

Dude Ranchers' Association Annual Convention 2027

Monday, January 25, 2027

8:00 – 12:00 PM	DRA Board Meeting	Cooper Room
9:00 – 2:00 PM	Registration & Auction Collection	Main Lodge/Office
9:00 – 3:30 PM	Vendor Set Up	Bunkhouse & Patio Tent
1:00 – 2:00 PM	DRA/DRF Combined Meeting	Cooper Room
1:00 – 4:30 PM	DRF Board Meeting	Cooper Room
3:30 – 4:00 PM	Vendor Meeting	Bunkhouse
4:00 – 6:00 PM	Registration & Welcome Reception <i>Sponsored by Boa Safra Ag, LLC</i>	Pool Lawn & Deck
6:00 – Until	Dinner	Main Dining Room

Tuesday, January 26, 2027

7:00 – 8:15 AM	Breakfast	Main Dining Room
8:15 – 10:15 AM	Opening General Session <i>Sponsored by Leavitt Recreation & Hospitality Insurance</i> Meeting Called to Order, Pledge & Invocation Welcome & Convention Overview Introduction of the Board of Directors & Membership State of the Association Treasurer's Report Sponsor Recognition Convention Locations DRA Marketing Report	Sonoran Room
10:15 – 10:30 AM	Break	Sonoran Room/Patio
10:30 – 11:15 AM	DRF Report	Sonoran Room
11:15 – 12:45 PM	Vendor Show Open	Bunkhouse & Patio Tent
12:00 – 1:30 PM	Lunch	Main Dining Room
1:30 – 2:30 PM	Circle the Wagons Part 1	Sonoran Room
2:30 – 2:45 PM	Break	Sonoran Room/Patio

2:45 – 4:00 PM	District Meetings <i>Sponsored by SB Value</i>	Sonoran Room/Dining Room
	WY – Central Sonoran Room MT – East Sonoran Room CO – West Sonoran Room ROW – West Dining Room	
4:00 – 5:30 PM	Vendor Show Open & Cocktail Hour <i>Sponsored by Logan Marketing</i>	Bunkhouse & Patio Tent
5:45 PM	Wagon Hayride to Cookout	Meet by Bunkhouse
6:30 - Until	Dinner & Cookout Entertainment	Cookout Site

Wednesday, January 27, 2027

7:00 – 8:15 AM	Breakfast	Main Dining Room
8:15 – 9:45 AM	Roundtable Speakers:	Sonoran Room
	- Best Practices for Dude Ranch Horse Herd Health - <i>Jonathan Henrichs, DVM</i> <i>Sponsored by The Dude Ranch Foundation</i> - Hiring, Management and Culture Creation in Today's Modern Era - <i>Doug Averill, Chase Averill, Averill's Flathead Lake Lodge & Oliver Klingenstein, Darwin Ranch</i>	
9:45 – 10:00 AM	Break	Sonoran Room/Patio
10:00 – 11:15 AM	Vendor Roundtables <i>Featuring 6 Different Vendors – for All Attendees</i>	Sonoran Room
11:15 – 3:00 PM	Vendor Show Open	Bunkhouse & Patio Tent
12:15 – 1:30 PM	Lunch	Main Dining Room
1:30 – 2:30 PM	The Magic of the Dude Ranch Gift Shop	Sonoran Room
	Panelists: <i>Barbara Varian, V6 Ranch, Sally Kelsey, Nine Quarter Circle Ranch, Tammy Yurich, Bar Lazy J Ranch, & Jewelry Judy</i>	
2:00 – 5:00 PM	DRF Horse Safety Class	19 Restaurant @ Golf Club
3:00 – 4:00 PM	Vendor Show Tear Down	Bunkhouse & Patio Tent
5:00 – 6:00 PM	Reception & Viewing of Auction	Sonoran Room/Patio
6:00 – 6:30 PM	Hall of Fame & Presidents Exchange	Sonoran Room
6:30 - Until	Dinner, Auction & Band to Follow	Sonoran Room/Patio

Thursday, January 28, 2027

7:00 – 8:30 AM	Breakfast	Main Dining Room
8:15 – 10:00 AM	Business Session District Reports Elections DRA Member Benefits Presentation America Outdoors Association Report	Sonoran Room
10:00 – 10:15 AM	Break <i>Sponsored by Liquid Spark, Inc.</i>	Sonoran Room/Patio
10:15 – 11:15 AM	Circle the Wagons Part 2	Sonoran Room
11:15 – 12:15 PM	Back in the Saddle: How I found Healing, Hope & Resilience Through Horses, Music & Ranching - <i>Jess Garnick O'Neal</i>	Sonoran Room
12:30 – 1:30 PM	Lunch/Closing Remarks	Main Dining Room
1:30 PM – 4:30 PM	Marketing Bootcamp*	Sonoran Room

The newly added Marketing Bootcamp features a three-speaker, roundtable session offering 45 minutes of expert insights and a 15-minute Q&A per speaker. Available for an additional cost, this afternoon session ensures attendees will walk away with tangible ideas and actionable plans to elevate their marketing and drive their business forward.

2027 Marketing Bootcamp Featured Speakers Include:

Katie Schrock – Western Insights Media

Jeff Logan – Logan Marketing

Julie Thorner – Liquid Spark, Inc.