



association of
RODEO
committees



2025 ANNUAL RODEO
CONFERENCE

★ PRESENTED BY **Justin**

VOLUNTEERING
Truth, Youth, and the Future

FORT WORTH, TEXAS

APRIL 9-11

2025 ARC Rodeo Conference

Wednesday, April 9

6:30-9:00pm

Welcome Reception at Lil' Red's Longhorn Saloon
sponsored by *Pendleton Whisky & The Cowboy Channel*

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*

8:45 - 9:45am

Keynote Speaker: Ron White, 2x USA Memory Champion

9:45 - 10:00am

Break *sponsored by* Conterra Arena Rakes & Groomers

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

Rodeo Rising: Shaping Youth into Future Pillars of the Sport
- *Moderator: Leon Vick, National Western Stock Show*
- *Paul Woody, PRCA*
- *Jim Dewey Brown, Prescott Frontier Days*
- *Rick Davis, Ogden Pioneer Days Rodeo*
- *Sarah Hunter, Southeastern Livestock Exposition*

11:45am - 12:00pm

Rodeo Volunteer Profiles: Overview of Various Rodeos
- *Johnny Philipello, Buc Days*

12:00 - 1:00pm

Lunch *sponsored by* Conterra Arena Rakes & Groomers
& Las Vegas Events

Conference Session Beverages *sponsored by*



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- 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 sponsored by Las Vegas Events
- 2:45 - 3:45pm **Best Practices And Solutions For Recruiting, Retaining, And Supporting Volunteers Breakout Sessions**
- 3:45 - 4:00pm **Wrangler National Finals Rodeo Update**
- Bo Gardner, Las Vegas Events
- 4:00 - 4:15pm **PRCA Rodeo Committee Executive Council Update**
- Tom Hirsig, Cheyenne Frontier Days
- 4:15 - 5:15pm **Sanctioning Body Updates:**
- PRCA - WPRA - WCRA
- IPRA - WRC - PBR
- 5:15 - 6:45pm **Sanctioning Body Mixer** at Billy Bob's Texas
sponsored by the Women's Rodeo Championship
& Western Specialty Insurors

Friday, April 11

- 6:00 - 8:00am Complimentary Breakfast for Hyatt Place Guests
- 8:00-8:30am Coffee & Danishes sponsored by 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
- Jay Dial, Sponsors Edge

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- 9:30-10:15am **Selling the Western Experience to Visitors**
- Mitch Whitten, Visit Fort Worth
- 10:15 - 10:30am Break
- 10:30 - 11:30am **Marketing with Artificial Intelligence (AI) in your Toolbox**
- Madelaine Gaskey, The Branded Maverick
- 11:30am **Closing Message**
- Cal White, ARC Chairman
- 2:00 - 3:00pm Dickies Arena Tour
Transportation sponsored by Fort Worth Stock Show & Rodeo
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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