



# 2023 Convention Speaker Biographies

## *Convention Keynote Speakers*

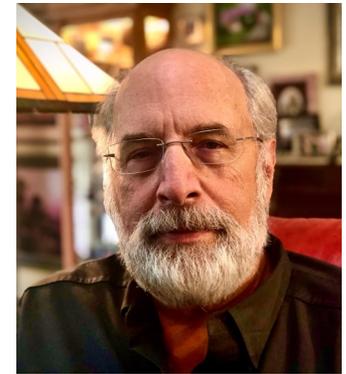
### *Living with Fire: Strategies for Success in a Fiery World*

Tuesday, January 24th ~ 1:15 pm - 2:15pm

Frank Carroll served across the Western United States on wilderness fire crews, as a Hotshot squad boss, as crew boss, as a helicopter manager for a major national park, and for 11 years on the command and general staff of a Type 1 Incident Team.

Frank now leads forestry and fire professionals in wildfire forensics and impact assessments. The PFMc Team analyses the conduct of fire suppression strategies and tactics, fire effects, fire costs, and wildfire impacts to help private landowners, municipalities, and utilities recover damages from wildfire.

Carroll prepares wildfire mitigation and prevention plans for clients across the West and is an expert consultant on wildfire prevention and mitigation.



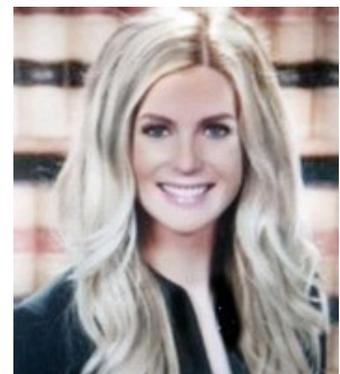
**Frank Carroll**  
*Managing Partner*  
*PFMc Wildfire Pros*

### *A Stable Understanding of Equine Law*

Thursday, January 26th ~ 3:30 pm - 4:30pm

Stephanie is an Idaho attorney who focuses on representing clients in family law matters, including joint and contested divorces. Stephanie also focuses on equine law, an emerging field encompassing the contract, business and property laws that impact the horse industry. Stephanie grew up with horses and barrel races at the professional level. These experiences provide her comprehensive knowledge of horses and ignited her passion for educating the public about the laws impacting the equine industry.

Stephanie is also a successful western lifestyle influencer (on Instagram as @courtroomcowgirl), where she was awarded The Boutique Hub's "Western Lifestyle Influencer Doing it Big in 2020" and Western Woman Magazine's "Woman of the Month" because of her unique combination of career and lifestyle and her powerful influence on the legal profession and the horse industry.



**Stephanie Griffey**  
*Owner*  
*Griffey Law & Mediation,*  
*PLLC*

# *Convention Round Table Speakers*

## *Homeopathic Tools for Vitality & Wellness on the Ranch*

Wednesday, January 25th ~ 8:30 am - 11:30 am

Homeopath and Equine Behaviorist, Susan Thompson has dedicated her entire career to the homeopathic treatment of horses. Having more than 50 years of experience studying and living with the animal, she has gained a newfound understanding of their physiology and behavior. After years of personally practicing holistic health for her animals, Susan started “Equine Healthline”. A micronutrition clinic, in 2008. Through “Equine Healthline”, Susan was able to channel her clinical and practical experience with horses and help other horse owners heal their animals from a holistic approach. Her business has grown to offer a variety of natural products, such as micronutrient remedies, topical creams, biofeedback reports and much more. After 30 years of practicing, Susan has proved herself to be a valuable resource to all horse owners alike.



**Sue Thompson**  
*Owner*  
*Equine Healthline*

## *Selling A Lifestyle: Integrating Education and Authenticity while Marketing Out of Industry*

Wednesday, January 25th ~ 8:30 am - 11:30 am

Growing up in the heart of the Umpqua Valley, Natalie McFarland was an active advocate as she grew up on a small ranch and also participated in showing livestock and horses in a variety of disciplines, training herding dogs, and starting colts. Even as a kid, it was always unmistakably clear what she was born to do.

A passion for capturing and creating authentic digital marketing pieces for the agricultural industry and western way of life lead Natalie to open McFarland Productions in 2014. With an unwavering love and appreciation for the heritage and tradition surrounding this lifestyle, Natalie and her team use powerful imagery and digital marketing strategy to preserve and promote ranching, farming, and western sports.

For the past eight years, Natalie has been a fearless leader within McFarland Productions, guiding creative and strategic assets for use in advancing the agricultural industry. Working with brands such as Pendleton Whisky, Montana Silversmiths, Rollin Rock Angus and many others.



**Natalie McFarland**  
*Co-Owner*  
*McFarland Productions*

# *How to Leverage Personal Development to Better Manage Millennials*

Wednesday, January 25th ~ 8:30 am - 11:30 am

Lauren Pokay is the founder of Pokay Consulting Services. She has been affiliated with the Dude Rancher's Association since 2010 and has trained over 200 guest ranch employees since then. She began her journey in the horse industry as a wrangler, grew into a head wrangler and barn manager, and now lives in Oklahoma practicing regenerative ranching with her husband and twin daughters. She also serves as a traveling instructor for the DRF horse safety program.

Managing millennials is often viewed as a true challenge for a guest ranch. Lauren helps guest ranches better manage multigenerational teams through team coaching and training. In "How to Leverage Personal Development to Better Manage Millennials", Lauren explores the value in facilitating staff's personal development as a key to team success. She believes horses are powerful teachers when it comes to building self-awareness for ranch employees and incorporates equine assisted learning into the process.



**Lauren Pokay**  
*Owner*  
*Pokay Consulting Services*

*For 97 years now the Dude Ranchers' Association  
has been promoting & supporting the dude ranch industry.  
Thank you for being a part of the journey!*

