

CABDA Midwest 2026 – Education Schedule

Wednesday, February 4, 2026

Session Type	Color
Main Stage	Light Blue
NBDA / Retailer	Light Green
Bike Fitting	Light Purple
Business / Strategy	Light Yellow
Tech / Service	Light Orange
Booth / Networking / Show Info	Light Gray

9:45–9:55 AM Main Stage	WELCOME TO CABDA Midwest <i>Presented by: Heather Mason (NBDA) & Jim Kersten (CABDA)</i>	Kick off CABDA Midwest with a welcome from NBDA and CABDA leadership, plus a preview of the day ahead. — 10 min Main Stage
10:00 AM	Show Floor Opens	
10:30–11:15 AM	Pedaling Forward: Growing Ridership, Workforce, and the Industry <i>Presented by: Jeff Donaldson (Project Bike Tech)</i>	How youth engagement, education, and community partnerships can expand ridership while strengthening the pipeline for future mechanics and shop leaders. — 45 min The Alley
10:30–11:30 AM	Technique Over Technology: An Analog Approach to Better Bike Fitting <i>Presented by: Matthew Schieferstein (Gear Up Velo)</i>	Why observation, technique, and experience often outperform expensive sensors—and how to deliver world-class fits without heavy capital investment. — 60 min The Fit Zone
11:00–11:45 AM	SWOT Analysis: State of Women in the Industry <i>Presented by: Megan Schmidt- NBDA Programs Developer</i>	An interactive SWOT exercise examining strengths, challenges, opportunities, and threats facing women in the bicycle industry today. — 45 min NBDA Retailer Zone
11:00–11:45 AM	HPS Survive & Thrive Playbook: Today & Tomorrow <i>Presented by: Mike Fritz (Human Powered Solutions)</i>	A big-picture look at the evolution of Ebikes and what it means for retailers—covering safety, compliance, and opportunity. — 45 min The Backyard
11:00–11:45 AM	DOL Apprenticeship & National Bicycle Service Technician Program <i>Presented by: Mike Shapiola (Spin Zone Cycling)</i>	How standardized training and apprenticeship pathways can strengthen the technician workforce and career progression. — 45 min 11:30 AM–12:15 PM Ebikes: The Hidden Cost of Saying “We Don’t Service That” ■ The Alley Presented by: Michael Pasquali (Micromobility Connect) Why service hesitation costs trust and revenue—and how clear processes can turn e-bike service into a profit center. — 45 min The Lab
12:00–12:45 PM	Margin Matters: Protecting the Healthy Margins Retailers Need <i>Presented by: NBDA Staff</i>	A candid discussion on “margin rot,” true dealer costs, and collaborative strategies to restore profitability. — 45 min NBDA Retailer Zone

12:00–1:00 PM	The Psychology of Bike Fitting <i>Presented by: Dr. Christopher Biggs</i>	A rider-centered approach to fit that emphasizes comfort, adaptation, pacing, and long-term outcomes. — 60 min The Fit Zone
12:30–1:15 PM	HPS Survive & Thrive: Business Operations & Profitability <i>Presented by: Jay Townley (Human Powered Solutions)</i>	A rapid-fire playbook covering tariffs, sourcing, efficiency, service optimization, and planning. — 45 min The Backyard
12:30–1:15 PM	Converting Opportunity: E-Bike Conversions as a Profit Center <i>Presented by: Mark Ostlund (Electrify Bike Company)</i>	How conversions can create e-bike revenue without deep inventory, including safety and compliance considerations. — 45 min The Lab
1:00–1:30 PM	Mastering Premium E-Bike Sales <i>Presented by: Rob Kaplan (BULLS Bikes USA)</i>	Proven tactics for positioning premium Ebikes, engaging customers, and increasing average ticket value. — 30 min The Alley
1:30–2:00 PM	Data-Driven Success: NBDA Market Intelligence (TrackFly) <i>Presented by: Stephen Baird & Brad Duncan (TrackFly)</i>	How aggregated, real-time data can guide inventory, purchasing, and profitability decisions. — 30 min NBDA Retailer Zone
1:30–2:30 PM	Increase Revenue Without Increasing Inventory <i>Presented by: Craig Watson (Bikes Bikes Bikes)</i>	A practical roadmap for building profitable fit services without heavy equipment investment. — 60 min The Fit Zone
2:00–2:30 PM	Unlock 5–15% More Profit: Sales Strategies That Work Today <i>Presented by: John Robinson (Johnny Velo Bikes)</i>	Simple, actionable sales tactics that protect margin and improve profitability per transaction. — 30 min The Backyard
2:00–2:45 PM	TRP Tech Clinic <i>Presented by: Jumpin' Jerry Vanderpool</i>	Hands-on insights and best practices for servicing Tektro/TRP components. — 45 min The Lab
2:30–3:00 PM	Dealing Trikes: A Risk-Free Business Opportunity <i>Presented by: Thomas Wilkens & Paul Hollants (HP Velotechnik)</i>	How adult trikes can expand your customer base with strong margins and low risk. — 30 min The Alley
2:30–3:15 PM	Diagnosing Ebikes 2.0 <i>Presented by: Michael Pasquali (Micromobility Connect)</i>	Advanced diagnostics and workflows to improve consistency and service revenue. — 45 min Tech Room One
3:00–3:30 PM	Hug the Porcupine: Making D2C Brands Work for Retail <i>Presented by: Rob Kaplan, Richard Wittenberg & Tim Akers</i>	A candid panel on profiting alongside D2C brands in a hybrid retail world. — 30 min The Backyard
3:00–3:45 PM	Building Bridges: Retailers & Suppliers in the D2C Era <i>Presented by: NBDA Staff</i>	Turning D2C friction into collaboration through service, warranty, and assembly partnerships. — 45 min NBDA Retailer Zone
3:00–4:00 PM	The Untapped Revenue Engine: Professional Bike Fitting <i>Presented by: Dr. Jeanne Williams (Quest Health)</i>	How fitting drives loyalty, service revenue, and long-term cycling participation. — 60 min The Fit Zone

3:30–4:00 PM	Retirees, RVs & Ebikes <i>Presented by: Sean Kneale (Hollywood Racks)</i>	How to properly transport Ebikes on RVs and keep traveling customers happy. — 30 min Hollywood Racks Booth
3:30–4:00 PM	How Used Bicycles Can Boost Shop Profits <i>Presented by: Jonathan Minks (Johnny Rock Bikes)</i>	From sourcing to refurbishment, learn how used bikes deliver some of the strongest margins. — 30 min The Alley
3:30–4:00 PM	Unlocking the Folding Bike Market <i>Presented by: Dahon Team Members</i>	Strategies for selling, merchandising, and growing confidence in folding bikes. — 30 min The Lab
4:00–4:30 PM	Measuring What Matters: Building a Supplier Scorecard <i>Presented by: Anthony Mikrut (PGW)</i>	A practical framework for evaluating suppliers to improve buying decisions and profitability. — 30 min The Backyard
4:00–4:30 PM	Women in the Cycling Industry Mingle <i>Presented by: Megan Schmidt- NBDA Programs Developer</i>	An open networking session celebrating women across retail, brands, and service. — 30 min NBDA Retailer Zone
5:00 PM	Show Close 5:30 PM CABDA Afterparty	

CABDA Midwest 2026 – Education Schedule

Thursday, February 5, 2026

Session Type	Color
Main Stage	Light Blue
NBDA / Retailer	Light Green
Bike Fitting	Light Purple
Business / Strategy	Light Yellow
Tech / Service	Light Orange
Booth / Networking / Show Info	Light Gray

9:45–9:55 AM Main Stage	Welcome to CABDA Midwest – Day 2 <i>Presented by: Heather Mason (NBDA) & Jim Kersten (CABDA)</i>	Day-two welcome and overview of the day's programming. — 10 min Main Stage
10:00 AM	Show Floor Opens	
10:30–11:30 AM	Difficult Anatomical Presentations in Bike Fit <i>Presented by: Anne Barnes</i>	A roundtable on challenging fit cases, assessment strategies, and rider outcomes. — 60 min The Fit Zone
10:45–11:30 AM	The Drive to Thrive: Top Tips for Retailers in 2026 <i>Presented by: Heather Mason (NBDA)</i>	A fast, interactive masterclass sharing peer-tested strategies for margins, inventory, and service excellence. — 45 min NBDA Retailer Zone
11:00–11:45 AM	Ebikes: The Hidden Cost of Saying “We Don’t Service That” <i>Presented by: Michael Pasquali (Micromobility Connect)</i>	Why service avoidance quietly erodes trust—and how to fix it. — 45 min The Alley
11:00–11:45 AM	Demystifying Tech for Modern Bike Shops <i>Presented by: Brett Lang (Ikeono)</i>	Using POS, inventory, communication tools, and AI to simplify operations and improve customer experience. — 45 min The Lab
12:00–12:30 PM	HPS Survive & Thrive Playbook: Today – Tomorrow <i>Presented by: Jay Townley (Human Powered Solutions)</i>	A concise operations and profitability roadmap for today's retail environment. — 30 min The Backyard
12:00–1:00 PM	Bike Fitting: The Foot/Shoe Interface <i>Presented by: John Higgins (BikeFitR) & Chris Dimmick (Lake Cycling)</i>	How proper footwear fit supports comfort, performance, and smarter footwear sales. — 60 min The Fit Zone
12:30–1:00 PM	Dealing Trikes in a Risk-Free Business Opportunity <i>Presented by: Mathieu Aubel & Paul Hollants (HP Velotechnik)</i>	How to add trikes with minimal risk and serve stability-focused customers. — 30 min The Alley
12:30–1:00 PM	Stop Guessing and Start Tracking <i>Presented by: Patrick Clapp & Jim Vincent (Citrus Lime)</i>	Using data and KPIs to improve decision-making and shop profitability. — 30 min The Lab

1:00–1:45 PM	Women in the Bicycle Industry Case Scenario Workshop <i>Presented by: Megan Schmidt- NBDA Programs Developer</i>	Work through real-world scenarios involving equity, workplace dynamics, and supplier relationships. — 45 min NBDA Retailer Zone
1:30–2:00 PM	HPS Survive & Thrive: E-Bike Evolution & Retail Impact <i>Presented by: Mike Fritz (Human Powered Solutions)</i>	What the evolution of Ebikes means for safety, liability, and retail opportunity. — 30 min The Backyard
2:00–2:30 PM	The Bike Shop Marketing Blueprint: From First Click to Door Swing <i>Presented by: Brandon Morphew (Miso Partners)</i>	A proven system to convert online intent into booked service and in-store revenue. — 30 min The Alley
2:00–2:45 PM	TRP Tech Clinic <i>Presented by: Jumpin' Jerry Vanderpool</i>	Hands-on service insights from Tektro/TRP. — 45 min The Lab
2:30–3:15 PM	Diagnosing Ebikes 2.0 <i>Presented by: Michael Pasquali (Micromobility Connect)</i>	Advanced diagnostic techniques to reduce comebacks and boost service revenue. — 45 min Tech Room One
3:00–3:30 PM	The New Customer Reality: AI Makes Expertise More Valuable <i>Presented by: Workstand</i>	How AI reshapes customer expectations—and what shops must do to stay relevant. — 30 min The Alley
3:00–3:45 PM	DOL Apprenticeship & National Bicycle Service Technician Program <i>Presented by: Mike Shapiola (Spin Zone Cycling)</i>	Building the next generation of professional bike technicians. — 45 min The Lab