engage in conversations that build multicultural literacy and will share best practices for advancing our profession, specifically focusing on issues that affect historically underserved and marginalized communities. Discussions at the Equity Collaborative are relevant for all members of the college admission community.

The PCACAC Pre-Conference Workshop takes place Saturday, April 22nd from 2:00 pm to 5:00 pm and Sunday, April 23rd from 10:00 am to 2:00 pm at William & Mary's Admission Office. Registration for the Pre-Conference workshop closes March 24, 2017. Early registration is advised as space is limited to 40 registrants. A waitlist will be maintained in the event of cancellations. To register, complete the Conference Registration Form (*pre-conference workshop and conference online registration are the same form*) including all required fields. Check the box for one of the following workshop payment options:

- 1) Pre-Conference & Conference Package (a great deal, April 22 – 25 for the member rate of \$290);
- 2) Pre-Conference Only; or
- 3) Pre-Conference Institutional Attendance for two or more co-workers.

The pre-conference institutional option is designed to encourage coworkers to attend the workshop as the most successful work in equity and diversity is accomplished together. Contact the Executive Assistant, Annie Hilten at info@pcacac.org for more information regarding the discount available for institutional members for the pre-conference workshop only.

PCACAC Pre-Conference Equity Collaborative Workshop Fee Schedule & Kingsmill Resort

- Workshop registration includes workshop, beverage service and snacks, Sunday continental breakfast and lunch. Lodging and Saturday night dinner is separate and the responsibility of participants. Kingsmill Resort invites participants to reserve guestrooms with the same discounted rates as the PCACAC Conference. See the Kingsmill discounted room rates below and reservation information. [THANKS TO WILLIAM & MARY FOR HOSTING THE PCACAC EQUITY COLLABORATIVE.](#)

Please note:

- A discount is available for institutions if two or more representatives (coworkers) register for the workshop. Email info@pcacac.org for more information.
- Attendees will have the option to join facilitators and other workshop attendees for a group dinner Saturday evening.
- One-day registration is **not available**.

Pre-Conference Workshop fees are:

	Registration Fees MEMBER	Registration Fees NON-MEMBER
Saturday & Sunday Workshop	\$90	\$125
Conference & Pre-Conference Special	\$290	\$350
Kingsmill Guestroom Nightly Rate (PCACAC Conference)*	\$139	

*This rate is subject to State and local taxes. The first night's stay will be charged upon reservation.