



AGENDA

DAY ONE: TUESDAY, SEPTEMBER 29

KEEPING THE BIKE BOOM GOING: INSPIRATION + E-BIKES

REMO LINK DAY 1: <https://live.remco.co/e/blc-2020-day-1>

8:30–9 a.m. (PT) Optional Networking

9–9:05 a.m.(PT) Welcome to Day 1 by Jenn Dice, Chief Executive Officer, PeopleForBikes

9:05–10 a.m. (PT) Keynote: The Times, They Are a Changing

David Kahan, Chief Executive Officer, Birkenstock Americas

Explore how a 246-year old brand remains relevant in 2020 and beyond, how to create a company culture built on happiness and satisfaction and how to build a returning customer base.

In this presentation you'll learn:

- » How to keep your brand thriving and relevant in 2020 and beyond.
- » How Birkenstock thinks about their consumers. (Here's a hint—we never use the word consumer!)
- » How Birkenstock has created a killer company culture and great place to work.

10–10:10 a.m. (PT) Break/Networking

10:10–10:15 a.m. (PT) Greeting by Chris Speyer, Vice President Product Merchandising, REI Co-op

JOIN US IN SUPPORTING BETTER BIKING FOR EVERYONE.

45NRTN	BMC SWITZERLAND	CYCLESAFE
ABUS	BONTRAGER	DAKINE
ACT LAB	BOSCH EBIKE SYSTEMS	DEL SOL BICYCLES
AERIUS	BOW CYCLE	DERO BIKE RACKS
AKERS DIGITAL	BROMPTON BICYCLE	DEVINCI
ALCHEMY GOODS	BROOKLYN BICYCLE CO	DIAMONDBACK BICYCLES
ALIENATION BMX	BROSE	DIMENSION
ALL-CITY	BTI - BICYCLE TECHNOLOGIES	DOREL SPORTS
ALLIED CYCLE WORKS	INTERNATIONAL	DT SWISS
ALLITE, INC	BULLS BIKES USA	EASTON CYCLING
ALTA NORTH AMERICA	BURLEY	ELECTRA BICYCLE
ASCEND RMS	BUY LOCAL NOW	ENVELO
AVID SRAM	CALOI	EPIC RIDES
AVOCADO BIKES	CAMELBAK PRODUCTS	ERIK'S BIKE SHOP
B-CYCLE	CANE CREEK CYCLING COMPONENTS	EUROSTYLE CHAMOIS BUTT'R
BARNETT BICYCLE INSTITUTE	CANNONDALE	EVIL BIKES
BATCH BICYCLES	CANYON BICYCLES USA	F3 CYCLING
BELLWETHER CLOTHING	CARRY FREEDOM TRAILERS	FEEDBACK SPORTS
BENNO BIKES	CERO	FELT BICYCLES
BEYOND BOULDER BIKE ADVENTURES	CHAMOIS BUTT'R	FOUNDRY CYCLES
BIANCHI USA	CHARGE BIKES	FOX FACTORY
BICYCLE BLUE BOOK	CIVIA CYCLES	FREE AGENT BICYCLES
BICYCLE GARAGE INDY	CLEVERHOOD	FREEDOM WTB
BICYCLE RETAILER & INDUSTRY NEWS	CLOUD-9	FROG BIKES
BICYCLE SPORT SHOP	COMPATI.O	FULL SPEED AHEAD
BIKE WORLD	CYCLART	FYXATION
BIKEFLIGHTS.COM	CYCLE ALASKA	G. JOANNOU CYCLE
BIKES MAKE LIFE BETTER	CYCLE FORCE GROUP	G. LOOMIS
BLACK OPS	CYCLE TECHNIQUE	GATES CARBON DRIVE

10:15–11:30 a.m. (PT) Panel Discussion: Keeping the Bike Boom Going with E-Bikes

MODERATOR: Claudia Wasko, Vice President and General Manager, Bosch eBike Systems

Beth Bond, Head of City Development, Bosch eBike Systems

Doogie Roux, Micromobility Strategist

Ian Smith, Director of Customer Experience and Central Operations, Bicycle Transit Systems

Cities throughout the world are in the midst of an urban mobility revolution brought on by the confluence of a pandemic, environmental concerns, widespread gridlock and new technologies. City leaders are looking to the electric bicycle as a powerful tool for positive change. This panel will provide a variety of perspectives on the role the e-bike will play in transforming cities and urban mobility over the next decade.

In this session you'll learn:

- » How the future of e-bikes relies on recruiting new riders.
- » How to develop partnerships between public and private entities.
- » How e-bikes can play a role in addressing issues of accessibility, mobility, community development and access to transit.

DAY TWO: WEDNESDAY, SEPTEMBER 30

MOBILITY JUSTICE + ANTI-RACISM

REMO LINK DAY 2: <https://live.remco.co/e/blc-2020-day-2>

8:30–9 a.m. (PT) Optional Networking

9–9:05 a.m. (PT) Welcome to Day 2 by Jenn Dice, Chief Executive Officer, PeopleForBikes

9:05–9:10 a.m. (PT) Welcome by SRAM, Day 2 Title Sponsor

Day Two will impart a baseline level of knowledge about racial history in the US, racism and power dynamics in corporate culture and the role of bikes in mobility justice. This session will set the stage for folks to begin the work back in their individual companies of creating a more equitable industry for with Black People, Indigenous People, and People of Color (BIPOC) communities, enacting change in their workplaces and lives and discussing difficult topics head-on. Attendees will leave with a seed of understanding of the depth of racism, regardless of their race, gender, age or politics.

9:10–9:45 a.m. (PT) Keynote: Race in the US

Ayesha McGowan, A Quick Brown Fox, Liv Racing Athlete

Sam Scipio, Road, Gravel Mountain and Bike Rider and Racer, Liv Racing Athlete

Ayesha and Sam will help the industry take a look at the history of white supremacy in society and how it laid the groundwork for the racism and inequities we continue to face today.

GIANT BICYCLE
GOODALE'S BIKE SHOP
GOODR
GORE BIKE WEAR
GREEN GURU GEAR
GROWTH CYCLE
GT BICYCLES
GURU FIT SYSTEM
HAIBIKE USA
HAMMERHEAD/KAROO
HARLEY-DAVIDSON
HARO BIKES
HEADSWEATS
HED CYCLING PRODUCTS
HELLER BIKES
HERO CYCLES
HILL COUNTRY BICYCLE WORKS
HUFFY CORPORATION
HUMAN POWERED SOLUTIONS
HYPER BICYCLES
INCYCLE BICYCLES
INNOVATIVE TEXTILES
INSTEP
INTENSE CYCLES
IRON HORSE
ISSI
IZIP EBIKES
J&B IMPORTERS
JAGZ SPORTS
JAMIS BICYCLES
JAX BICYCLE CENTER
JET.COM / WALMART GLOBAL

E-COMMERCE
KENDA TIRE
KENT INTERNATIONAL
KETL
KHS BICYCLES
KHS INC
KID TRAX
KINEKT-BODYFLOAT
KONA BICYCLE COMPANY
KRYPTONITE
KTM BICYCLES
KUAT RACKS
LANDRY'S BICYCLES
LAZER SPORT USA
LEG LUBE
LIFE BY SPOT
LINUS BIKE
LIV CYCLING
LOOK CYCLE USA
LORENTZ ENGINEERING
LUCIDITY
M1-SPORTTECHNIK/BBY ROOT
INDUSTRIES
MANHATTAN BEACH CRUISERS
MARIN BIKES
MARIN BIKES
MARZOCCHI SUSPENSION
MASI BICYCLES HARO BIKES
MAXXIS INTERNATIONAL - USA
MECHANICAL THREADS
METROPOLIS COMPONENTS
MICHAEL P EHLINE

MIRRYCLE
MODUS SPORT GROUP
MONGOOSE
MOOSEJAW
MPOWERD
MSW
NANJING LISHUI ELECTRONICS
NATIONAL BICYCLE DEALERS
ASSOCIATION
NOBLE BIKES
NORCO BICYCLES
NUUN HYDRATION
ODYSSEY BMX
ORBEA
OREGON E-BIKES
ORTLIEB USA
OSPREY PACKS
OTTO DESIGNWORKS
OUTDOOR CITY USA
OUTFITTER BICYCLE TOURS
PAGELINE PRODUCTS
PACIFIC CYCLE GROUP
PARK TOOL COMPANY
PARTS UNLIMITED
PEARL IZUMI
PEDAL BICYCLES
PEDEGO ELECTRIC BIKES
PINARELLO
PIVOT CYCLES
PO CAMPO
POC USA
PORTLAND DESIGN WORKS

In this presentation you'll learn:

- » Why we need to talk about race, how to get started and relevant language to use and not to use.
- » How/why to create access and opportunity for BIPOC communities while avoiding white saviorism.
- » Identify how to support workplace learning and change, and recruit and retain BIPOC staff.

9:45–10:15 a.m. (PT) Presentation: The Role of Bikes in Mobility Justice

Tamika Butler, Principal + Founder, Tamika L. Butler Consulting

Through personal stories and recent data, social and racial justice advocate Tamika L. Butler will discuss some of the pervasive fears in the Black community. As the transportation industry faces hard truths about its contributions to systemic oppression, Tamika will provide concrete tips on taking action towards being anti-racist and call for change on the personal and institutional level.

10:15–10:30 a.m. (PT) Break/Networking**10:30–11 a.m. (PT) Presentation: Survival of the Cultural Fittest - The Adverse Impacts of White Supremacy on Corporate Culture**

Emem Adjah, Monetization Strategy Manager, Spotify

Corporate Darwinism is real and corporate culture is yet another mirror of the good, bad, and ugly of social constructs and bylaws of today's world. Pay inequalities, performance plan push outs, mental health struggles, lower ceilings and rampant attrition leave BIPOC communities paid less, more stressed, and with less career success than their white counterparts.

In this presentation you'll learn:

- » Who gets to set the culture? (Hint: it tends to reflect the race and ethnicity of the C-Suite and the industry.)
- » How white supremacy shows up in the workplace and the byproducts of this on marginalized communities.
- » Recommendations on addressing this head-on with proven data-driven approaches.

11–11:30 a.m. (PT) Panel Discussion:

MODERATOR: Ayesha McGowan, A Quick Brown Fox, Liv Racing Athlete

Emem Adjah, Monetization Strategy Manager, Spotify

Tamika Butler, Principal + Founder, Tamika L. Butler Consulting

Sam Scipio, Sam Scipio, Road, Gravel and Mountain Bike Rider and Racer, Liv Racing Athlete

DAY THREE: THURSDAY, OCTOBER 1

TOOLS FOR RECOVERY: MARKETING + DATA INSIGHTS

REMO LINK DAY 3: <https://live.remco.co/e/blc-2020-day-3>

8:30–9 a.m. (PT) Optional Networking

POWERTAP
PREMIUM BMX
PREVELO BIKES
PRIMAL WEAR
PRIORITY BICYCLES
PROBLEM SOLVERS
PROFILE DESIGN
PRONET CYLCING
PROPAIN
Q TUBES
QBP BMX
QUALITY BICYCLE PRODUCTS
QUALITY WHEELS
QUARQ
QUIETKAT
RACE FACE PERFORMANCE PRODUCTS
RACE PACE BICYCLES
RADIAL SPORTS
RALEIGH
RAPHA
RECYCLED CYCLES
REDLINE BICYCLES
REI CO-OP
RETUL
RICHARDSON BIKE MART
RIVER CITY BICYCLES
ROADMASTER
ROCKSHOX
ROCKY MOUNTAIN BICYCLES
ROCKYMOUNTS
SALSA CYCLES
SCHWINN
SCOTT SPORTS USA
SEA OTTER CLASSIC
SENA
SHIMANO NORTH AMERICA
SHINOLA
SILVER EAGLE MANUFACTURING CO
SKS USA
SMARTETAILING
SNAFU USA
SOCKGUY
SPECIALIZED BICYCLE COMPONENTS
SRAM
STAGES CYCLING
STAN'S NOTUBES
STILE PRODUCTS
STOKER STRATEGIES
SUMMIT BICYCLES
SUN BICYCLES
SUN SEEKER
SUNLITE
SUPER 73
SURLY BIKES
SUZHOU BAFANG
SYNCROS
TAIOKU
TERAVAIL
TERN BICYCLES
TERRANO SYSTEMS
THE BIKE COOPERATIVE
THE NPD GROUP
THE PRO'S CLOSET
THOUSAND
TIMBUK2 DESIGNS
TPG
TREK BICYCLE
TRP BRAKES
TRUVATIV
UBER
UL
UNITED BICYCLE INSTITUTE
UNIVERSITY BICYCLES
VELOTRON
VERDE BRAND COMMUNICATIONS
VIATHON BICYCLES
VISIT BENTONVILLE / BIKE
BENTONVILLE
W.L. GORE & ASSOCIATES
WAHOO FITNESS
WALMART
WESTERN SPIRIT CYCLING
WHEEL + SPROCKET
WHEEL MASTER
WHEELS MANUFACTURING
WHISKY PARTS CO
WORKSMAN CYCLES
WTB
YAKIMA
YAMAHA POWER ASSIST BICYCLES
YT
YUBA BICYCLES
ZANE'S CYCLES
ZIPP

9–9:05 a.m. (PT) Welcome to Day 3 by Jenn Dice, Chief Executive Officer, PeopleForBikes

9:05–10 a.m. (PT) Keynote: Clarify Your Message So Customers Will Listen: How the Power of Story Can Grow Your Business

Kristin Spiotto, Storybrand Facilitator

Most leaders, marketers and managers struggle to explain what they do. It's not because they aren't smart, or hard-working, it's because they aren't communicating clearly. StoryBrand helps companies understand what customers are looking for so they can tell their story in such a way people listen. The human brain is drawn to clarity and away from confusion. If customers are confused about what you offer, they'll look past you for somebody who can say it clearly. Once you clarify your message, your company will soar.

In this presentation you'll learn:

- » How to discover the power of simplicity and clarity in marketing.
- » The 7 part Storybrand Framework that will help your brand tell a clear and compelling story.
- » To craft a "one-liner" for your brand that will help everyone on your company get on the same page in how they talk about the brand.

10–10:15 a.m. (PT) Break/Networking

10:15–11:20 a.m. (PT) Panel Discussion: Using Data Sources to Navigate an Uncertain Future

MODERATOR: Patrick Hogan, Bicycle Industry Research Manager, PeopleForBikes

Ryan Atkinson, President and Co-owner, SmartEtailing

Bernie Doering, Senior Vice President Global Sales and Marketing, Stages Cycling

Alison Donlan, Commercial Director Americas, Allegion/Kryptonite

Chris Speyer, Vice President Merchandising, Product, REI Co-op

Although the pandemic has largely been a boom for the bike industry, rapid change in bicycling and consumer behavior makes it difficult to predict what will happen next and adapt business strategies accordingly. This panel of industry leaders will offer a practical look at the tools currently available through your PeopleForBikes membership for evaluating industry performance, and will share how they use retail sales, ridership, and consumer insights to anticipate the trends likely to influence the bike business future.

In this session you'll:

- » Get to know the Research and Statistics Subcommittee and the newly hired Bicycle Industry Research Manager and how they are co-creators of our data future.
- » Gain an in-depth understanding of the existing membership data resources in the new Business Intelligence Hub.
- » Learn tactics for using the data to navigate a rapidly changing marketplace.

11:20–11:30 a.m. (PT) Closing Thoughts and Thank You, Morgan Lommele, Director of State + Local Policy, PeopleForBikes