

2019 WPRA Board Montana Circuit

**It is not about the individual, but rather the FUTURE of the organization!
The successful future of an organization is built on a team of strong, professional, dedicated
and honest individuals. The Future of the WPRA Belongs to you, the members!
Take this opportunity to vote and be a voice, not just a member number! No matter, who you vote for,
voting is crucial to the success of the WPRA.**

Jennifer C. Boka

EXPERIENCE

General Manager Northern International Livestock Expo

2013 - Present

- Produce, Develop and Implement an 8-day Stock Show and Rodeo.
 - o Develop Event Schedule
 - o Build all event productions scripts and oversee facility preparation of 189 acre facility including production
 - o Build Productions maps for all arena layouts, stalling, trade show and display area.
 - o Manage ticket scaling and sales
- Produce, Manage and Implement Trade Shows
- Marketing, Ticket Sales, Corporate Partnership and Sponsorship Contract sales and implantation for PRCA Rodeos and PBR Billings Event.
- Develop an on-going future business plan.
- Project Management and Implementation.
- Design and implement Media Marketing Programs.
- Established critical partnerships with high-level industry leaders such as Philips 66, Wrangler, Ram Rodeo Noble Outfitters, Justin, Briggs Distributing, Pendleton Whiskey, and Montana Silver as well as many others.
- Oversee the strategic management and operational oversight of the company's Business Development and Operations in order to provide streamlined operations, reduced operating costs, and greater profitability.
- Educational speaking.
- Management of all staff and volunteers.
- Budget planning and implementation.
- Oversee all financial transactions including payables and receivables.

PRO SKILLS

PRODUCTION

EVENT DEVELOPMENT

SALES

INDUSTRY KNOWLEDGE

EVENT MANAGEMENT

SKILLS

ANALYTICAL

LEADERSHIP

MOTIVATION

COMMUNICATION

WPRA Cardholder 1997-Present

Mountain States Director 2011-2013

AWARDS

**NILE- WPRA Medium Rodeo of
the Year 2016**

**NILE - WPRA Best Footing 2015
and 2017**



 jandjboka15@gmail.com

 970-270-4019