



2022 Convention Speaker Biographies

What to Know About Working with Travel Advisors and the Current Advisor Market

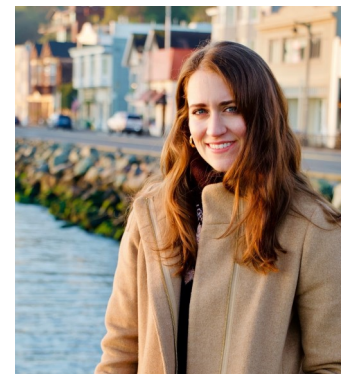
Tuesday, January 18th ~ 2:45 pm - 4:00pm

As Publisher and Editor-in-Chief, Ken Shapiro has overseen the growth of TravelAge West, the number-one travel trade brand in the Western U.S. He also launched Family Getaways, covering family and multigenerational travel, and Explorer, focused on adventure travel. Under his guidance, all three titles have received numerous editorial, design and online awards. TravelAge West also hosts the WAVE Awards for travel suppliers; the Future Leaders in Travel Retreat, for the next generation of travel advisors; and Global Travel Marketplace (GTM) West, the top face-to-face marketplace event for advisors. Shapiro is a member of the Society of American Travel Writers (SATW) and has won several writing awards from SATW and the North American Travel Journalists Association, among others. He is also President of the Board of Directors of the Family Travel Association. He lives with his wife and their two children in Los Angeles.



Ken Shapiro
*Vice President, Publisher /
Editor-in-Chief
TravelAge West, Family
Getaways & Explorer*

As the Business Development Director for the Western U.S., Audrey Wood helps her clients develop unique integrated marketing/communications programs to engage the U.S. travel trade market. Her clients span the travel industry - from tourism boards to airlines, and hoteliers to cruise lines. She is driven by the opportunity to be creative and match each client's individual goals to specific programs or tactics. After joining Northstar Travel Group in 2013 as a Marketing Associate, she soon moved to the Travel Weekly & TravelAge West sales team. TravelAge West is the number-one travel trade brand in the Western U.S. and also produces the Family Getaways and Explorer publications. Audrey manages sales for the Future Leaders in Travel Retreat, has developed several new custom marketing programs, and recently served as an advisor for a travel platform start-up. She currently lives in Los Angeles.



Audrey Wood
*Business Development
Director, TravelAge West &
Travel Weekly*

Roundup and Retain Seasonal Employees

Wednesday, January 19th ~ 1:30 pm - 3:00 pm

Greg Doersching is the award-winning President of Next Level Coaching – one of the most comprehensive Recruiting Training/ Owner Consulting programs in the country.

For over 28 years he has been recognized as one of the most innovative voices in the recruiting industry. He is an International Trainer and has presented hundreds of workshops and is consistently rated as one of the top presenters for each conference and is the recipient of the NAPS Lifetime Achievement Award for his contributions to the Recruiting Industry.

He currently consults with many nationally known staffing and recruiting agencies where he helps these firms improve their overall recruiting process. He is an expert in creating and establishing Direct Hire and Contract recruiting divisions, his knowledge and process have taken contract and temporary firms to new levels of productivity. Greg has also mentored and trained thousands of recruiters, his thorough style and step-by-step training approach develop a core foundation of recruiting excellence that is hard to beat.



Greg Doersching
President
Next Level Coaching

Tack Management & Best Practices for Getting Horses Trail Ride Ready

Thursday, January 20th ~ 8:30 am - 10:00 am

Cheri Amos-Helmicki and her husband, Jerry, have owned the Bar Lazy J Guest Ranch in Parshall, Colorado for over 25 years. Owning the ranch combines everything they enjoy most: people, outdoor activities and horses!

Cheri has been involved with horses for her entire life, with the Dude Ranch Foundation Horse Safety Program since its inception in 2003, a CPR/First Aid instructor since 1975, a Back-Country Safety instructor since 1987, and so much more. She is a past Dude Ranchers' Association president, current CDGRA president, and sat on the DRA board for 12 years. She is also part author of the new DRA Horse Safety Program textbook released in 2020 and is considered an expert and wealth of knowledge by the DRA and other industry leaders.



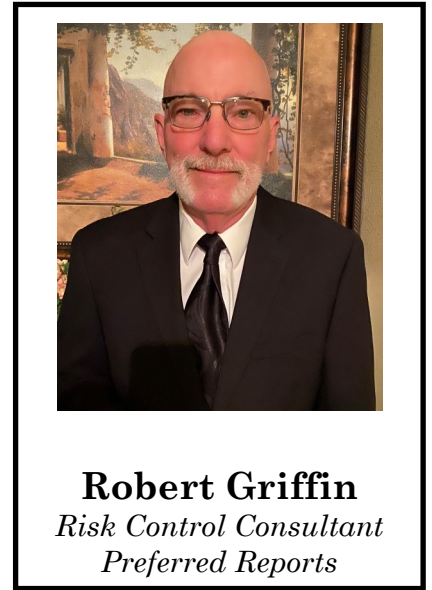
Cheri Amos-Helmicki
Owner
Bar Lazy J Ranch

Ranch Wildfire Mitigation Strategies

Thursday, January 20th ~ 10:30 am - 12:00 pm

Robert Griffin has 48 years of experience in the fields of fire protection, property conservation, highly protected risk properties, as well as extensive knowledge and experience in workers compensation, products liability, fleet and other high challenge insurance exposures.

He was a Naval Corpsman serving with distinction in the Viet Nam era. Upon leaving military service he attended the PA State Fire School in Lewistown, PA., in preparation for entering the fire service in Harrisburg, PA, in 1971. Upon appointment to the Harrisburg Fire Department, he enrolled at the University of Maryland in the fire protection program and in 1977 graduated with a Bachelor of Science in fire protection engineering. He holds associate degrees in loss control management, risk management and is a Certified Transportation Professional specializing in hazardous materials transportation.



Mr. Griffin, after retiring from the fire service as Assistant Fire Chief, entered the insurance industry and worked as a property protection specialist, a staff fire engineer, and a Vice President of Loss Control for Willis Corporation one of the largest insurance brokers in the industry.

In October of 2003 Mr. Griffin formed his own safety consulting private practice which he owns and operates at this time. Mr. Griffin works with private insurance inspection and consulting vendors under contract. Mr. Griffin provides inspection and consulting endeavors and is also a professional member of the American Society of Safety Engineers and the National Safety Council.

*For 96 years now the Dude Ranchers' Association
has been promoting & supporting the dude ranch industry.
Thank you for being a part of the journey!*



2022 DRA Convention ~ Wickenburg. AZ