



Suicide Prevention Summit

Raising awareness and hope in the community

Welcome

 **Registration is open!**
Discounted registration by August 22.

Suicide Prevention Summit

Thursday, September 22, 2022 • Student Union, UW-La Crosse
8:30 a.m.–4:30 p.m., Central Time

Awareness Event:
Wednesday, September 21, Riverside Park, La Crosse, WI

Increase your understanding of suicide, its prevalence and the risk factors for specific populations, and acquire tools for prevention, assessment and

for specific populations, and acquire tools for prevention, assessment and intervention.

Who should attend:

Psychologists	Nurses
Social workers and counselors	Paramedics
Teachers	Medical assistants
School counselors	Youth leaders
Clergy and pastoral care	Student service personnel
Law enforcement officials	Interested/affected community members

In partnership:

[La Crosse Area Suicide Prevention Initiative](#)

[UW-La Crosse Extended Learning](#)

Suicide Prevention Summit Planning Committee Members

Tim Blumentritt, B.S.W., Care Center

Julie Dietz, B.S.N, La Crosse County Health Department

Cassandra Fanelli, Clinical Therapist, La Crosse County Human Services

Karen Fryseth, Peer Specialist, Gundersen Health System

Christine Hughes, M.S.W., Gundersen Health System

Amy Kuester, CRS, Great Rivers 211

Vincent Loera, M.S.W., APSW, Mayo Clinic Health System

Deb Mahr, R.N., Kaitlin's Table

Jenny Root, CSW, La Crosse County Human Services

Colleen Sibert, AGNP-C, Tomah VAMC

Maria Towle, M.S.W., APSW, SAC-IT, Stein Counseling & Consulting Services LTD

Erica Volden

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2022 Suicide Prevention Summit
Raising Awareness and Hope in the Community
8:45-4:30 p.m., September 22, 2022
 Student Union, UW-La Crosse, La Crosse, WI

8-8:45 a.m.	Summit Registration, Continental Breakfast & Visit Exhibitors	The Bluffs
8:45–9 a.m.	Welcome	The Bluffs
9–10:15 a.m.	<p>Keynote Session: Workplace Suicide Prevention <i>—Sally Spencer Thomas, Psy.D., Owner, Sally Spencer-Thomas LLC</i></p> <p>As part of a comprehensive approach to suicide prevention, workplace communities are learning more about what can be done to prevent suicide and how to compassionately respond in the wake of such tragedies. Employers now realize they must move beyond superficial awareness campaigns and develop sustained, proactive and comprehensive strategies to shift culture and save lives.</p> <p>LEARNING OBJECTIVES:</p> <ul style="list-style-type: none"> ● Describe at least three reasons justifying suicide prevention in the workplace. ● Identify at least three key strategies in a comprehensive approach to workplace suicide prevention. ● List at least three best practices for suicide crisis response at work. <p>UWL CEUs: .125</p>	The Bluffs
10:15–10:30 a.m.	Break	The Bluffs
10:30–11:45 a.m.	Concurrent Sessions	
	<p>School Based Mental Health Programming <i>—Bradley Larrabee, M.Ed., Principal, School District of Maple</i></p> <p>Educating students in a global pandemic has clearly defined the need for proactive approaches to mental health in our elementary schools. Through strategic planning, team development, and targeted funding we have developed a multi-levelled approach to meeting the diverse needs of all learners.</p> <p>LEARNING OBJECTIVES:</p> <ul style="list-style-type: none"> ● Participants will be able to evaluate current student mental health needs. ● Participants will be able to evaluate current instruction and supports. ● Participants will be able to map steps and activities that can be taken to secure resources and improve staff's understanding of students' mental health needs. <p>UWL CEUs: .125</p>	Room 3110
	<p>Trauma and Suicide: Prevalence, Mechanisms, and Intervention <i>— Deidre Marsh, M.S.W., Behavioral Health Counselor; PTSD Specialist, Ascension Columbia St, Mary's</i> <i>—Edwin Bacalso, M.S.W., Clinical Social Work; Trauma-Informed Care Research, Ascension Columbia St. Mary's</i></p> <p>As more organizations adopt trauma-informed practices, it is important to apply this lens to discussion of suicide. This presentation will discuss the prevalence rates and relevant factors surrounding the overlap of suicide and posttraumatic</p>	Room 3310

stress. We will then discuss interventions that have proven effective in the research for responding to trauma and suicide risk.

LEARNING OBJECTIVES:

- Describe the prevalence of suicidal ideation and suicide attempts in those exposed to traumatic events and with posttraumatic stress disorder (PTSD).
- Explain potential mechanisms and factors that underlie both posttraumatic stress and suicide.
- Discuss interventions in community and clinical settings that can reduce suicide risk and suicidal ideation as well as posttraumatic stress.

UWL CEUs: .125

Dealing with Shame to Prevent Suicide

—*Timothy Markle, M.A., Founder, Forgiveness Factor*

Shame causes us to isolate. Shame causes us to believe we are broken and cannot be fixed. Shame affects men and women, but may look different in each. What if shame feeds into feelings of burdensomeness and lack of belonging? Through understanding the process of shame, the effects of shame and how to battle through shame, we can live mentally healthier lives.

LEARNING OBJECTIVES:

- Describe the process of shame.
- Explain what shame looks like in men and women (with a focus on men).
- Apply the knowledge about shame to suicide prevention.

UWL CEUs: .125

Room 3314

Innovation in Men’s Mental Health: Using Humor, Media and Digital Engagement to Promote Mental Health and Prevent Suicide for High Risk Men

—*Sally Spencer Thomas, Psy.D., Owner, Sally Spencer-Thomas LLC*

Men of working age often do not seek mental health services or disclose suicidal thoughts for many reasons including fear of discrimination and prejudice, internalized stigmatized beliefs and misinformation. This presentation will describe an innovative, award-winning, multi-media mental health program called Man Therapy that uses humor and digital engagement to engage men.

LEARNING OBJECTIVES:

- Describe why suicide prevention needs to target working aged men.
- Identify key elements of focused communication strategy aimed at “double jeopardy” men and how these are tied to a successful suicide prevention strategy.
- List promising outcomes demonstrating the Man Therapy program's effectiveness.

UWL CEUs: .125

The Bluffs

Noon–12:45 p.m.

Lunch

The Bluffs

12:45–1:30 p.m.

Lunch Session:

Processing Grief through Creativity

—*Laura Seitz*

The Little Heart Project

—*Kathleen Jensen*

The Bluffs

1:45–3 p.m.

Concurrent Sessions

Trauma Transformed Through Art & Narrative

Room 3110

—Rebecca Anderson, B.S., Founder/Executive Director, Suicide Survivor's Club
 —Aidan Anderson, Speaker/Presenter, Suicide Survivor's Club
 —Kris Frykman, M.L.S., Art Therapist, Suicide Survivor's Club

This workshop offers an integrated approach for healing using art and storytelling. Participants learn about traumatic loss and grief; warning signs of suicide; safe messaging and suicide prevention resources. The workshop emphasizes what families experience after a suicide loss. Participants learn what a Story Portrait is and how to facilitate one for others.

LEARNING OBJECTIVES:

- Describe the warning signs of suicide and create safe messaging to help someone in a mental health crisis.
- Demonstrate what a story portrait is and how to facilitate these interactive workshops for loss survivors.
- Create their own story portrait collage addressing trauma and grief.

UWL CEUs: .125

"Just Listen" What Suicidal Kids Want Us To Hear...

—Stacy Knoll, M.A., Licensed Professional Counselor, Northstar Counseling Center

This program is a unique approach to suicide prevention. Kids who have been suicidal are the experts. Their stories are the tools that teach adults how to prevent childhood suicide. Their words of wisdom, their experiences, and their willingness to share their world help us to understand their pain. Listening is the way to build a solid foundation with a child.

LEARNING OBJECTIVES:

- Identify the Early Warning Signs of Suicide
- Assess and Design an Action Plan if You Think Your Child Might Want to End their Life.
- Design an aftercare plan if your child is hospitalized for a suicide attempt

UWL CEUs: .125

Room 3314

Social Determinants of Health As A Risk Factor For Suicide

— James Puckett, M.S., Assistant Teaching Professor and Clinical Therapist, UW-La Crosse and The Therapy Place of La Crosse

According to the Office of Disease Prevention and Health Promotion ([ODPHP], 2021), Social Determinants of Health (SDoH) are the conditions within our environment where we live. There are five SDoH, that include: economic, education, health care, neighborhood, and community. This presentation will explore how the conditions of these five areas influence suicidal behavior(s).

LEARNING OBJECTIVES:

- Name and describe Social Determinants of Health (SDoH).
- Explain how the SDoH impact each other and create vulnerabilities in populations.
- Understand and discuss how these vulnerabilities put individuals at risk for suicidal behavior(s).

UWL CEUs: .125

Room 3310

Exploration of the Relationship between Religiosity and Suicidal Ideation

—Sandra Prewitt, Ed.D., Suicidologist, Global Suicide Prevention Alliance

Endeavoring to explore the relationship between religiosity and suicidal ideation, in-depth knowledge was sought relevant to the elevated suicide rate continuing to be experienced by young adults, in light of depression and anxiety. Although

Room 3130

religiosity has been associated with the reduced risk of suicidal behavior, the curative value of religion has been largely ignored.

LEARNING OBJECTIVES:

- Analyze the relationship between religiosity and suicidal ideation among young adults.
- Assess the relationship between suicidal ideation, depression, and anxiety among young adults.
- Discuss the perceptions of religious leaders and mental health professionals relevant to the utilization of religious resources to aid in suicide prevention and treatment.

UWL CEUs: .125

Ask In Earnest: Candid and Compassionate Conversations About Suicide in the Farm and Ranch Community

—*Darla Tyler-McSherry, M.S., Founder/Visionary, Ask In Earnest*

Recent data shows the suicide rate continues to climb. Farmers and ranchers suffer disproportionate rates. This presentation provides an overview of the latest data, examines factors that put farmers and ranchers at higher risk, and identifies practical, everyday strategies that can be utilized to improve mental health and reduce the risk of depression and suicide.

LEARNING OBJECTIVES:

- Discuss the data regarding agriculture and suicide.
- List risk factors that may contribute to increased suicide rates for the farm and ranch population.
- Describe evidence-based self-care strategies that can help improve mental health and help alleviate depression.

UWL CEUs: .125

The Bluffs

3–3:15 p.m.

Break

The Bluffs

3:15–4:30 p.m.

Keynote Session

Protecting Your Operation's Most Important Asset: You

—*Darla Tyler-McSherry, M.S., Founder/Visionary, Ask In Earnest*

On a daily basis, farmers and ranchers must deal with several risk factors that negatively impact their mental health and increase their risk for suicide. Participants will learn strategies they can use to help protect their mental and physical health and enhance their resiliency in order to weather the many challenges agricultural producers face.

LEARNING OBJECTIVES:

- List stressors that can be unique to the agricultural community and negatively impact mental health.
- Describe signs of depression, common suicide myths, and brain chemicals that impact mental health.
- Explain strategies that can be utilized on the farm or ranch on a daily basis to positively impact brain health, and help reduce the risk of depression and suicide.

UWL CEUs: .125

The Bluffs

4:30 p.m.

Adjourn



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CEUs

2022 Suicide Prevention Summit CEUs

Continuing Education Units (CEUs) are a means of recognizing and recording satisfactory participation in non-degree programs. University of Wisconsin-La Crosse (UWL) awards one CEU for every 10 contact hours in a continuing education experience. Actual contact hours are recorded. **(5 Contact Hours/.5 CEUs)**

- You must attend sessions in their entirety to earn UW-La Crosse CEUs.
- UWL CEUs fulfill continuing education requirements for many professionals, agencies and organizations. Professional associations may have specific licensing requirements. Individuals should contact their licensing association before assuming UWL CEUs will fulfill all requirements.
- UW-La Crosse keeps records of individual CEUs for three years of

programming. Certificates are emailed within two weeks of the conclusion of online access to the program. Requests for duplicate CEU certificates are charged a \$15 processing fee. [Request form for duplicate CEU hours & certificates](#)

- UW-La Crosse CEUs included in registration fee.



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Concurrent presenters

✕ **Aidan Anderson**

Aidan Anderson, is a founding member of the Suicide Survivors' Club. He has served the organization as a team member, public speaker, author and speech writer.

✕ **Rebecca Anderson, B.S.**

Rebecca Anderson, LPN, LCSW, is the co-founder and president of Suicide Survivors' Club. Rebecca lost her husband to suicide in 2002. Eight years later she and her children embarked on a healing art/narrative journey with artist Laurie Phillips that resulted in the *Suicide Survivors' Club* 5-book set. She co-presents *Trauma Transformed Through Art and Narrative*. She is the author of *Parenting the Suicide*

Survivors' Club and co-founder of SSC, LLC. Rebecca received her Bachelor of Science degree in Public Health/ Sociology and is certified in QPR.

✕ **Edwin Bacalso, M.S.W.**

Edwin Bacalso is a research project manager at the Institute for Child and Family Well-Being for University of Wisconsin-Milwaukee. He contributes to multiple projects examining the impact of trauma on communities and implementation of trauma-responsive practices in non-clinical settings. In addition to his research efforts, he practices clinical social work in psychiatric inpatient and outpatient settings at Rogers Behavioral Health and Ascension Health, respectively.

✕ **Kris Frykman, M.L.S., B.S., B.F.A.**

Kris Frykman, M.L.S., B.S., B.F.A. is Suicide Survivor's Club art therapist. She has degrees in Fine Arts, Art Education, Written and Visual Storytelling (Art Therapy) certifications in facilitating art therapy support groups and in crisis counseling. As an artist, her sculptures, paintings, and mixed-media art have been on display throughout the US and in Africa. As an educator, she has taught K-12 art, and since 2002, she continues to teach graduate and undergraduate students at Metropolitan State University. As an art therapist/crisis counselor, she has written art therapy support group curriculum, facilitated numerous support groups and has offered trainings to professionals on facilitating art therapy support groups for survivors of trauma.

✕ **Stacy Knoll, M.A.**

Stacy Knoll, M.A., LPC, CTP, CATP, specializes in working with at-risk adolescents, suicide prevention and is certified in trauma therapy. She has many years of experience working with people diagnosed with post-traumatic stress disorder, anxiety, and depression as well as other diagnoses. She believes in a systems approach when working with families and has experience working with couples as well as individuals. Stacy has the ability to develop a supportive rapport with diverse populations and believes that creating a safe and therapeutic environment is key to forming a foundation of trust and respect. Stacy also supervises graduate students in master's level programs who are

pursuing degrees in counseling education.

✕ **Bradley Larrabee, M.Ed.**

Bradley G. Larrabee, B.S.Ed, M.Ed has embarked on a career journey focused on reaching all students. In his work as a mental health professional, special education teacher, professor, principal and presenter Bradley had developed programmatic frameworks, professional skills, and a passion for ensuring that every student is able to feel welcome and supported in our schools. This path ensures that all students are safe to learn and grow within our schools.

✕ **Timothy Markle, M.A.**

Tim Markle is founder and director of Forgiveness Factor. Forgiveness Factor exists to promote forgiveness as a way to live mentally well. Tim teaches classes, workshops, seminars and speaks about forgiveness, suicide prevention, addiction recovery in Wisconsin and nationally. Tim is a speaker and contributing writer for the International Forgiveness Institute. He is married, has two adult children and lives in Stoughton, WI. Forgiveness is what he does for fun as he is employed by the Waisman Center at UW-Madison. You can contact Tim through Forgiveness Factor at www.forgivenessfactor.org.

✕ **Deidre Marsh, M.S.W.**

Deidre Marsh, LCSW, is a clinical social worker for the Ascension Columbia St. Mary's Hospital in Mequon. She is the developer and lead therapist for the hospital's PTSD Recovery Program, specializing in cognitive processing therapy and prolonged exposure. Deidre is also a lecturer for the University of Wisconsin-Milwaukee, teaching graduate-level courses on trauma counseling and intimate partner violence. Prior to getting her degree, she worked as a supervisor for a suicide hotline. Deidre is a professional member of the International Society for Traumatic Stress Studies and the Association for Behavioral and Cognitive Therapies.

✕ **Sandra Prewitt, Ed.D.**

Sandra Prewitt, Ed.D., M.A.C.M. currently serves as the Executive

Director of Global Suicide Prevention Alliance and the Executive Pastor of Branch of God Community Church. She has earned academic designations from Trevecca University (Ed.D.), Lipscomb University (M.A.C.M.), Roosevelt University (PC), and Tennessee State University (B.A.). Over the past few decades, she has spearheaded countless humanitarian pursuits, whole-heartedly endeavoring to help elevate the social, spiritual, and economic standing of those who stand in need.

James Puckett, M.S.



James Puckett, M.S., LPC, LPCC, NCC, CSAC, MAC, CMHIMP lives in La Crosse, WI where he serves as a clinical therapist, with an emphasis in trauma and addiction, and serves as an Assistant Teaching Professor at the University of Wisconsin-La Crosse since 2016. In addition to these responsibilities, James has been a faculty member for the National Association for Drug Court Professionals and a Master Trainer for Policy Research Associates (PRA). In these roles, James trains law enforcement, judges, lawyers, educators, and other professionals on how to work with justice-involved youth.



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Handouts

Presenters may provide handouts at their discretion. Documents will be posted [here](#) as they are received. You will be prompted for the password (provided in your registration confirmation email) to access the information.

[Access handouts here](#)



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In the news

[La Crosse Area Suicide Prevention Initiative hosts 13th annual summit](#) ~~
Sep 18, 2019 NEWS19 (WXOW.com)



[Suicide Prevention Summit in La Crosse explore causes, solutions](#) ~~ Sep



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Keynote presenters



Darla Tyler-McSherry, M.S.

Darla Tyler-McSherry is the founder and visionary of Ask In Earnest, an initiative designed to address mental health, depression and suicide in the farm and ranch population. She embraces the role of serving as an agent of positive change and advocacy for the farm and ranch population.

She has a Bachelor's and Master's degree from the University of Montana in Health and Human Performance. Darla has been involved with college health for nearly 28 years and is the Director of Student Health Services at Montana State University Billings. She is the Coordinator for the Yellowstone

Blinger. She is the coordinator for the Yellowstone County DUI Task Force, Treasurer for the Rocky Mountain College Health Association, and Treasurer for Horses Spirit Healing.



Sally Spencer-Thomas, Psy.D.

Clinical psychologist, inspirational speaker, podcaster, and impact entrepreneur, Dr. Sally Spencer-Thomas sees the world of mental health from many perspectives. She began her innovative work in suicide prevention after her brother Carson died of suicide in 2004. After his difficult battle with a bipolar condition ended in tragedy, she searched for bold, gap-filling strategies to prevent what happened to Carson from happening to other people.

Now known nationally and internationally as an innovator in social change, Spencer-Thomas has helped start multiple large-scale, gap-filling efforts to remove bias around mental health and ensure more people have access to the tools and assistance they need to thrive and stay alive. These efforts include:

- The award-winning [Man Therapy campaign](#)
- Lead author of the [National Guidelines for Workplace Suicide Prevention](#)
- Co-founder and current president of [United Suicide Survivors International](#), a non-profit dedicated to lifting up the voices of people with lived experience to effect systems and culture change
- Past Executive Secretary for the [American Association of Suicidology](#)
 - The International Association for Suicide Prevention
 - The National Suicide Prevention Lifeline
 - *Guts, Grits & the Grind*, a book series about men's mental health

Spencer-Thomas has won multiple awards for her advocacy work, including:

- The 2014 Survivor of the Year from the American Association of Suicidology
- The 2014 Invisible Disabilities Association Impact Honors Award
- The 2012 Alumni Master Scholar from the University of Denver
- The 2015 Farbarow Award from the International Association for Suicide Prevention
- The 2016 Career Achievement Alumni Award from the University of Denver's Graduate School of Professional Psychology

Her degrees include:

- Doctorate in Clinical Psychology from the University of Denver
- Masters in Non-profit Management from Regis University
- Bachelors in Psychology and Studio Art with a Minor in Economics from Bowdoin College



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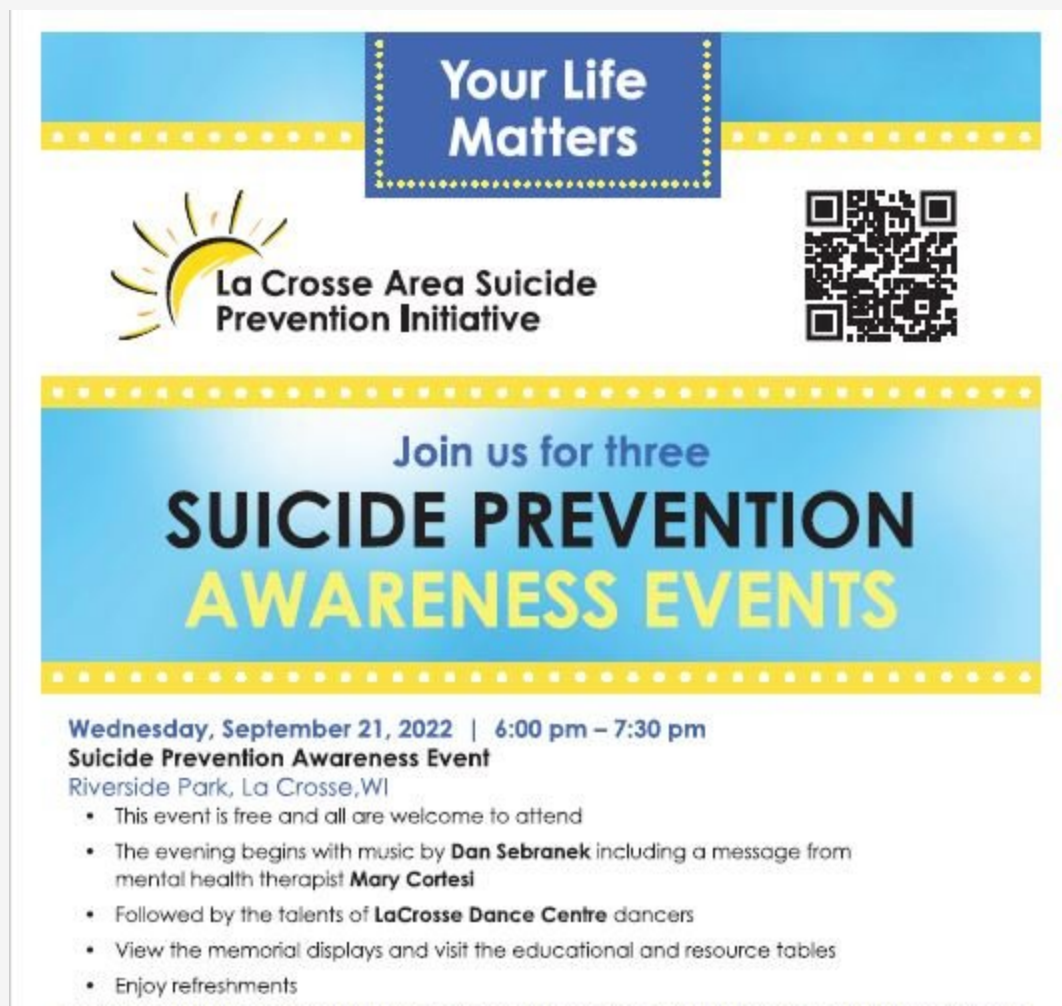
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The La Crosse Area Suicide Prevention Initiative is committed to promoting awareness that suicide is a public health problem that is preventable.


THIS WEBSITE IS NOT A CRISIS LINE. Note: If you or someone else may be suicidal, or in the case of any emergency, PLEASE CALL 911 or 211 FOR IMMEDIATE ASSISTANCE, text the Hopeline at 839863 or contact the Suicide Prevention lifeline at WWW.SUICIDEPREVENTIONLIFELINE.ORG

Click on the images above for more information and resources regarding COVID 19


Learn More



Your Life Matters



La Crosse Area Suicide
Prevention Initiative



Join us for three
**SUICIDE PREVENTION
AWARENESS EVENTS**

Wednesday, September 21, 2022 | 6:00 pm – 7:30 pm
Suicide Prevention Awareness Event
Riverside Park, La Crosse, WI

- This event is free and all are welcome to attend
- The evening begins with music by **Dan Sebranek** including a message from mental health therapist **Mary Cortesi**
- Followed by the talents of **LaCrosse Dance Centre** dancers
- View the memorial displays and visit the educational and resource tables
- Enjoy refreshments

Registration required, scholarships available

- **Dr. Sally Spencer-Thomas (Internationally recognized leader and in-demand speaker)**
Keynote: Workplace Suicide Prevention
Breakout: Innovative Approaches to Men's Mental Health
- **Darla Tyler-McSherry (Founder of Website "Ask in Earnest")**
Keynote: Protecting Your Operation's Most Important Aspect: You (Self-Wellness Strategies)
Breakout: Strategies for Preventing Farm Suicides and for Assisting Those Left Behind
- **Other Breakout Session Topics:** Youth and Adolescent Mental Health, Trauma, Ending Shame and the Presentation and Discussion of the Song "Aftermath" by Duluth Song Writer Laura Seitz

Thursday, September 22, 2022 | 7:00 pm

Community Presentation

Viterbo University, La Crosse, WI

This presentation is free and open to the public.

- **Dr. Sally Spencer-Thomas, Viterbo D.B. Reinhart Institute for Ethics in Leadership**
Presentation: Be a Shining Light of Hope: Everyone Plays a Role in Suicide Prevention

www.LaCrosseSuicidePrevention.org | Call: 211 or 800-362-8255



Suicide Prevention Awareness Event

Wednesday, September

21, 2022

6 - 7:30 pm

Riverside Park, La Crosse,

WI

Featuring Music By Dan

Sebranek and a Message



Suicide Prevention Summit

Thursday, September 22,
2022

University of Wisconsin La
Crosse, La Crosse, WI



Dance for Hope

Tentatively March 2023

Darla Tyler-McSherry

Also Featuring Dancers

From La Crosse Dance

Centre

[Register](#)

ADDITIONAL FREE PUBLIC EVENT

Be a Shining Light of Hope: Everyone Plays a Role in Suicide Prevention

Dr. Sally Spencer-Thomas

Thursday, September 22nd, 2022

7 p.m.–Fine Arts Center Main Theater

Clinical psychologist, inspirational speaker, podcaster, and impact entrepreneur, Dr. Sally Spencer-Thomas sees the world of mental health from many perspectives. She began her innovative work in suicide prevention after her brother Carson died of suicide in 2004. After his difficult battle with a bipolar condition ended in tragedy, she searched for bold, gap-filling strategies to prevent what happened to Carson from happening to other people.



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Register

REGISTER TODAY!

Summit Fees:

Attendee: August 22 or before	\$105
Attendee: August 23 or later	\$135

Student (must present ID at check-in)	\$65
Seniors (Age 62)+	\$65
Military (Active & Veterans)	\$65

Registration fees include conference attendance & materials, [UW-La Crosse CEUs](#), refreshments & lunch.

Cancellation policy*

Substitutions welcome. Full refund less \$25 processing fee two weeks prior to event, no refunds thereafter. Cancellations must be submitted in writing to: ex@uwlax.edu.

**If the Suicide Prevention Summit must switch from an in-person event to a virtual event, the above cancellation policy will still apply.*



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Scholarships


Scholarships for the 2022 Suicide Prevention Summit have been generously donated by the [La Crosse Area Suicide Prevention Initiative](#).

To [apply for a scholarship](#) PDF to the 2022 La Crosse Area Suicide Prevention Summit please download and complete the [scholarship application](#) PDF and provide a 250–400 word response to the questions below by **August 22, 2022**.

- What is your interest in the topics of mental health and/or suicide?
- What is your current educational/career path and how might it relate to the conference?
- What do you specifically hope to gain from attending the conference (be specific to [conference sessions](#))?

The [application](#) PDF and your responses to the questions should be

emailed in an attached document to Jenny Root, 2022 Suicide Prevention Summit Chair, at JRoot@lacrossecounty.org.

[Scholarship](#)  priority may be given to survivors, families or those planning to work in the field of mental health or suicide counseling.



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Sponsorship & exhibitor information

Important information regarding the sale of published items:

Follett Bookstore has exclusive rights to sell published books, DVDs, and CDs on the University of Wisconsin-La Crosse campus. Please contact [UWL Graduate & Extended Learning](#) to request the sale of any published items.

Sponsorship cost:

Summit sponsorships offer marketing opportunities that provide increased visibility to attendees. Currently, we are planning for an in-person event. Depending upon public health guidance closer to the event, it may be moved to a virtual format. Please register and submit your logo by August 30, 2022 to be included in conference materials. Consider the following levels of sponsorship to match your goals and budget:

Sponsor Registration

	In person event
<p>\$2,000+ Gold Sponsorship</p>	<ul style="list-style-type: none"> • Brief description of your organization in conference folder • Mention on the Suicide Summit homepage • Logo in the event program • One registration that includes lunch and refreshment breaks • Up to two, 6-foot tables for exhibit space
<p>\$1,000 Silver Sponsorship</p>	<ul style="list-style-type: none"> • Brief description of your organization in conference folder • Mention on the Suicide Summit homepage • Logo in the event program • One registration that includes lunch and refreshment breaks • One 6-foot table for exhibit space

Exhibitor space cost:

Exhibitor registration is closed.

	In-person event
--	------------------------

\$100**
Exhibitor

- One registration that includes lunch and refreshment breaks
- One, 6-foot table for exhibit space

Exhibitor times: Thursday, September 22: 7:30 a.m.–5 p.m. (includes setup/teardown time). Electricity hook-up NOT guaranteed.

****Financial assistance may be available for exhibitors.** Please contact Jenny Root, 2022 Suicide Prevention Summit Conference Chair, for details: jroot@lacrossecounty.org.

Cancellation policy:

Substitutions welcome.

- **Exhibitors:** Full refund less \$25 processing fee two weeks prior to event, no refunds thereafter. Cancellations must be submitted in writing to: ex@uwlax.edu.
- **Sponsors:** Full refund less \$60 processing fee by July 17, 2022, no refunds thereafter. Cancellations must be submitted in writing to: ex@uwlax.edu.

Registration implies permission for photos, publicity and inclusion in a participant list, unless UWL Graduate & Extended Learning is notified in writing prior to the program: ex@uwlax.edu.



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Venue-travel

Suicide Prevention Summit

Thursday, September 22, 2022 | 8:30 a.m.–4:30 p.m.
Student Union, UW-La Crosse, La Crosse, WI

Hotel Room Block

There are a limited number of rooms for the night of September 21 reserved at:

[Hampton Inn & Suites](#)
511 Third Street
La Crosse, WI 54601

You may book [online](#) or call 608.791.4004 to reserve a room. When calling reference ***Suicide Prevention Summit*** to receive the special rate.

Room rates:

- \$90, per night + tax

Rates do not include sales or room tax. **Cut off date for reservations is August 18, 2022.**

Please refer to the hotel website or contact them directly for check-in and check-out times, services and amenities, directions, parking/shuttle service and other hotel information.

Parking

You are encouraged to arrive early to secure parking:

Limited parking will be provided on level 2 of the [UW-La Crosse parking ramp](#) (located between La Crosse and Farwell Streets). Ramp parking is available on a first-come, first-served basis.

Parking is also available in the commuter parking lots on campus at your own expense. Commuter parking lot passes are \$5/day and may be purchased at the pay station in the respective lot.



Connecting the university and the community!



Graduate & Extended Learning

205 Morris Hall

1725 State Street

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