



# 2024 Convention

## Speaker Biographies

### *Convention Keynote Speakers*

#### *Ranch Members Only Networking Session*

Tuesday, January 16th ~ 8:30am - 9:15am

Guest ranch consultant and facilitator, Lauren Pokay, has dedicated her career to education within the guest ranch industry. Since 2010 she has served as a wrangler, head wrangler and barn manager, and traveling horse safety program instructor, leading ranch teams to success for 13 years. Lauren started her company, Pokay Consulting Services, in 2018. She now specializes in providing leadership development and team building for guest ranches across the United States with her staff training clinics, online courses, and mentorships.

Lauren believes for ranches to succeed, there must be a solid foundation in place to support their teamwork experience. Her goal is to create sound, sustainable connections within the industry, so ranchers and team members can thrive in their journey together.



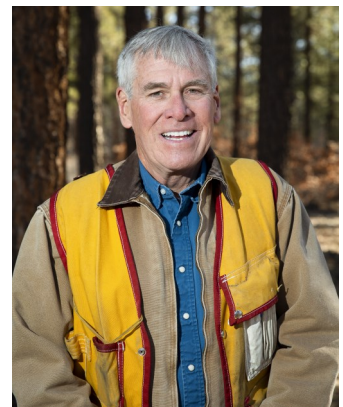
**Lauren Pokay**  
Owner  
Pokay Consulting Services

#### *Sustaining the Setting - Dude Ranches in the Landscape*

Tuesday, January 16th ~ 11:30am - 12:30pm

Joseph (Joe) G. Reddan is the principal and owner of Flexilis Forestry LLC, a Durango, Colorado based consulting forestry firm established in 2017. Now serving California's forest landowners and managers from American Canyon, CA, he earned his California Registered Professional Forester number – 3187 in January of 2023.

Since its 2017 inception, Flexilis Forestry LLC has served Colorado private land owners by producing forest plans to assist the landowner in forest management strategies and options, as well as providing the land owner with a property tax reduction. To further the credentials of Flexilis Forestry LLC, Joe joined the Association of Consulting Foresters (ACF) and was recognized as a full member of the ACF in March of 2020. He is the Chair of ACF's Four Corners Chapter. Now in 2023, Joe and his company are motivated to meet the forest management needs of Californians.



**Joseph G. Reddan**  
Principal & Owner  
Flexilis Forestry, LLC

## ***How Dude Ranches Changed My Life***

Thursday, January 18th ~ 11:15am - 12:00pm

Ben Masters is a filmmaker and writer specializing in wildlife and adventure stories. He was a wrangler at Mountain Sky Guest ranch in Montana, guided elk hunts and pack trips in the Yellowstone region, and rode from Mexico to Canada on adopted mustangs in the film *Unbranded*. He is most known for directing *Deep in the Heart: A Texas Wildlife Story*, *The River* and *The Wall* (SXSW 2019 Award Winner) and for producing *Unbranded* (Mountain Film 2015 Audience Award Winner). Masters studied wildlife biology at Texas A&M University and founded Fin and Fur Films in 2012. He is the author of two books published by Texas A&M University Press and has written for National Geographic and Western Horseman. A proud Texan, Masters loves riding a good horse through new country, filming wildlife stories that haven't been documented before, and using movies to help conserve wildlife and wild places.



**Ben Masters**  
*Producer*  
*Unbranded*

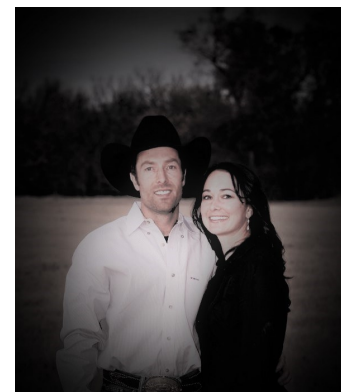
## **Convention Round Table Speakers**

### ***How to Keep & Reward Employees Who Make Your Life Easier & Business Thrive***

Thursday, January 18th ~ 8:30am - 11:00am

Bret and Angela Robinson are the second generation of a Life Planning and Wealth Management firm that focuses on helping people live Life on purpose.™ Bret grew up on a ranch in Big Sky Country Montana. Angela grew up in rural Texas with the family business. Today they call Texas home with their two boys.

Bret and Angela have a true passion to help ranchers and business owners simplify their success issues. Kennedy Financial Services is dedicated The Cowboy Way to provide leadership with a servant heart, innovation without the loss of integrity and last, but not least...grit. They both know and appreciate firsthand, the blood, sweat and tears it takes to build a lifetime legacy. They have also seen that the old adage "shirt sleeves to shirt sleeves in three generations" rings true for too many. How hollow it all seems when the business you spent a life building falls apart a mere generation or two later. Or worse is watching your family fall apart as a consequence. Experience has taught this 35-year old business that it doesn't have to be this way, but it will if the buck doesn't stop here!



**Bret & Angela Robinson**  
*Owners*  
*Kennedy Financial Services*

## ***How to Market Effectively with a Small Budget***

Wednesday, January 18th ~ 8:30am - 11:00am

Steph Wilson grew up at the entrance to a redwood forest in California, and has spent her adult life meandering through the aspen and spruce forests of Colorado. As a horse crazy girl, it wasn't entirely surprising that she ended up spending 25 years on the leadership team at Vista Verde Ranch. Married to a ski jumping coach and raising two teen girls in Steamboat Springs, she now runs a marketing consulting business helping small businesses and start ups find ways to share their brand story effectively on tight budgets.



**Steph Wilson**  
*Principal*  
*Triangle S Solutions*

## ***Employment Law - The Do's & Don'ts of Hiring & Firing***

Thursday, January 18th ~ 8:30am - 11:00am

Amanda F. Esch is a partner with Davis & Cannon, LLP in Sheridan, Wyoming and practices in the areas of employment law, administrative and local government law, and general civil litigation. Ms. Esch represents employers in discrimination, wrongful termination, and wage and discrimination disputes before the Wyoming Department of Employment, the United States Equal Employment Opportunity Commission, and state and federal court. She also conducts independent work place investigations, and advises employers on policies and conduct to stay out of court. Amanda was raised on the historic Eatons' Ranch, a working cattle and dude ranch, and is proud to be a fifth-generation Wyomingite. She is also completing her final term as Chair of the Dude Ranch Foundation. In her free time she enjoys outdoor activities, reading, cooking, running and spending time with her family.



**Amanda F. Esch**  
*Partner*  
*Davis & Cannon, LLP*

