



## 2009 IGRA UNIVERSITY *Curriculum & Class Descriptions*



[Brian Rogers](#) – Chancellor / [Jeffrey Neal](#) – Associate Chancellor  
[Rik Kelly](#) – Office Manager / [Patrick Terry](#) – Testing Administrator

Classes, Instructors, Content and Schedules in Development

### **Rodeo Production:**

#### **Rodeo Production 100 level**

##### **RA 100-01: Basic Marketing for Your Rodeo:** [Shaun Sewell](#)

- Creating a distinctive logo and marketing image to brand your event
- Poster, flyers, postcards and business cards: what, when and where
- Using your website as a marketing tool
- Press releases and partnering with local gay media for exposure
- Out of town Vs. local marketing – what, when, and where

##### **RA 100-02: Organizing an Effective Rodeo Planning Committee:** [Jim Mitchell](#)

- Great For associations or Board Members involved with your first rodeo
- Creating a task list to determine needs for your particular event
- Creating an organizational chart defining lines of authority
- Writing clear and concise Job Descriptions to define responsibilities, time lines, and accountability
- Recruiting the best your community has to offer – reach outside the box
- Meeting structure and committee reports
- Post-event analysis and recommendations for next year
- Retaining information and passing it on to next year
- Succession Planning

##### **RA 100-03: Managing Contestant Registration:** [Ed Barry](#)

- Tracking and acknowledging pre-registrations
- How Online Registration affects the process
- Pre-event organization: What supplies and forms do you need
- How many stations do you need and what flow works best
- Working with you IGRA Secretary and Auditor – who does what
- Cash Handling and Credit Card procedures
- Handling irregularities and issues that occur

##### **RA 100-04: Rodeo & Association Sponsorships & Your Rodeo Program:** [CJ Chopping](#)

- Understanding your community when seeking sponsors
- How to approach a local potential sponsor
- What can you offer?
- Getting the best contract, and living up to it
- Designing and Distributing Your Rodeo Program
- Rodeo Directors: oversight of the program building process
- It's not over when its over – a 365 day commitment
- Saying Thank You

## Rodeo Production 200 level

### RA 200-01: 20 Things a Rodeo Director Should Know: [Jim Mitchell](#)

- What to expect as a Rodeo Director
- The Top 20 things to Know
- Questions and answers by the experts

### RA 200-02: What do “Horse People” really want and why: [Brian Helander](#)

- What’s the big deal?
- What scares a horse person?
- What scares a horse?
- HP culture....how to speak the language.
- What not to wear (or do)
- Horse issues: fight or flight: maintaining a safe environment Why are trailers such an issue?
- Water and power
- Mud and ice the tale of two ground conditions.

### RA 200-03: Rodeo Health, Safety and Communications: [Chuck Browning](#)

- Safety is number 1
- Resources for safety education
- Options; equipment to loan and other ideas
- Venue safety
- What to do if something goes wrong
- Radio communications on the rodeo grounds

### RA 200-04: Sportsmanship, Ethics and Integrity: [Linda Frazier](#)

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## Rodeo Production 300 level

### RA 300-01: Rodeo Ticketing & Cash Handling Procedures: [Ed Barry](#)

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### RA 300-02: Rodeo Equipment Review & Event Running Orders: [Jorge Ramirez](#)

- Review of equipment, tools and supplies needed run a full rodeo
- Equipment specs, helpful hints and resources
- Discussion of issues involved in creating your event's running order

### RA 300-03: So You Want to be a Rodeo Official – an Overview: [Jorge Ramirez](#) and [Ron Trusley](#) with Heather Murray and other guest Certified Officials

- Review of positions and qualifications
- How to get in the programs and document your progress
- Important issues of concern to the various officials

**RA 300-04: IGRA Rodeo Stock – Requirements, Tips and Contracts:** [Chuck Browning](#)

- New standard stock contract review – liability insurance requirements
- How to determine initial and final stock numbers needed
- Contactor staff requirements
- Lodging and stock feed contract clauses
- Stock inspection
- Stock contractor compliance and penalty clauses

**Rodeo Web Design Series:** [Frank Harrell](#)

Four preconfigured notebooks are available for those interested in these classes who don't have a notebook. Please contact Frank Harrell to reserve a notebook, first come first served.

**WD-01: The Good, the Bad, and the Ugly:**

Explore what makes for good website design. What to do and what to avoid. This class covers numerous “do’s and don’ts” with examples and full explanations of each. Visit some great websites and some real dogs, and we don’t mean chute-dogs. This class is fun, but covers most of the design elements and concepts that have taken Frank Harrell years to discover. *No computer or previous knowledge of web construction is required, but a laptop would be useful.*

**WD-02: My First Website:**

Learn how to create a website using Microsoft Word, a program you already know how to use. Students will create their own real live website within the first 30 minutes of this class. Shortly thereafter, they will be able to update their site with ease. This class covers the steps required to create a website and students will gain an understanding the basic components of a website. Even if one has already done a simple website, this is a class not to be missed. *Wi-Fi enabled Windows notebook computer with Microsoft Word required.*

**WD-03: Behind the Scenes:**

Builds on “My First Website” by exploring what’s behind the page you see. You will be amazed at how simple it all is, and how complex it can become. This class also explains why, that page you designed “just so”, didn’t look the same when you posted it. Explore basic HTML, style sheets, what they are, and how they interrelate to make your website look like it does. Whether you are a beginner or an advanced web developer, this class is a must for a proper understanding of your website. This class will use a program called HomeSite \$99, a 30 day trial version is available for download. *Computer highly recommended, but not required.*

**WD-04: JavaScript, Server Side Includes, and Forms for your Website:**

For advancing to more complex levels. Covers what simple JavaScript can do and how to include it into your site. Also learn how Server Side Includes can be used to simplify site maintenance and how to add online forms to an existing site. Explore how to add PayPal

shopping carts or buy now buttons. *Previous understanding of HTML is required, which can be obtained in full from the "Behind the Scenes" class.*

**Community Service Series:** [Andrew Goodman](#) assisted by Janet Jenkins, Gary Rushton and Randy Edlin

**CS-01: IGRA Royalty Competition Prep School Overview: (For Beginners)**

- Overview of the IGRA Royalty Competition process
- Requirements to compete for an IGRA title
- Overview of the five competition areas
- Requirements of IGRA titleholders

**CS-02: IGRA Royalty Competition Workshop:**

- In-depth study of the five areas of IGRA Royalty competition
- How to prepare for interview & sample questions
- Controlling your nerves
- Developing a support system
- What makes a good western wear description/modeling?
- Public presentation/general public speaking
- Session break-out into the four categories (Miss/Mr/MsTer/Ms)

**CS-03: Developing and Ensuring Gender Diversity:** [Mike Sanders](#)

- Focus on broadening the scope of IGRA's outreach and existing programs to the community-at-large
- Explore pre-conceived notions regarding gender and sexuality and how they may inhibit our outreach
- How do we involve more women?
- How do we make IGRA inviting to those not familiar with the C&W lifestyle?
- Developing the MsTer program within IGRA
- Q & A opportunity

**CS-04: Fundraising and Community Outreach:**

- Sharing ideas and tips from successful fundraising
- Sharing ideas and tips from successful community outreach
- Implementation time: begin creating a fundraiser you can implement immediately upon returning home

**CS-05: The IGRA Royalty Program Mandate**

- What is the IGRA Royalty program's mandate?
- Discussion of who we are and what we do within IGRA
- What's our vision?
- What's our preferred future?
- Creating a vision to promote interest and renew commitment in the program
- Encouraging thinking outside of boundaries and helping build loyalty through involvement

**CS-06: Meet Your Fellow Fundraising Groups**

- Roundtable discussion with other community groups
- Focus on the nation-wide impact of these groups including overall goals and commitments to fundraising

- Ultimate discussion of how groups can work together for the common good

**CS-07: Judging the IGRA Royalty Competition** – James Jenkins

- Focused analysis of the judging sheets for IGRA Royalty Competition
- How to leave appropriate and constructive comments that will ultimately help or guide the contestant.

**Association Development Series:**

**AD-01: What YOU Need to Know about Robert's Rules:** [Benjamin Avant](#)

- Origin and principles of parliamentary procedure
- Basic motions and how to use them effectively
- The most commonly misused and misunderstood motions
- The best kept secrets in Robert's Rules

**AD-02: 2009 Trustee Orientation:** [Brian Helander](#)

- How the IGRA Board works
- The role of the Trustee as association representative at the IGRA level
- Your responsibility in communication and accessibility
- Review of Rodeo Protest and Rodeo Checklist Trustee duties and procedures

**AD-03: Media & Your Rodeo:** [Shaun Sewell](#)

- Media Press Releases
- Making media contacts prior to your event
- Managing media on-site - How to keep 10 photographers out of the way
- The IGRA 1<sup>st</sup> amendment policy - Homophobes and PETA, what fun!

**AD-04: Your Association as a Business and Who's Who on Your Board:** [Benjamin Avant](#)

- Fiduciary Responsibilities
- You're a small business, in case you didn't know – fiduciary responsibilities
- Selling your Association and Fundraising/Social Events to the community and Keeping it fun
- Partnering with other organizations to enhance community outreach
- Choosing and supporting your charities
- Organization and structure of your Association Board of Directors
- Roles of Board members and Officers
- Tips for conducting effective meetings
- Effective committees

**Association Executive Series:**

**AE-01: Successful Venue and Hotel Contracts:** [Michael Lentz](#)

- Tailoring the contract for your individual rodeo requirements
- Including appropriate performance penalties
- What's it cost? Is the lowest the best?
- Contractors we've known and love –or not!
- Hotel and sponsorship contracts
- Where and where not to try to cut costs

**AE-02: IGRA Insurance Seminar:** [Tommy Channel](#) and [Tom Shipp](#)

- Basic Special Event Coverage and Descriptions
- Risk Management and Procedures

**AE-03: Rodeo Finance - Budgeting and Financial Statements:** [Jim Mitchell](#)

- Financial Statements and good accounting practices
- Your rodeo budgets and the Standard IGRA rodeo budget form
- What Board members should look for on financial statements
- Monthly reporting - what every board member should know
- Overview of QuickBooks and how it can help you keep better records. Generating & creating reports to use all year long

**AE-04: Planning and Managing Venue Logistics:** [Michael Lentz](#)

- More than an arena
- Why vendors don't like dirt
- Don't forget secretarial
- I need HOW MANY volunteers for security
- Who gets the food and beer money
- Other tips - wristbands for example

**IGRA Western Dance Institute:** [Ernie Bowers](#)

**DA-01 Line Dancing for Competition:**

- This class is intended for line dancers that already know basic line dance steps, and would like to either learn a new intermediate or advanced dance, like the ones in competition, or enhancing a dance you do know by getting the knack of "flourishing" it and enhancing your line dance look!

**DA-02 Two-Step and Waltz for Competition:**

- This class is for those who are experienced dancers who would like to add new moves and steps, as well as the basics on preparing to compete in the a dance competition.

**DA-03 Musicality and Beginners:** [Leigh Broschat & Pamela Simmons](#)

- This class is for everyone who has been either wanting to get on the dance floor or had been dragged out a couple times. The best way to feel comfortable with C&W dance is through getting to know the beat and composition of country music, and work from there to the basic two-step and waltz.

**DA-04 Musicality and Line Dancing:**

- So you've seen the line dances, but haven't come out to try it? Learn a basic and a intermediate line dance so you can start out at your home club!

**Wayne Jakino Rodeo Announcer's Series:** [Chris Hockmuth](#)

**AN-01: The Care and Feeding of your Rodeo Announcer**

- What type of announcer does your rodeo need?
- How the announcer can help with Sunday rodeo attendance
- What does the Announcer need from the Rodeo Director
- Ten ways an announcer can make the audience love your rodeo
- The announcer's role during an emergency, the forgotten link.

**AN-02: That's Entertainment** - The role of the Announcer and an overview to Grand Entry

- Style and Color -- What's appropriate and what's not
- Grand Entry -- How to make it work for the Announcer and you
- Grand Entry -- Long or Short / Part of the show or part of the Circus
- Local personalities, Local flair, Local knowledge and the Announcer
- Required elements

**AN-03\*: Announcer's Seminar** – Your “How-To Guide” to rodeo announcing

- Understanding the role of the Announcer -- Inform, communicate, entertain, explain, educate, keep the pace going
- Review expected knowledge the announcer must have - Rodeo rules, contestant name pronunciation, certified officials
- Announcer Logistics - Cards, automated system, support staff for cards and music
- Managing various elements - Contestant Registration, Announcing Events, Grand Entry
- Handling other requests - Special announcements, sponsors, emergencies
- Accolades and Agonies of announcing - the Good, The Bad, and the Ugly

***\*Recommended for “Recognized Announcers” and those wishing to be***