

2026 Dude Ranchers' Association Centennial Convention

Monday January 26

- 8:00 - 12:30pm DRA Board Meeting - Enterprise 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) - Enterprise Board Room
- 3:00 - 3:30pm Vendor Meeting – Hart Albin
- 4:30 - 6:30pm Welcome Reception & Cocktail Hour – *Sponsored by PATH For Ranches and Kennedy Financial Services* - Grand Ballroom
- 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 – *Sponsored by Leavitt Recreation and Hospitality Insurance* - 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 – *Sponsored by Zebulon, LLC* - Grand Ballroom
- 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 – “*Principles of Regenerative Grazing: Grazing with Horses*”- *Sponsored by The Dude Ranch Foundation* - Grand Ballroom
- 2:30 – 2:45pm Coffee Break - *Sponsored by D.A. Davidson | The Strength of Advice* - Grand Ballroom
- 2:45 – 3:45pm Dude Ranch 101 & Moose Milk – *Sponsored by SBW & Associates, PC* - Grand Ballroom
- 3:45 - 5:15pm Vendor Show Open & Cocktail Hour – *Sponsored by Logan Marketing* – Grand Ballroom & Hart Albin

5:15 – 6:30pm Dinner – Grand Ballroom
6:30 – Until Call of the West Reception & Documentary Premiere – *Sponsored by Billings Livestock Horse Sale* – DoubleTree Inn Hotel – Billings Livestock Horse Sale Ballroom (3rd Floor)

Wednesday January 28

7:00 – 8:30am Breakfast – Grand Ballroom
7:00 – 8:30am* Past President’s Breakfast – Enterprise Board Room
8:30 – 9:45am Jeff Kortez – Human Asset Management LLC - *“Give Your Employees C.R.A.P...Building an Engaged and Loyal Workforce in the New Workplace”* – *Sponsored by ThinkReservations* - Grand Ballroom
9:45 – 10:00am Coffee Break - *Sponsored by Gracesoft* - Grand Ballroom
10:00 - 11:15am Katie Schrock - Western Insights Media – *“AI Tools for Your Marketing Toolbox”* – *Sponsored by Liquid Spark* - 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 – *“Current Labor Law Updates and Key Points to Consider”* - Grand Ballroom
2:30 – 2:45pm Coffee Break - *Sponsored by The Flybook* - Grand Ballroom
2:45 – 3:45pm Vendor Show Tear Down – Grand Ballroom
2:45 – 4:45pm District Meetings – *Sponsored by SB Value* - Grand Ballroom, Hart Albin & Babcock (E&W)
5:00 – 6:00pm Cocktail Hour – *Sponsored by Gene Kilgore* - 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 – *Sponsored by Romeo Bravo Software* - 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 – *Sponsored by RanchWork.com* - Grand Ballroom

3:00 – 3:15pm Coffee Break – *Sponsored by Boa Safra Ag* – Grand Ballroom

3:15 – 4:00pm Micah Fink – Heroes and Horses, LLC – *“Redefining the Relationship Between Challenge and Purpose.”* – *Sponsored by Romeo Bravo Software* - Grand Ballroom

4:45 - 6:00pm Reception and Viewing of Auction Items – *Sponsored by Wyoming Whiskey* - Grand Ballroom

6:00 – Until Dinner, Past Presidents & Hall of Fame Members Recognition & Auction - *Sponsored by Wyoming Whiskey* – Grand Ballroom