

FORT WORTH STOCK YARDS



2024 ARC Rodeo Conference

LEARN - NETWORK - SUCCEED

★ 2024 ★
association of
RODEO
committees
ANNUAL CONFERENCE
PRESENTED BY
Justin



Hyatt Place Fort Worth Stockyards
132 E. Exchange Ave.
Fort Worth, Texas 76164

2024 ARC Rodeo Conference

Wednesday, April 24

6:00-6:30pm

Be a part of a live taping of **Western Sports Round Up**
The Cowboy Channel Studio
RSVP required



6:30-9:00pm

Welcome Reception sponsored by Surtierra Tequila
The Cowgirl Channel Speakeasy



Thursday, April 25

6:00 - 9:00am

Complimentary Breakfast for Hyatt Place Guests



8:00-8:30am

Coffee & Danishes *sponsored by* the South Point Hotel & Casino

8:30 - 8:35am

Welcome & Opening comments
Cal White, ARC Chairman



8:35 - 9:00am

Justin Brands Update
Tom Feller & Julie Jutten with Justin Brands

9:00 - 10:00am

Keynote Speaker: Don Gay, 8x PRCA Bull Riding World Champion

10:00 - 10:15am

Break *sponsored by* Jampack



10:15 - 10:45am

Cowboy Channel Update & Viewer Information
Patrick Gottsch with the Cowboy Channel

10:45 -11:45am

Rodeo Broadcast Fundamentals and Revenue Sharing
Karlee Peterson with the Cowboy Channel

12:00 - 1:00pm

Lunch *sponsored by* the Rodeo Ticket



1:00 - 2:00pm

Next Steps: How to Improve your Rodeo Broadcast
Sean Decker with Globe Field and the Texas Rangers and
Stu Pierson with Get Western Productions

2:00-3:00pm

Youth Initiative Round Table
Moderator: Wes Allison, Heart O' Texas Fair & Rodeo



3:00 - 3:15pm

Break *sponsored by* My Rodeo Map



- 3:15-3:45pm **Bylaws Discussion & Board Nominating Committee**
Moderator: Tim Baldwin
- 3:45-4:15pm **PRCA Executive Council Update**
Tom Hirsig & Steve Gander
- 4:15-6:30pm **Self Tour of Fort Worth Stockyards** *(optional)*
- 6:30-9:00pm Evening Reception with The Cowboy Channel
on the lawn sponsored by The Cowboy Channel



Friday, April 26

- 6:00 - 9:00am Complimentary Breakfast for Hyatt Place Guests
- 8:00-8:30am Coffee & Danishes *sponsored by the South Point Hotel & Casino*
- 8:30-9:30am **Utilizing Arena Talent for Better TV Broadcast**
Justin McKee with the Cowboy Channel
- 9:30-10:30am Sanctioning Body Updates:
PRCA: Tom Glause, PRCA
WPRA: Jimmie Munroe, WPRA
IPRA and WCRA: Dale Yerigan
- 10:30-10:45am Las Vegas Events/NFR & Tourism Update
Bo Gardner with Las Vegas Events
- 10:45 - 11:00am Break *sponsored by NextGen Rodeo, powered by Rodeo Logistics*
- 11:00am-12:00pm **Rookie Contestant Panel: The Challenges of Navigating Professional Rodeo as a Rookie**
Moderator: Leon Vick, National Western Stock Show
- 12:00pm **Closing Message**
Cal White, ARC Chairman
- 7:30pm Resistol Rookie Round Up at the Cowtown Coliseum
Ticket purchase required



Conference Session Beverages sponsored by *Jampack*



ASSOCIATION SPONSORS



2024 ARC BOARD OF DIRECTORS

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- Jim Williams, Canby Rodeo
- Wes Allison, Heart O'Texas Fair & Rodeo
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- Kent Meshishnek, Walla Walla Frontier Days
- Johnny Philipello, Rodeo Corpus Christi
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- Leon Vick, National Western Stock Show

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