

## **2025 Dude Ranchers' Association Convention Agenda**

### **Monday January 27**

- 8:00 - 12:00pm DRA Board Meeting - *Executive Board Room*
- 9:00 - 4:00pm Registration, Auction Collection & Vendor Set Up - *Kachina Foyer & Kachina 4*
- 1:00 - 4:00pm DRF Board Meeting (DRA/DRF Board Meeting 1:00-2:00pm) - *Executive Board Room*
- 3:00 - 3:30pm Vendor Meeting - *Kachina 4*
- 5:00 - 6:30pm Welcome Reception & Cocktail Hour - *Sponsored by PATH For Ranches - Patio*
- 6:30 - 8:00pm Dinner - *Patio & Kachina 3*
- 8:00 - 9:30pm Filipe Masetti Leite Movie Screening - *The Long Rider - Sponsored by Romeo Bravo Software - Kachina 3*

### **Tuesday January 28**

- 7:30 - 9:15am Registration - *Kachina Foyer*
- 8:30 - 9:30am Lauren Pokay - *Ice Breaker Session for All! - Kachina 3*
- 9:30 - 11:00am Opening Session - *Kachina 3*
- Mtg. Called to Order & Pledge
- Invocation
- Welcome - Convention Overview
- State of the Association
- Treasurer's Report
- Introduction of Board of Directors & Membership
- Sponsor Recognition
- DRA Marketing Report
- Convention Locations
- 11:00 - 11:30am Dude Ranch Foundation Report - *Kachina 3*
- 11:30 - 1:30pm Vendor Show & Lunch - *Kachina 4 & Patio*
- 1:30 - 2:30pm Dude Ranch 101 – *Sponsored by Boa Safra Ag - Kachina 3*
- 2:30 - 2:45pm Coffee Break - *Kachina Foyer*
- 2:45 - 4:30pm District Meetings - *Sponsored by SB Value - Kachina 1, 2, 3 & Apache/Navajo*
- 5:00 - 6:30 Vendor Show & Cocktail Hour – *Sponsored by Ember Defense & SBW & Associates - Kachina 4*
- 6:30 - Until Dinner, Dancing & Live Music by Southbound Band – *Presented by Durango Boots - Patio & Kachina 3*

### **Wednesday January 29**

- 7:00 - 8:30am Past President's Breakfast – *in Market Cafe restaurant*
- 7:00 - 8:00am Yoga on Pool Deck or Hike Around the Buttes
- 8:30 - 11:30am RoundTable Speakers (3 sessions, 3 speakers. 50 minutes each, 10-minute break)
- Joe Pokay - Noble Research Institute – *"Principles of Regenerative Grazing: Grazing with Horses"- Sponsored by The Dude Ranch Foundation - Kachina 1*
  - Steve Shotsberger - Evolve Hospitality Group – *"Talent Acquisition Program: How to Effectively Recruit Top Staff for Your Ranch."* - *Sponsored by Conestoga Wagons - Kachina 2*
  - Liam Bickerton - 829 Studios LLC – *"Reinventing the Ranch: Modern Marketing for DRA Members" - Kachina 3*

- 11:30 - 1:00pm Final Vendor Show and Lunch - *Kachina 4 & Patio*
- 1:00 - 2:30pm Vendor Show Tear Down - *Kachina 4*
- 1:30 - 3:30pm Business Session: District Reports, Elections, AO Report, etc. - *Kachina 3*
- 5:00 - 6:00pm Reception and Viewing of Auction Items - *Sponsored by Durango Boots - Kachina 3 & 4*
- 6:00 - 7:00pm Hall of Fame Presentation & President's Exchange – *Sponsored by Durango Boots - Kachina 3 & 4*
- 7:00 - Until Dinner and Auction - *Kachina 3 & 4*

**Thursday January 30**

- 7:00 - 8:30am Ranch Diva Breakfast – *in Market Cafe restaurant*
- 9:00 - 11:00am DRF Horse Safety Class Panel Discussion:  
- *Panelists: Dan Beaudette, Deborah Plum, Russell True, Cheri Amos-Helmicki & Will Ferguson - Kachina 3*
- 11:00 - 11:30am Coffee Break - *Kachina Foyer*
- 11:30 - 12:30pm Filipe Masetti Leite - Keynote Speaker - *17,000 Miles of Cowboy Life Lessons: 12 countries, 11 horses, 8 years from Alaska to Argentina - Presented by Romeo Bravo Software - Kachina 3*
- 12:30 - 1:30pm Lunch & Closing Remarks - *Kachina Patio*
- 1:30 - 2:30pm Romeo Bravo Software *Yellowstone* User Discussion (*open to all*) - *Kachina 3*