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
1:30 – 3:00 PM	Taylored Horses Bodywork Demonstration	Corral
3:30 – 4:00 PM	Vendor Meeting	Bunkhouse
4:00 – 6:00 PM	Registration & Welcome Reception *Sponsored by Boa Safra Ag, LLC*	Pool Lawn & Deck
6:00 – 7:30 PM	Dinner	Main Dining Room
7:30 – 9:00 PM	Bingo Night!	Sonoran Room

Tuesday, January 26, 2027

7:00 – 8:15 AM	Breakfast	Main Dining Room
8:15 – 10:15 AM	Opening General Session *Sponsored by Leavitt Recreation & Hospitality Insurance*	Sonoran Room

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

10:15 – 10:30 AM	Coffee Break – *Sponsored by SBW & Associates*	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	Coffee Break	Sonoran Room/Patio

2:45 – 4:00 PM District Meetings Sonoran Room/Dining Room
Sponsored by SB Value

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 Bunkhouse & Patio Tent
Sponsored by Logan Marketing

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

7:00 – 8:15 AM Past Presidents Breakfast Cooper Room

8:15 – 9:45 AM Roundtable Speakers: Sonoran Room

- Keeping Dude Horses Healthy from the Vet's Perspective - *Jonathan Henrichs, DVM Sponsored by The Dude Ranch Foundation*
- Hiring, Management and Culture Creation of Seasonal Employees in Today's Modern Era - *Doug Averill, Chase Averill, Averill's Flathead Lake Lodge & Oliver Klingenstein, Darwin Ranch*

9:45 – 10:00 AM Coffee Break – *Sponsored by Zebulon, LLC* Sonoran Room/Patio

10:00 – 11:15 AM Vendor Roundtables Sonoran Room
Featuring 6 Different Vendors – for All Attendees

11:15 – 3:00 PM Vendor Show Open Bunkhouse & Patio Tent

12:15 – 1:30 PM Lunch Main Dining Room

1:30 – 3:00 PM The Magic of the Dude Ranch Gift Shop Sonoran Room

Panelists: *Barbara Varian, V6 Ranch, Sally Kelsey, Nine Quarter Circle Ranch, Tammy Yurich, Bar Lazy J Ranch, & Jewelry Judy*

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

Evening Sponsored by Romeo Bravo Software

6:00 – 6:30 PM Hall of Fame & Presidents Exchange Sonoran Room

6:30 – 8:00 PM Dinner & Auction Sonoran Room/Patio

8:00 – 10:00 PM	Last Train to Juarez Live Music	Quarter Horse Terrace 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	Coffee Break *Sponsored by Liquid Spark, Inc.*	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 - *Jess Garnick O'Neal*	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.