

Friday, January 17, 2025

IGRA University Registration
Flamingo Hotel Sunset Ballroom
5:00 - 9:00 pm

Saturday, January 18, 2025

Flamingo Hotel & Casino Virginia City I	Flamingo Hotel & Casino Virginia City II
8:30 - 9:50 am	8:00 - 10:00 am
<p>Winning the Rodeo Sponsorship Game Corporate Sponsorship Instructor(s): Charlie Colella Course Description: Discover how to secure impactful corporate donations for rodeo organizations through time-tested strategies and candid insights. This course dives into the essential best practices for identifying the right companies, crafting compelling solicitations, and building strong funding relationships. Drawing on real-world experiences and hard-learned lessons, your instructor will share not only what works but what pitfalls to avoid. You'll gain the knowledge, skills, and confidence to cultivate lasting corporate partnerships that support the future of rodeo, all with a focus on strategy, authenticity, and respect for the community you represent.</p>	<p>Royalty Prep School: Polishing Your Royal Presence Instructor(s): Michael Vrooman & Andrew Goodman Course Description: This course is designed for royalty contestants and their supporters, focusing on strategies for excelling in each area of the IGRA Royalty Competition. You'll learn how to prepare effectively to shine during your interview while also maximizing your overall presentation in western wear, entertainment/horsemanship, and public presentation. Join us to discover how to showcase your unique strengths and talents ensuring you present yourself in the best light throughout the entire competition.</p>
Virginia City I 10:00 - 10:50 am	
<p>Giddy Up Your Fundraising: Discovering Hidden Fundraising Gems Instructor(s): Douglas Graff</p>	

<p>Course Description: Do you ever feel stuck in a rut, going after the same \$1 at a time at the same car washes, raffles, and small-dollar events? This session is designed to help individuals and associations break free from the usual routines and explore larger, more rewarding ways to raise money. With a wealth of skills and resources often right in our own backyards, sometimes it just takes a fresh perspective to spot new opportunities. Join us as we uncover creative fundraising options that maximize your community's potential and boost your success.</p>	
<p>11:00 - 11:50 pm</p>	<p>11:00 - 11:50 am</p>
<p>Rodeo Production Essentials: Troubleshooting for Success Instructor(s): David Lawson Course Description: In this session, participants will develop the skills to tackle real-world challenges in rodeo production with confidence and flexibility. This course will empower producers to move beyond a rulebook-only mindset, encouraging them to think critically and adapt solutions to the unique needs of their specific rodeo events. While a strong foundation in rulebook guidelines is valuable, this class emphasizes practical problem-solving and creative solutions that make for smooth, successful rodeo experiences.</p>	<p>Elevating Your Royalty Contest and Fundraising Events Instructor(s): Michael Vrooman Course Description: Join us for an essential course tailored for rodeo royalty and contestants, where you'll learn how to successfully prepare, execute, and wrap up a standout event or royalty contest. Discover effective strategies for branding, engaging volunteers, showcasing your talents, and setting achievable goals. We'll also cover the critical details for event execution, ensuring everything runs smoothly. By the end of this session, you'll be equipped with the tools and insights needed to elevate your event and leave a lasting impression in the rodeo community.</p>
<p>Lunch (on your own) 11:50 - 1:00 pm</p>	
<p>1:00 - 1:50 pm</p>	<p>1:00 - 4:00 pm</p>
<p>Certification Essentials for Rodeo Personnel Instructor(s): Guy Puglisi Course Description: This course is designed to provide a general overview for individuals seeking certification in various IGRA rodeo certification roles. Participants will learn the basic requirements needed to obtain and maintain certification in their chosen area(s). During this session, students will be given a brief opportunity to ask questions to better prepare them for their path to certification as an IGRA certified official.</p>	<p>From Idea to Impact: Canva Basics for Rodeo Event Promotions Instructor(s): Seliah DeLeon Course Description: Bring your rodeo events and fundraisers to life with eye-catching posters and advertisements! This beginner-friendly, workshop-style course introduces you to Canva, a powerful and easy-to-use design tool. You'll learn the essentials of creating professional-quality graphics that grab attention and enhance promotion of your events, all under the guidance of an expert instructor. With hands-on practice, you'll explore Canva's design features, templates, and customization</p>
<p>2:00 - 3:30 pm</p>	

Grant Writing Essentials: Give Me the Money!

Instructor(s): Dr. Michael Kaplan

Course Description: Want to write a grant but don't know where to start? This hands-on session is designed to demystify the grant-writing process and guide you from idea to funding success. You'll learn how to match your project with the right grant fund, write clear goals and objectives, and follow funders' guidelines to craft a strong proposal. Dive into creating timelines, action plans, and budgets, and understand how to report progress and ensure your program's sustainability after the grant period ends. Perfect for beginners, this course provides practical tools and guidance to help you secure the funding you need.

tools, gaining the skills to produce polished visuals that showcase your rodeo in style. Please bring a Wifi-compatible laptop to fully participate in this interactive experience.

Sunday, January 19, 2025

Flamingo Hotel & Casino Virginia City I
9:00 - 9:50 am
Riding for All: DEI Foundations for Inclusive Rodeo Events Instructor(s): Course Description: Join us for a session focused on building inclusive and welcoming rodeo experiences tailored to resonate with diverse audiences and sponsors, including participants in states with restrictive DEI-related legislation. Learn adaptable strategies to engage broader audiences, foster community connection, and highlight shared values - all while remaining compliant with local laws. You'll discover practical, respectful ways to promote inclusion that align with event goals, ensuring every rodeo enthusiast feels part of the experience.
10:00 - 11:00 am
Boosting Rodeo Success with Artificial Intelligence Instructor(s): Dr. Andrew Goodman Course Description: Step into the future of rodeo production with this beginner course on using artificial intelligence to elevate your rodeo communication. Designed specifically for rodeo professionals, this session covers AI tools and strategies to streamline planning, boost engagement, and tailor sponsorship outreach. No tech background required - just bring your rodeo spirit and a willingness to explore...and a laptop or tablet!
Lunch (on your own) 12:00 - 1:00 pm
1:00 - 2:15 pm
Rainbow Cattle Co.: Exploring Liberation and Inclusion in the World of Gay Rodeo Facilitator(s): Dr. Andrew Goodman Featured Speaker: Dr. Nicholas Villanueva, Jr., Author Course Description: Join us for a captivating conversation with the author of <i>Rainbow Cattle Co.: Liberation, Inclusion, and the History of Gay Rodeo</i> . This session dives into the vibrant and often unknown history of gay rodeo, exploring how LGBTQ+ communities forged a space for liberation and belonging within one of America's most iconic traditions. Through stories of resilience, pride, and inclusivity, the author will share insights into the evolution of gay rodeo culture, its impact on the broader

rodeo community, and its role in challenging stereotypes.

2:30 - 3:30 pm

Paving the Way: Leading IGRA into Its Next Chapter

Moderator(s): Mark Arnold

Panelists: Nick Villanueva,

Course Description: Step into the spotlight and embrace your role as a leader in the IGRA community! This capstone session invites ALL participants to join a dynamic panel discussion that dives deep into the rich traditions of IGRA as we prepare to celebrate fifty years of gay rodeo in 2025. Explore how you can play a vital role in shaping IGRA's legacy within the LGBTQ+ community. Discover the power of your voice and contributions as you forge connections, honor our heritage, and pave the way for future generations. Join us for this engaging and interactive experience, and claim your place in the ongoing story of IGRA!