

2026 Dude Ranchers' Association Centennial Convention

Monday January 26

8:00 - 12:30pm	DRA Board Meeting - Executive Board Room
8:00 - 4:00pm	Registration, Auction Collection & Vendor Set Up – Pre-Function, Grand Ballroom & Hart Albin
1:00 - 4:00pm	DRF Board Meeting (DRA/DRF Board Meeting 1:00-2:00pm) - Executive Board Room
3:00 - 3:30pm	Vendor Meeting – Hart Albin
4:30 - 6:30pm	Welcome Reception & Cocktail Hour at Western Heritage Center
6:30 – Until	Dinner & Entertainment - Lynn Downey – “100 Years of the DRA” - Grand Ballroom

Tuesday January 27

7:00 - 8:00am	Breakfast & Registration – Grand Ballroom
8:00 - 10:30am	Opening Session – Grand Ballroom Mtg. Called to Order & Pledge Invocation Welcome Introduction of Board of Directors & Membership State of the Association Convention Overview Treasurer's Report Sponsor Recognition Convention Locations DRA Marketing Report
10:30 – 10:45am	Coffee Break - Foyer
10:45 - 11:30am	Dude Ranch Foundation Report - Grand Ballroom
11:30 – 1:30pm	Vendor Show Open & Lunch (12:00-1:30pm) – Grand Ballroom & Hart Albin
1:30 – 2:30pm	Joe Pokay - Noble Research Institute – “ <i>Principles of Regenerative Grazing: Grazing with Horses</i> ”- Sponsored by The Dude Ranch Foundation - Grand Ballroom
2:30 – 2:45pm	Coffee Break - Foyer
4:45 – 3:45pm	Dude Ranch 101 & Moose Milk – Grand Ballroom
3:45 - 5:15pm	Vendor Show Open & Cocktail Hour – Grand Ballroom & Hart Albin
5:15 – 6:30pm	Dinner – Grand Ballroom
6:30 – Until	Call of the West Reception & Documentary Premiere – Alberta Bair Theater

Wednesday January 28

7:00 – 8:30am	Breakfast – Grand Ballroom
7:00 – 8:30am*	Past President’s Breakfast – Grand Ballroom
8:30 – 9:45am	Jeff Kortess – Human Asset Management LLC - <i>“Give Your Employees C.R.A.P...Building an Engaged and Loyal Workforce in the New Workplace”</i> – Grand Ballroom
9:45 – 10:00am	Coffee Break - Foyer
10:00 - 11:15am	Katie Schrock - Western Insights Media – <i>“AI Tools for Your Marketing Toolbox”</i> – Grand Ballroom
11:15 - 1:30pm	Vendor Show Open & Lunch (12:00-1:30pm) – Grand Ballroom & Hart Albin
1:30 – 2:30pm	Vendor Show Tear Down – Hart Albin Only
1:30 - 2:30pm	Amanda Esch – Davis & Cannon LLP – <i>“Current Labor Law Updates and Key Points to Consider”</i> - Grand Ballroom
2:30 – 2:45pm	Coffee Break - Foyer
2:45 – 3:45pm	Vendor Show Tear Down – Grand Ballroom
2:45 – 4:45pm	District Meetings – Grand Ballroom, Hart Albin & Babcock (E&W)
5:00 – 6:00pm	Cocktail Hour – Grand Ballroom
6:00 – 8:00pm	Dress Like the “Dudes” Do! Dinner & Costume Contest – Grand Ballroom
8:00pm – Until	Kyle Shobe & The Walk ‘Em Boys Live Music – Grand Ballroom

Thursday January 29

7:00 - 8:30am	Breakfast – Grand Ballroom
8:30 – 9:30am	Business Session – Grand Ballroom District Reports Elections DRA Member Benefits Presentation
9:30 – 12:30pm	DRF Horse Safety Certification Class & Panel Discussion – Grand Ballroom
12:30 – 2:00pm	Lunch – Grand Ballroom
2:00 – 3:00pm	Circle the Wagons – Dude Ranch Discussions – Grand Ballroom
3:00 – 3:15pm	Coffee Break - Foyer
3:15 – 4:00pm	Motivational Keynote Speaker – Grand Ballroom
4:45 - 6:00pm	Reception and Viewing of Auction Items – Grand Ballroom
6:00 – Until	Dinner, Past Presidents & Hall of Fame Members Recognition & Auction – Grand Ballroom