



association of
RODEO
committees 

2025 ANNUAL RODEO
CONFERENCE

★ PRESENTED BY  ★

VOLUNTEERING
Truth, Youth, and the Future

FORT WORTH, TEXAS

APRIL 9-11

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

2025 ARC Rodeo Conference

Wednesday, April 9

6:30-9:00pm

Welcome Reception sponsored by Pendleton Whisky & hosted by Cowboy Channel at Fort Worth Stockyards

Thursday, April 10

6:00 - 8:00am

Complimentary Breakfast for Hyatt Place Guests

8:00 - 8:30am

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

8:30am

Welcome & Opening comments
- Cal White, ARC Chairman

Conference Presenting Sponsor Spotlight: Justin Brands
- Tom Feller, Justin Brands
- Julie Jutten, Justin Brands

8:45 - 9:45am

Keynote Speaker: Ron White, 2x USA Memory Champion

9:45 - 10:00am

Break *sponsored by* Conterra

10:00 - 10:30am

Cowboy Channel Update
- Karlee Peterson, Cowboy Channel

10:30 - 11:15am

Optimizing Volunteer Engagement: Creating a Productive and Accountable Program
- Wes Allison & Katy Fehler, Heart O' Texas Fair & Rodeo

11:15 - 11:45am

PRCA Youth Camps: Rodeo 101
- Paul Woody & Miriaham Contreras, PRCA
- Jim Dewey Brown, Prescott Frontier Days
- Rick Davis, Ogden Pioneer Days Rodeo

11:45am - 12:00pm

Rodeo Volunteer Profiles: Overview of Various Rodeos

12:00 - 1:00pm

Lunch *sponsored by* the Conterra

Conference Session Beverages *sponsored by*



1:00 - 2:00pm	Volunteer Acquisitions Across Generations - Jay Mathis, Mathis Training and Development
2:00 - 2:30pm	Utilizing Volunteer Software To Help Manage Your Volunteers - Tim Allen, Cheyenne Frontier Days
2:30 - 2:45pm	Break
2:45 - 3:45pm	Best Practices And Solutions For Recruiting, Retaining, And Supporting Volunteers Breakout Sessions
3:45 - 4:00pm	TBD
4:00 - 4:15pm	PRCA Rodeo Committee Executive Council Update - Tom Hirsig, Cheyenne Frontier Days
4:15 - 5:00pm	Sanctioning Body Updates - Professional Rodeo Cowboys Association - Women's Professional Rodeo Association - World Champions Rodeo Alliance - International Pro Rodeo Association - Women's Rodeo World Championship
5:00 - 6:30pm	Sanctioning Body Mixer

Friday, April 11

6:00 - 8:00am	Complimentary Breakfast for Hyatt Place Guests
8:00-8:30am	Coffee & Danishes <i>sponsored by</i> the South Point Hotel & Casino
8:30-9:30am	Sponsor Relations: Make it a Win-Win - Moderator: Bo Gardner, Las Vegas Events - Jared Hammer, Fort Worth Rodeo & Stock Show - Debbie Mills, Douglas County Fair & Rodeo - Donna Keffeler, Molson Coors Beverage Company - Callie Adams, Montana Silversmiths

Conference Session Beverages *sponsored by* TBD



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9:30-10:15am	Selling the Western Experience to Visitors - Mitch Whitten, Visit Forth Worth
10:15 - 10:30am	Break
10:30 - 11:30am	Marketing with Artificial Intelligence (AI) in your Toolbox - Katie Shrock, Western Insights Media
11:30am	Closing Message - Cal White, ARC Chairman
2:00 - 3:00pm	Tour of the Dickies Arena RSVP required

Saturday, April 12

12:00pm The American Rodeo at the Globe Life Field in Arlington, Texas
Group Discount Block. **Ticket purchase required**

ASSOCIATION SPONSORS



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