



North American Livestock Show & Rodeo Managers Association

Schedule Monterey, CA • May 20-22, 2024

Monday, May 20

- 3:00 pm – 6:00 pm Registration – Hilton Garden Inn Hotel Lobby
- 6:00 pm President’s Reception – Hilton Garden Inn (Dinner Provided) sponsored by Amusement Midway Providers
- 8:00 pm Hospitality Suite Open – Hilton Garden Inn (room TBD) sponsored by Saffire

Tuesday, May 21

- 7:00 am Registration Open – Hilton Garden Inn Hotel Lobby
- 7:00 am Breakfast at Hotel sponsored by Walton Webcasting
- 8:00 am Business Meeting
 - Convene
 - Introductions
 - President’s Report
 - 2023 Minutes
 - Financial Report
 - Approval of D&O Liability Insurance
 - Approval of IAFE Membership Renewal
 - IAFE Report
 - PRCA/ARC Update
 - Membership Survey
- 9:00– 10:00 am De-Escalation: What Is It and How Do We Provide Our Staff and Volunteers Training to De-escalate volatile situations? by Jeff Cotner, Chief of Security, State Fair of Texas
- 10:00- 10:15 am Break sponsored by Animal ID, Inc.
- 10:15 – 11:00 am Community Engagement & Outreach featuring Mayor Kimbley Craig of Salinas, CA & Audrey Sanchez, Community Relations Director, San Antonio Stock Show & Rodeo
- 11:00 – 11:30 am Tourism and Economics with Monica Lal, President of the Monterey Chamber of Commerce
- Noon – 12:45 pm Lunch Hotel sponsored by Sullivan Supply Inc.
- 1:00 pm Bus Leave for Industry Tours & Dinner sponsored by Swifty Swine
- 2:00 pm Taylor Farms Plant Tour
- 4:00 pm Rodeo Grounds Tour: Salinas Sports Complex sponsored by Haas & Wilkerson Insurance
- 5:30 pm Andrus Farm Field Tour sponsored by Staats Awards
- 5:45 pm Fiesta Happy Hour hosted by Saffire
- 6:00 pm Dinner at Andrus Farms sponsored by Populus
- 8:00 pm Load buses to return to hotel
- 9:00 pm Hospitality Suite Open – Hilton Garden Inn (room TBD) sponsored by ShoWorks

Wednesday, May 22

7:00 am Breakfast at Hotel sponsored by Weaver Livestock

8:00 am Business Meeting

- Committee Reports
- Committee Appointments
- Unfinished Business

8:45 - 9:45 am Rodeo in a Changing World with speaker Allison Keaney, PhD, CEO of the Cow Palace

9:45-10:00 am Break sponsored by Great American Entertainment Co.

10:00- 11:00 am Building Your Brand with Celeste Settrini, Owner Settrini Ranches and Celeste Settrini Sales, Marketing & Media, Kindra Fulton and Anna Grace Durham with the California Polytechnic State University, San Luis Obispo Rodeo Team

11:00 am - Noon Network Topic Discussions (Formally Adjourn)

12:00 pm Lunch sponsored by Creative Awards and Trophies Inc.

1:15 pm Buses Leave for Industry Tours sponsored by Next Level Images

1:30 pm 17 Mile Drive, Lone Cypress (scenic tour) sponsored by Suncoast Pine Shavings

2:45 pm Laguna Seca Raceway Tour sponsored by YQCA

5:00 pm Paraiso Vineyard Tour sponsored by Benchmark Graphic Co.

5:30 pm Happy Hour- Paraiso Vineyard sponsored by Cultivate

6:30 pm Dinner- Paraiso Vineyard sponsored by WW Manufacturing

7:45 pm Load buses to return to hotel

8:45 pm Hospitality Suite Open – Hilton Garden Inn (room TBD)