

Global Rodeo Conference

South Point Hotel, Casino & Spa
Las Vegas, NV – May 11-13, 2022



Wednesday, May 11, 2022

5PM – 7PM Mixer @ Grand View Lounge (near Poker Room)

Thursday, May 12, 2022

8AM Breakfast provided

8:15AM Welcome & Opening Comments

8:30AM A Collaborative Partnership: Las Vegas Events and Live Nation Entertainment

Michael Mack, Vice President of Marketing, Las Vegas Events

Amanda Moore, SVP Las Vegas Residencies, Live Nation Entertainment

9:30AM PRCA Business Update

Tom Glause, Chief Executive Officer, Professional Rodeo Cowboys Association

Steve Rempelos, Chief Marketing Officer, PRCA

Steve Knowles, Director of Rodeo Administration, PRCA

10:30AM Break

10:45AM WPRA Business Update

Jimmie Munroe, President, Women's Professional Rodeo Association

11:30AM Western Justice Update

Dave Duquette, Founder, Western Justice

11:45AM Western Sports Foundation

Aubrey O'Quin, Executive Director, Western Sports Foundation

12PM Lunch provided

1PM NFR Hotel Partner Fulfillment and Sponsorships

Corporate Marketing Team, Las Vegas Events

1:45PM Rodeo Real Estate: Valuing your Event

Chris Derby, Chief Marketing Officer, San Antonio Stock Show & Rodeo

2:15PM Break

2:30PM Roundtable Discussions & Happy Hour

3:30-5PM Tour South Point Arena & Cocktails @ Cinch Saloon

Friday, May 13, 2022



Breakfast on your own

- 9AM** **Association of Rodeo Committees Annual Meeting**
Board of Directors, ARC
- 9:15AM** **WPRA Ground Conditions Committee**
Jimmie Munroe, President, Women's Professional Rodeo Association
- 9:45AM** **Rural Media Group / The Cowboy Channel Update**
Patrick Gottsch, President, Rural Media Group
- 10:45AM** Break
- 11AM** **Justin Cowboy Crisis Fund**
Tom Feller, Director, Event Marketing, Justin Brands
- 11:15AM** **2022 Wrangler NFR Hot Items**
Bo Gardner, Vice President Corporate Marketing, Las Vegas Events
- 11:45AM** **National Intercollegiate Rodeo Association**
Jim Dewey Brown, Commissioner, NIRA
- 12PM** Lunch provided – End of Conference

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