

CLINICS - SEMINARS - BREAKOUT SESSIONS

EDUCATION SCHEDULE

Day One, Wednesday



NBDA Super Seminar

Pedaling Forward: Growing Ridership, Workforce, & The Industry Presented by Jeff Donaldson, Project Bike Tech

10:30 AM, The Alley

How youth engagement, education, and community partnerships can expand ridership while strengthening the pipeline for future mechanics and shop leaders. — 45 min

Professional Bike Fitting

Technique Over Technology: An Analog Approach to Better Bike Fitting Presented by Matthew Schieferstein, Gear Up Velo

10:30 AM, The Fit Zone

Why observation, technique, and experience often outperform expensive sensors—and how to deliver world-class fits without heavy capital investment. — 60 min

NBDA Retailer University

SWOT Analysis: State of Women in the Industry Presented by Megan Schmidt- NBDA Programs Developer

11:00 AM, NBDA Retailer Zone

An interactive exercise examining strengths, weaknesses, opportunities & threats facing women in the bicycle industry today.

NBDA Tech Series

DOL Apprenticeship & National Bicycle Service Technician Program Presented by Mike Shapiola, Spin Zone Cycling

11:00 AM, The Lab

How standardized training & apprenticeship pathways can strengthen the technician workforce and career progression. — 45 min

NBDA Super Seminar

HPS Survive & Thrive Playbook: Today & Tomorrow Presented by Mike Fritz, Human Powered Solutions

11:00 AM, The Backyard

A big-picture look at the evolution of Ebikes and what it means for retailers—covering safety, compliance, and opportunity. — 45 min

NBDA Tech Series

E-Bikes: Flat Fees or Hourly Rate? What Makes Shops More Revenue? Presented by Michael Pasquali, Micromobility Connect

11:30 AM, The Alley

Learn how e-bike service pricing and processes shape service profitability. Also learn about the proven process that successful shops are using to get there. — 45 min

NBDA Profitability Series

Margin Matters: Protecting the Margins Retailers Need Presented by NBDA Staff

12:00 PM, NBDA Retailer Zone

A candid discussion on “margin rot,” true dealer costs, and collaborative strategies to restore profitability. — 45 min

Professional Bike Fitting

The Psychology of Bike Fitting Presented by Dr. Christopher Biggs

12:00 PM, The Fit Zone

A rider-centered approach to fit that emphasizes comfort, adaptation, pacing, and long-term outcomes. — 60 min

NBDA Super Seminar

HPS Survive & Thrive: Business Operations & Profitability Presented by Jay Townley, Human Powered Solutions

12:30 PM, The Backyard

A rapid-fire playbook covering tariffs, sourcing, efficiency, service optimization, and planning. — 45 min

NBDA Profitability Series

Converting Opportunity: E-Bike Conversions as a Profit Center Presented by Mark Ostlund, Electrify Bike Company

12:30 PM, The Lab

How conversions can create e-bike revenue without deep inventory, including safety and compliance considerations. — 45 min

NBDA Super Seminar

Mastering Premium E-Bike Sales Presented by Rob Kaplan, BULLS Bikes USA

1:00 PM, The Alley

Proven tactics for positioning premium e-bikes, engaging customers, and increasing average ticket value. — 30 min

NBDA Tech Series

Suspension Service That Pays: Practical Maintenance for Today's Bike Shop Presented by SR Suntour

1:00 PM, Tech Room One

Turn suspension service into a reliable, high-margin revenue stream. Learn routine fork and shock maintenance procedures, common failure points, proper service intervals, and diagnostic tips. — 45 min

NBDA Retailer University

Data-Driven Success: NBDA Market Intelligence Presented by Stephen Baird & Brad Duncan, TrackFly

1:30 PM, NBDA Retailer Zone

How aggregated, real-time data can guide inventory, purchasing, and profitability decisions. — 30 min

Professional Bike Fitting

Increase Revenue Without Increasing Inventory Presented by Craig Watson, Bikes Bikes Bikes

1:30 PM, The Fit Zone

A practical roadmap for building profitable fit services without heavy equipment investment. — 60 min

NBDA Profitability Series

Unlock 5–15% More Profit: Sales Strategies That Work Today Presented by John Robinson, Jonny Velo Bikes

2:00 PM, The Backyard

Simple, actionable sales tactics that protect margin and improve profitability per transaction. — 30 min

NBDA Tech Series

TRP Tech Clinic

Presented by Jumpin' Jerry Vanderpool, TRP

2:00 PM, The Lab

Hands-on insights and best practices for servicing Tektro/TRP components. Plus useful tips for brake bleeds and drivetrain service — 45 min

Supplier Sync Session

Dealing Trikes: A Risk-Free Business Opportunity

Presented by Mathieu Aubel & Paul Hollants, HP Velotechnik

2:30 PM, The Alley

Gain insights from successful dealers about how to integrate adult trikes into your lineup. Learn how trikes can help you serve an underrepresented market while creating a new profit center with strong margins and loyal repeat customers. — 30 min

NBDA Tech Series

E-Bike Technician Training Program

Presented by Michael Pasquali, Micromobility Connect

2:30 PM, Tech Room One

The e-bike technician training program demonstrates a process that takes minutes to diagnose e-bikes instead of hours of guess work. Bring your techs for a live controller diagnostic demo and shop safety guide. — 45 mins

NBDA Retailer University

Hug the Porcupine: Making D2C Brands Work for Retail

Presented by Rob Kaplan, Richard Wittenberg & Tim Akers

3:00 PM, The Backyard

A candid panel on profiting alongside D2C brands in a hybrid retail world. — 30 min

NBDA Profitability Series

Building Bridges: Retailers & Suppliers in the D2C Era

Presented by NBDA Staff

3:00 PM, NBDA Retailer Zone

Turning D2C friction into collaboration through service, warranty, and assembly partnerships. — 45 min

Professional Bike Fitting

The Untapped Revenue Engine: Professional Bike Fitting

Presented by Dr. Jeanne Williams, Quest Health

3:00 PM, The Fit Zone

How fitting drives loyalty, service revenue, and long-term cycling participation. — 60 min

Supplier Sync Session

Retirees, RVs & Ebikes

Presented by Sean Kneale, Hollywood Racks

3:30 PM, Booth #510

How to properly transport Ebikes on RVs and keep traveling customers happy. — 30 min

NBDA Profitability Series

How Used Bicycles Can Boost Shop Profits

Presented by Jonathan Minks, Johnny Rock Bikes

3:30 PM, The Alley

From sourcing to refurbishment, learn how used bikes deliver some of the strongest margins. — 30 min

NBDA Retailer University

Unlocking the Folding Bike Market

Presented by Dahon Team Members

3:30 PM, The Lab

Strategies for selling, merchandising, and growing confidence in folding bikes. — 30 min

NBDA Super Seminar

Measuring What Matters: Building a Supplier Scorecard

Presented by Anthony Mikrut, PGW

4:00 PM, The Backyard

A practical framework for evaluating suppliers to improve buying decisions and profitability. — 30 min

Mingle / Meetup

Women in the Cycling Industry Mingle

Presented by Megan Schmidt- NBDA Programs Developer

4:00 PM, NBDA Retailer Zone

An open networking session celebrating women across retail, brands, and service. — 30 min

CABDA Awards

INDUSTRY PARTY



Wednesday
5pm



Featuring:

ELECTRO RETRO

LIVE MUSIC - COLD BEER - GOOD TIMES

CLINICS - SEMINARS - BREAKOUT SESSIONS

EDUCATION SCHEDULE

Day Two, Thursday



Professional Bike Fitting

Difficult Anatomical Presentations in Bike Fit

Presented by Anne Barnes, AB BikeFit

10:30 AM, The Fit Zone

A roundtable on challenging fit cases, assessment strategies, and rider outcomes. — 60 min

NBDA Retailer University

The Drive to Thrive: Top Tips for Retailers in 2026

Presented by Heather Mason, NBDA

10:45 AM, NBDA Retailer Zone

A fast, interactive masterclass sharing peer-tested strategies for margins, inventory, and service excellence. — 45 min

NBDA Tech Series

E-Bikes: Flat Fees or Hourly Rate? What Makes Shops More Revenue?

Presented by Michael Pasquali, Micromobility Connect

11:00 AM, The Alley

Learn how e-bike service pricing and processes shape service profitability. Also learn about the proven process that successful shops are using to get there. — 45 min

NBDA Super Seminar

Demystifying Tech for Modern Bike Shops

Presented by Brett Lang, Ikeono

11:00 AM, The Lab

Using POS, inventory, communication tools, and AI to simplify operations and improve customer experience. — 45 min

NBDA Super Seminar

HPS Survive & Thrive: Business Operations & Profitability

Presented by Jay Townley, Human Powered Solutions

12:00 PM, The Backyard

A rapid-fire playbook covering tariffs, sourcing, efficiency, service optimization, and planning. — 45 min

Professional Bike Fitting

Bike Fitting: The Foot/Shoe Interface

Presented by Tim Gresh, GreshFit & Chris Dimmick, Lake Cycling

12:00 PM, The Fit Zone

How proper footwear fit supports comfort, performance, and smarter footwear sales. — 60 min

Supplier Sync Session

Stop Guessing and Start Tracking

Presented by Patrick Clapp & Jim Vincent, Citrus Lime

12:30 PM, The Lab

Using data and KPIs to improve decision-making and shop profitability.

NBDA Retailer University

Women in the Bicycle Industry Case Scenario Workshop

Presented by Megan Schmidt- NBDA Programs Developer

1:00 PM, NBDA Retailer Zone

Work through real-world scenarios involving equity, workplace dynamics, and supplier relationships. — 45 min

NBDA Tech Series

Suspension Service That Pays: Practical Maintenance for Today's Bike Shop

Presented by SR Suntour

1:00 PM, Tech Room One

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NBDA Tech Series

TRP Tech Clinic

Presented by Jumpin' Jerry Vanderpool, TRP

2:00 PM, The Lab

Hands-on insights and best practices for servicing Tektro/TRP components. — 45 min

NBDA Super Seminar

The Bike Shop Marketing Blueprint: From First Click to Door Swing

Presented by Brandon Morphew, Miso Partners

2:00 PM, The Alley

A proven system to convert online intent into booked service and in-store revenue. — 30 min

NBDA Tech Series

E-Bike Technician Training Program

Presented by Michael Pasquali, Micromobility Connect

2:30 PM, Tech Room One

The e-bike technician training program demonstrates a process that takes minutes to diagnose e-bikes instead of hours of guess work. Bring your techs for a live controller diagnostic demo and shop safety guide.— 45 mins

NBDA Profitability Series

The New Customer Reality: AI Makes Expertise More Valuable

Presented by Workstand

3:00 PM, The Alley

How AI reshapes customer expectations—and what shops must do to stay relevant. — 30 min

NBDA Tech Series

Apprenticeship & National Bicycle Service Technician Program

Presented by Mike Shapiola, Spin Zone Cycling

3:00 PM, The Lab

How standardized training & apprenticeship pathways can strengthen the technician workforce and career progression. — 45 min