

Nance Schretter, Managing Editor of Family Travel Network:

Nancy Schretter is an award-winning travel writer and editor with over 15 years experience in travel journalism and publishing. Nancy founded the Family Travel Network and has served as its Managing Editor since its launch as an America Online Partner in 1995. In 2006, the North American Travel Journalists Association named the Family Travel Network as one of the top three online travel magazines.

Nancy has been a family travel expert guest on “The Today Show,” “CNN with Paula Zahn,” NBC News, and on numerous other television and radio programs. She's also appeared as a featured speaker at a variety of travel industry, trade association and travel writer conferences. Her articles and comments have appeared in The Wall Street Journal, USA TODAY, Los Angeles Times, Chicago Tribune, ABC News, MSNBC, Kansas City Star, The Washington Post, The Arizona Republic, The Seattle Times, Business Week, Life, Parents, Good Housekeeping, Family Fun, New York Family, Travelworld Magazine, TravelAge West, Agent@Home, Fast Company, Inc. Magazine, and National Geographic Kids magazines.

Kirk Weisler:

Kirk Weisler is widely recognized as chief morale officer (CMO) of the support industry. A veteran of the customer service management industry, Kirk has worked to develop and implement a revolutionary strategy, philosophy, and approach to the call center world. Kirk is widely sought after to share his insightful stories and foundational philosophy of culture and team building with customer service organizations around the country. In addition to his role as professional speaker and trainer, Kirk is currently helping to build a wilderness treatment and training facility for at-risk youth. His unique and diverse background as part of Outward Bound's professional development team, as a former US Army Ranger, and as an experiential team trainer make him a dynamic, outside-the-box motivator, trainer, and an inspiring and entertaining presenter.

Amanda F. Esch:

Amanda F. Esch joined Davis & Cannon, LLP as an associate in August of 2009, and works out of the Cheyenne, Wyoming office. Prior to joining the firm, Amanda spent two years as a staff attorney in the First Judicial District in Cheyenne, Wyoming. She graduated from the University of Wyoming College of Law in 2007 where she served as both Vice President and President of the Student Bar Association, was a member of two regional qualifying mock trial teams and received an Excellence in Advocacy Award. She also completed an externship with the State of Wyoming Office of Administrative Hearings.

Amanda practices in the areas of general civil litigation, employment law, natural resources, administrative law, and local government law.

She feels very blessed to have been born and raised in Wyoming, and to have grown up at Eatons' Ranch, the oldest Dude Ranch in the United States. Amanda worked on the Ranch every summer before she began law school, and she and her husband Luke return every chance they get. Growing up on a dude ranch gives her a unique perspective on the legal issues these operations face, many of which center on issues of personal injury liability, and employment-related liability. Amanda appreciates and respects the heritage and tradition of dude ranching, and is committed to seeing that tradition continue for many years to come.

Ruth Sorenson, D.V.M.

Dr. Ruth Sorensen received her Bachelor's of Science degree with honors and Doctorate of Veterinary Medicine from Colorado State University in 1998. In 1999, she established her mixed animal veterinary practice in Colorado where she currently resides.

As an experienced wrangler and equine veterinarian, Dr. Sorensen established Equine Learning Center of America, LLC for the purpose of helping equestrians provide the best care for their equine partners.

Patricia McCauley, President InsideOut Solutions

Patricia has been involved in hospitality marketing for almost thirty years. She owned a nationally recognized, award-winning restaurant for eleven years and during that time she worked tirelessly for regional and state tourism destination marketing organizations. In 2004 she received the Marlene Jones Lifetime Achievement from the State of Washington for her efforts to promote regional tourism.

She now owns a marketing business that specializes in web development for destinations and hospitality. InsideOut Solutions has over 700 clients all over the world and creates dynamic websites, collateral, performs SEM and manages social media. InsideOut designed the DRA award-winning site: duderanch.org.

At DRA Patricia will discuss the vital elements of a great performing website and how social media and content creation are crucial to your success.