



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)
8:00 pm	Hospitality Suite Open – Hilton Garden Inn (room TBD)

Tuesday, May 21

7:00 am	Registration Open – Hilton Garden Inn Hotel Lobby
7:00 am	Breakfast at Hotel
8:00 am	Business Meeting <ul style="list-style-type: none">• 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	Education Session TBA
10:00- 10:15 am	Break
10:15 – 11:00 am	Community Engagement & Outreach featuring Mayor Kimbley Craig of Salinas, CA
11:00 am – Noon	Education Session TBA
Noon – 12:45 pm	Lunch Hotel
1:00 pm	Bus Leave for Industry Tours & Dinner
2:00 pm	Taylor Farms Plant Tour
4:00 pm	Rodeo Grounds Tour: Salinas Sports Complex
5:30 pm	Andrus Farm Field Tour
5:45 pm	Fiesta Happy Hour hosted by Saffire
6:00 pm	Dinner at Andrus Farms
8:00 pm	Load buses to return to hotel
9:00 pm	Hospitality Suite Open – Hilton Garden Inn (room TBD)

Wednesday, May 22

7:00 am	Breakfast at Hotel
8:00 am	Business Meeting <ul style="list-style-type: none">• 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
10:00- 11:00 am	Building Your Brand with Celeste Settrini, Owner Settrini Ranches and Celeste Settrini Sales, Marketing & Media
11:00 am - Noon	Network Topic Discussions (Formally Adjourn)
12:00 pm	Lunch
1:15 pm-	Buses Leave for Industry Tours
1:30 pm	17 Mile Drive, Lone Cypress (scenic tour)
2:45 pm	Laguna Seca Raceway Tour
5:00 pm	Paraiso Vineyard Tour
5:45 pm	Happy Hour- Paraiso Vineyard
6:45 pm	Dinner- Paraiso Vineyard
7:45 pm	Load buses to return to hotel
8:45 pm	Hospitality Suite Open – Hilton Garden Inn (room TBD)