



Schedule of Events

95th Annual Convention

Jan. 11 – 14, 2021 ~ Rancho de los Caballeros, AZ

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* *Concurrent Events*

Monday, January 11

8:00 - 1:00 DRA Board Meeting

2:00 - 4:30* Foundation Board Meeting

12:00 - 5:00* Registration & Auction Collection

4:30 - 6:30 Welcome Reception & Cocktail Hour @ Wickenburg Museum

7:00 - Until Dinner

Tuesday, January 12

7:00 - 8:30* Breakfast

7:00 - 8:30* Registration

8:30 - 10:30 Opening General Session:
Pledge of Allegiance & Meeting Called to Order
Invocation
Welcome & Convention Overview
Introduction of Board of Directors & Membership
State of the Association
Future Convention Locations
America Outdoors Report
Treasurer's Report
Dude Ranch Foundation Report
Royalty Presentation

10:30 - 11:30 Vendor Introductions

11:30 - 12:30 Vendor Show

12:30 - 1:45 Lunch

1:45 - 2:45 DRA Marketing Presentation

2:45 - 3:00 Coffee Break

3:00 - 4:00* Rainer Jenss, Family Travel Association - *The New Travel Landscape & the Role Travel Agents Will Play in It.*

3:00 - 5:00* Horse Safety Seminar

4:00 - 6:00 Vendor Show

6:00 - 7:00 Cocktail Hour

7:00 - Until Cookout Dinner and Cowboy Games

Wednesday, January 13

7:00 - 8:30* Breakfast

7:00 - 8:30* Past Presidents' Breakfast

8:30 - 10:30 District/State Meetings:

- District I - WY
- District II - MT
- District III – CO
- District IV - Rest of the West
- Vendor Meeting

10:30 - 12:00 Business Session – District Reports, Elections & Induction of New President

12:00 - 5:00* Judy Jewelry Sale

12:00 - 1:00 Vendor Show

1:00 - 2:00 Lunch

2:00 - 4:00 Dude Ranch 101

4:00 - 5:00 Vendor Show

5:00 - 6:00 Reception & Viewing of the Auction Items

6:00 - 6:30 Hall of Fame Awards

6:30 - Until Dinner & DRA Auction

Thursday, January 14

7:00 - 8:30 Breakfast

8:30 - 10:00 Cheri Helmicki-Amos, Bar Lazy J Ranch – *Tack Management & Best Practices for Getting Horses Trail Ride Ready*

10:00 - 10:30 Coffee Break

10:30 - 11:30 Peter Ross, 829 Studios, LLC – *Social Media 101*

12:00 - 1:00 Lunch

1:15 - 3:00 Dude Ranch Employment Panel Discussion

We encourage you to stay and enjoy the ranch for another day/night. If you choose to stay, please join us tonight for a sponsored cocktail hour in the bar and enjoy dinner on your own at the ranch or in town.

6:00 - 7:00 Cocktail Hour

7:00 – Until Dinner on your own

