

CABDA EDUCATION SERIES

POWERED BY **PBMA**
SRAM
NBDA
national bicycle dealers association



**WEDNESDAY
SEPTEMBER 15**

9:30AM

Importance of Specialty Services in the Current Retail Landscape

Presented by Greg Robidoux, PT- Serotta International Cycling Institute

Services like bike fitting ground the local bike shop in its community, therefore increasing the value of shopping locally over making a purchase online. It also gives the consumer a reason to come back to your shop if they have already made the decision to make an online purchase. Independent bike fitters and shop based fitting programs provide a vital role in the success of the local bike shop in the current retail landscape.

45 Mins – NBDA On-Floor Seminar Space (The Backyard)

9:30AM

Wheel Building Series: Wheel Builder Fundamentals

Presented by Bill Mould, billmouldwheels.com

Join Master Wheel Builder Bill Mould in this session on the topic of custom wheel building! Topic includes: Optimal Spoke Lengths, Rhythmic Tension Cycles, Crossing Spokes, Tensile Strength and Elasticity.

60 Mins – PBMA TECH ROOM ONE (Schaumburg F)

10:30 AM

SRAM Tech Seminar: AXS Road Build

Presented by SRAM

Join SRAM in this live seminar with virtual component. A QR code will be provided to attendees to login and follow along on your smart device if you like.

45 Mins – SRAM On-Floor Tech Space (THE LAB)

10:30 AM

Campagnolo 21/22 Technical Overview

Presented by Campagnolo

Campagnolo designs, produces and distributes top-end components for racing and Gravel bikes to give absolute results. Tradition, technological development and design are all aspects that make the world of Campagnolo stand out from every aspect. Join component experts during this overview of model year new 2021-2022 products. **45 Mins – PBMA TECH ROOM TWO (Schaumburg G)**

11:00 AM

Retailer Mind Meld - "Magyk" - Business, Sales and E-Commerce

Moderated by NBDA President Heather Mason with guest panelists to include; Ben Barenholtz (VP of Marketing, Quivers), Jay Townley (Resident Futurist at Human Powered Solutions)

Join us for an interactive session with panelists and retailers alike to share tips, ideas, and lessons learned from experiences in utilizing technology to drive sales.

45 Mins - NBDA On-Floor Seminar Space (The Backyard)

11:30 AM

Selling Bike Care and Pedro's Tool Overview

Presented by Matt Bracken, Pedro's North America

Pedro's tools and other products can be found in 120 countries around the world. This seminar will include an overview of new tools and products as well as best practices for increasing sales in the bike care category: Lubes, Polish, Grease, Bike Wash and more! **45 Mins - PBMA On-Floor Seminar Space (The Alley)**

12:00 PM

Women in the Bicycle Industry Mingle

Presented by the NBDA

Get to know the leaders of the NBDA and the many Women of the Bicycle Industry. Refreshments will be served. **30 Minutes – NBDA Booth #204**

12:30 PM

SRAM Tech Seminar - G2 Brake Bleed

Presented by SRAM

Join SRAM in this live seminar with virtual component. A QR code will be provided to attendees to login on your smart device if you like.

45 Mins – SRAM On-Floor Tech Space (THE LAB)

12:30 PM

Communicating With Today's Customer... And How to Meet Them Where They Are At

Presented by Scott Buelter– CEO & Founder Ascent 360

Tapping into the gold mine of customer data bike retailers are collecting at POS/eComm, segmenting and more effectively communicating to high value customers, lapsed customers, automating service reminders, post purchase offers etc. **45 Mins - NBDA On-Floor Seminar Space (The Backyard)**

12:30 PM

Hub Service and System Spoke Replacement

Presented by Industry Nine

Made in the USA, Industry Nine's breakout product are hubs and wheelsets. The I9 Hydra hubs are some of the best all-around hubs on the market, with 690 points of engagement and a batch of colors to choose from. Their system wheels are also very unique, using their hub but with machined aluminum spokes, I9 can make lighter and stronger wheel compared to your traditional steel spoked wheel.

45 Mins – PBMA TECH ROOM TWO (Schaumburg G)

1:30 PM

Basics with Gates Carbon Drive: Belt Drives, Pinion Gearboxes

Presented by Gates Carbon Drive Tech

More and more brands have adopted this system since Gates launched it in 2007, and Gates will teach you what you need to know to sell and service belt drive models. As the North American Service Partner for Pinion gearboxes, Gates will also discuss this groundbreaking technology.

45 Mins - PBMA On-Floor Seminar Space (The Alley)

1:30 PM

Wheel Building Series: Carbon Wheels

Bill Mould - Master Wheel Builder

Join Master Wheel Builder Bill Mould during his four-part wheel building series. Great for mechanics, existing wheel builders, or anyone looking to advance their skill and technical acumen. **60 Mins – PBMA TECH ROOM ONE (Schaumburg F)**

2:00 PM

The Role of Physical Retail in the Roaring 2020's: Tools and Strategies For Excellence

Ben Barenholtz- VP of Marketing, Quivers

Commerce isn't about DTC versus physical retail. It's not about selling online or offline. It's not marketplaces or a brand's website. That's tired thinking and we're moving past it. Commerce is everything, everywhere, all the time. Learn about specific techniques for driving more business and engage more customers using content and online tools that funnel purchases to specialty shops.

45 Mins - NBDA On-Floor Seminar Space (The Backyard)

2:30 PM

SRAM Seminar- GX Eagle Take-Off and GX AXS Install

Presented by SRAM

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45 Mins – SRAM On-Floor Tech Space (THE LAB)

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45 Mins – PBMA TECH ROOM TWO (Schaumburg G)

3:00 PM

NBDA Association Member and Retailers Mingle

Presented by the NBDA

Get to know the association and retailer members of the NBDA. Refreshments will be served. **30 Minutes – NBDA Booth #204**

3:30 PM

Retailer Mind Meld- "Fyre"- Riders and Retail

Moderated by NBDA President Heather Mason with Guest Panelists

Join in for an interactive session with panelists and retailers alike to share tips, ideas, stories and ask questions on how to engage your community, the word "cyclist" and welcoming all "Cyclists", encouraging the new cyclist to ride more, roles your store can take to continue to connect, giving your community a reason to visit, and finally encouraging youth into our sport and industry. It's a lot to shake out...bring your questions and best advice to the conversation!

45 Mins - NBDA On-Floor Seminar Space (The Backyard)

3:30 PM

Turning Quick Service Products Into Service Department Profits

Presented by SR Suntour

Many overlook the simple fact that SR Suntour forks are found on a number of bicycles found in the IBD's and many mass merchants. In shops we see these products all the time and believe it or not, you can make money selling the service on these, same as any other suspension product in the marketplace, what's even better is servicing SR Suntour Suspension is simple!

45 Mins – PBMA TECH ROOM ONE (Schaumburg F)