

CABDA WEST Schedule – Wednesday, March 18

HPS Survive & Thrive Playbook: Today – Tomorrow

Presented by Mike Fritz, Human Powered Solutions

10:30 AM • Alley

A 30-minute presentation on the genesis and evolution of the electric bicycle, and the impact that this emerging category has on bike shops, suppliers, brands and service providers with specific emphasis on consumer safety, shop safety and the regulatory environment. Presented by Mike Fritz, founding partner and chief technology officer of Human Powered Solutions, LLC. Fritz brings 50+ years of experience in all aspects of design, engineering, testing and manufacturing bicycles. Since the late 1990's, Fritz has been focused on electric bikes, with a specific concentration on propulsion system technologies, energy storage methods and product safety. He will highlight the issues that ebikes have raised for the independent bike dealer and touch on strategies and tactics to mitigate those issues so that bike shops can maximize the opportunities that this new class of two-wheel products presents today and into the future. — 30 min

BIKE FIT SERIES: Body First or “I puts ’em where the body wants ’em”

Presented by Ilya Nikhamin, Redbeard Bikes

10:30 AM • The Lab

What is rider history and why is it the first step in a bike fitting? How do you incorporate that information into the physical assessment and the adjustments to the bike? How do you draw a custom frame that leaves room for changes to the rider's range of motion? Ilya Nikhamin of Redbeard Bikes will draw on 15 years of experience as a bike fitter to advocate his approach of meeting the body where it is, and the ongoing, collaborative nature of the fitter/rider relationship. — 60 min

Improving Your Turns — Case Study from Muc-Off

Presented by Erik Box, Muc-Off

11:00 AM • QBP Booth

Want to be profitable in 2026 — focus on your turns. Learn how to maximize at your store. — 30 min

Margin Matters: Protecting the Healthy Margins Retailers Need to Stay Profitable

Presented by NBDA Board Members; Sean Kneale, Hollywood Racks; Brett Lang, Ikeono; Rob Kaplan, Bulls Bikes USA

11:00 AM • NBDA Area

Realized margins are shrinking across the bicycle industry, and “margin rot” is threatening retailer sustainability. MAP/MSRP levels on many P&A; items have dropped below what's needed for a profitable retail operation, and bicycles often carry hidden costs — assembly, storage, staffing, floor space, and service. In this session, NBDA Board Members will lead retailers and suppliers in a discussion about how to protect healthy realized margins, better understand true dealer costs, and strengthen the customer experience through proper assembly and support. With insights from panelists and contributions from the audience, we'll explore why strong margins matter, how eroded profitability impacts the entire channel, and what collaborative practices can help restore margin health for a sustainable retail future. — 60 min

HPS Survive & Thrive Playbook: Today – Tomorrow

Presented by Jay Townley, Human Powered Solutions

11:30 AM • The Backyard

A 30-minute Business Operations and Business Profitability Presentation by Jay Townley, Human Powered Solutions LLC (HPS) Founding Partner and Resident Futurist for bike shops, suppliers, brands and service providers who want to find out how to Survive and Thrive in these turbulent times! Calling on 70-years of experience, Townley touches on tariffs, sourcing, operational efficiency, best practices, new hybrid channels of distribution, consumer demographics, sales strategies, service optimization, circular economy, business planning, negotiating everything and using the Survive & Thrive Playbook today and tomorrow! — 30 min

Mastering Premium E-Bike Sales

Presented by Rob Kaplan, Head of Sales, Bulls Bikes USA

11:30 AM • Alley

Join Rob Kaplan of BULLS Bikes as he teams up with a guest retailer to share proven strategies for positioning and selling premium e-bikes in your store. Together, they'll provide hands-on expertise and real-world insights from the shop floor, covering staff engagement techniques to train and motivate your team, in-store consumer engagement strategies for connecting with customers and demonstrating value, and real results with data and outcomes from implementing these approaches. Learn how to engage customers, highlight key features, and maximize average ticket prices while growing your e-bike sales. — 30 min

E-Bikes: The Hidden Cost of Saying “We Don’t Service That” or Worse “We’ll See What We Can Do”

Presented by Michael Pasquali, Micromobility Connect

11:30 AM • Tech

Every time a shop says, “We don’t service that brand of E-bike” or worse, “We’ll see what we can do, but no promises,” it sends a message customers don’t forget. In this session, Michael Pasquali of Micromobility Connect exposes the hidden cost of hesitation and service turn-aways, and why it’s quietly shaping where riders choose to go next. Learn how shops are replacing uncertainty with clear processes that build trust, drive repeat visits, and turn e-bike service into a true traffic and revenue driver. — 45 min

BIKE FIT SERIES: The Foot–Shoe Interface. Finding the Proper Fitting Footwear

Presented by John Higgins and Chris Dimmick, Lake Cycling

12:00 PM • The Lab

A seminar on bicycle fitting as it relates to the foot–shoe interface and the opportunities that offering bicycle fitting services present for dealers to be successful with selling footwear. — 60 min

The Power Struggle: A Brief History of Supplier/Retailer Relationships

Presented by Rick Vosper

12:00 PM • The Alley

Join Rick Vosper, BRAIN columnist, for a fascinating look at the evolution of vendor–retailer dynamics in the bicycle industry. Rick will trace the history back to Schwinn's groundbreaking invention of the dealer agreement—a concept that not only shaped bicycle retail but influenced industries far beyond cycling—and explore how this led to the creation of the Independent Bicycle Dealer (IBD) model well before the Bike Boom era. Discover how these foundational relationships have evolved over decades, the power struggles that have defined them, and what today's retailers can learn from this history. This presentation offers essential context for understanding the challenges and opportunities facing bike shops in the modern retail landscape. — 30 min

NBDA Retailer University: Financial 101 — P&L, Chart of Accounts, Cashflow, Budgeting

Presented by NBDA Staff

12:00 PM • NBDA Zone

The NBDA Retailer University Track at CABDA offers a comprehensive, hands-on learning experience for retailers seeking to enhance their business skills. This certificate track includes five essential 15-minute sessions covering key areas: Financials, Service Center Profitability, Inventory Focus, Marketing, and Goals & Accountability. Each session, led by NBDA staff, provides actionable insights and includes an adjoining worksheet to reinforce learning. Retailers are encouraged to bring their laptops to fully engage with the material. Complete all five sessions to earn your NBDA Retailer University Certificate—a valuable credential that demonstrates your commitment to retail excellence. — 15 min

Data-Driven Success: Key Insights from the NBDA Market Intelligence Program Powered by TrackFly

Presented by Stephen Baird & Brad Duncan, TrackFly

12:30 PM • The Backyard

Unlock the power of your data and transform your business strategy with this essential seminar focused on the NBDA Market Intelligence Program. This session provides specialty bicycle retailers with unparalleled access to aggregated, real-time sales data collected from stores across North America. You will learn to move beyond guesswork by identifying key sellers, emerging categories, and critical trends and insights impacting the market today. Discover how to effectively leverage this comprehensive data to optimize your inventory, inform purchasing decisions, sharpen your marketing focus, and ultimately drive higher profitability. Data can transform your business—attend this seminar to start making informed decisions that position your store for future success. — 30 min

Converting Opportunity: E-Bike Conversions as a New Profit Center for Independent Retailers

Presented by Mark Ostlund, Electrify Bike Company

12:30 PM • Tech

Discover how e-bike conversions can unlock a lucrative new revenue stream without the cost and space constraints of maintaining extensive e-bike inventory. Electrify Bike Company and CYC Motor Ltd. present a practical solution for independent bike shops: converting existing stock into all three legal classes of e-bikes on demand. This hands-on workshop will cover the technical and regulatory essentials, including achieving Class 1, 2, and 3 specifications, the critical importance of UL2271-certified batteries for shop liability and insurance compliance, and best practices for customer consultations. Attendees will witness a live demonstration of a mid-drive motor conversion using CYC Motor's flagship Photon Gen 2 750-watt torque-sensing system, learning how quickly and efficiently shops can transform standard bicycles into premium e-bikes that meet customer needs while maximizing profit margins. — 60 min

Unlock 5%–15% More Profit: Margin-Boosting Sales Strategies That Work Today

Presented by John Robinson, Johnny Velo Bikes

1:00 PM • Alley

Stop leaving money on the table. This intensive session reveals proven, counter-intuitive sales strategies designed to immediately add 5 to 15 margin points to every sale. We'll go beyond basic selling and dive into actionable tactics like implementing a Flat Tire Club, monetizing your expertise with a Professional Services Fee, and using Gamification to drive higher-margin sales. For each strategy, you will see a clear, real-world example demonstrating the direct impact on your overall profit margin. Walk away with a toolkit of techniques you can implement tomorrow to significantly increase your profitability per transaction. — 30 min

Building Bridges: Retailers & Suppliers Partnering in the D2C Era

Presented by Industry Panel

1:00 PM • NBDA Area

This interactive session explores how bicycle retailers and suppliers can transform D2C sales from a competitive threat into a collaborative opportunity. Forward-thinking suppliers are building warranty policies and assembly service networks that drive D2C customers to local retailers for critical services, while savvy retailers are discovering that customers arriving for assembly or warranty work aren't lost sales—they're warm leads with immediate needs and long-term potential. We'll discuss practical strategies for warranty administration, assembly service partnerships, and communication frameworks that position retailers as essential partners, proving that collaboration, not competition, drives the hybrid future of retail where online convenience and local expertise deliver exceptional customer experiences for everyone. — 60 min

Unlocking the Folding Bike Market

Presented by Dahon Team Members

1:30 PM • The Backyard

Join us for this interactive masterclass designed specifically for bike retailers looking to capitalize on the growing folding bike segment. Whether you're new to folding bikes or seeking to expand your sales, this discussion-based session brings together industry experts and fellow retailers to share proven strategies, tackle common challenges, and explore emerging opportunities. — 30 min

Demystifying Tech for Modern Bike Shops: Smarter Systems & Better Customer Experience

Presented by Brett Lang, Ikeono

1:30 PM • Tech Area

An interactive education session designed to help bike shop owners and staff understand, adopt, and use technology to grow their business. The course covers essential tools like point-of-sale systems, inventory management, with a strong focus on modern customer communication—sales follow ups, service notifications, and personalized outreach. We'll explore how to use technology across every part of the bike shop through real-world examples, with plenty of time for questions along the way—whether it's point-of-sale systems, customer communication, e-commerce, websites, scheduling, or even AI. The goal is to simplify operations, strengthen customer connections, and create a seamless experience that keeps riders coming back. — 60 min

Ecommerce for Bike Shops Round Table

Presented by QBP, Masterlinq, Workstand and more

1:30 PM • The Lab

Ramp up your Ecommerce in 2026 — learn tips, tricks and tactics. — 30 min

NBDA Retailer University: Service Center Profitability

Presented by NBDA Staff

1:45 PM • NBDA Zone

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Measuring What Matters: How to Build a Supplier Scorecard That Drives Dealer Profitability

Presented by Anthony Mikrut, PGW

2:00 PM • Alley

This interactive workshop equips bicycle retailers with a practical, data-driven approach to evaluating and strengthening supplier partnerships in an increasingly competitive retail environment. Participants will learn how to build and use a customizable supplier scorecard that turns subjective experiences into objective insights, helping them assess key factors such as margins, terms, availability, communication, marketing support, and overall alignment with their business goals. By prioritizing what matters most to their shop and applying a weighted scoring model, attendees will gain actionable clarity to guide buying decisions, inventory planning, and supplier negotiations—and will leave with a ready-to-use template they can immediately implement to support long-term profitability. — 30 min

TRP Tech Clinic

Presented by Jumpin' Jerry Vanderpool, TRP

2:00 PM • The Alley

Hands-on insights, time savers, and best practices for servicing Tektro/TRP components. Plus useful tips for brake bleeds and drivetrain service. — 30 min

NBDA Retailer University: Inventory Focus

Presented by NBDA Staff

2:15 PM • NBDA Zone

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How to Win with Your Distributor

Presented by QBP

2:30 PM • The Lab

Join QBP for an honest look at top strategies for retailers in 2026. — 30 min

Hug the Porcupine: How D2C Brands Can Boost Your Retail Business

Presented by Rob Kaplan, Bulls Bikes; Richard Wittenberg, Troxus Mobility; Tim Akers, Akers Digital

3:00 PM • The Backyard

Join Rob Kaplan (Sales Director, BULLS Bikes), Richard Wittenberg (CEO, Troxus Mobility), and Tim Akers (CEO, Akers Digital) as they challenge conventional wisdom about direct-to-consumer brands. Discover why leaning into D2C partnerships, rather than avoiding them, can unlock new revenue streams and position your bicycle retail business for growth. Learn strategic approaches to working with D2C brands that complement your brick-and-mortar presence, enhance your product mix, and create competitive advantages in today's evolving marketplace. This panel will share real-world examples and actionable insights to help you turn perceived threats into profitable opportunities. — 30 min

E-Bike Diagnosis: The E-Bike Technician Training Program

Presented by Michael Pasquali, Micromobility Connect

3:00 PM • Tech

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

Retirees, RVs & E-Bikes

Presented by Sean Kneale, Hollywood Racks

3:30 PM • Hollywood Racks Booth

eBikes are booming and a large segment of the buyers are also retired and traveling around living the “nomad lifestyle”. Carrying an eBike on an RV is a little trickier than a normal car or SUV. Come learn tips and tricks that will help you properly educate your customers and lead to happier (and repeat) customers. — 30 min

Dealing Trikes in a Risk-Free Business Opportunity

Presented by Thomas Wilkens & Paul Hollants, HP Velotechnik

3:30 PM • Alley

Expand your customer base and tap into the growing adult trike market with minimal risk. Join us for an informative presentation followed by Q&A; and discussion, featuring insights from a successful trike dealer who will share proven best practices for integrating trikes into your bicycle retail operation. Learn how trikes can help you serve an underrepresented demographic—including older adults, riders with balance concerns, and those seeking stable cargo solutions—while creating a new profit center with strong margins and loyal repeat customers. — 30 min

Women in the Cycling Industry Mingle

Presented by NBDA Staff

4:00 PM • NBDA Area

Join us for a dynamic gathering celebrating and empowering women in the cycling industry! Open to retailers, suppliers, sales reps, and store associates, this event is a unique opportunity to expand your network, share insights, and discuss opportunities and challenges in the industry. Connect, collaborate, and enjoy a fun, inspiring space dedicated to enhancing the space for women in cycling. — 30 min

CABDA WEST Schedule – Thursday, March 19

Dealing Trikes in a Risk-Free Business Opportunity

Presented by Thomas Wilkens & Paul Hollants, HP Velotechnik

10:30 AM • Alley

Expand your customer base and tap into the growing adult trike market with minimal risk. Join us for an informative presentation followed by Q&A; and discussion. German Manufacturer HP Velotechnik shares insights from successful trike dealers and will share proven best practices for integrating trikes into your bicycle retail operation. Learn how trikes can help you serve an underrepresented demographic, including older adults, riders with balance concerns, and those seeking stable cargo solutions, while creating a new profit center with strong margins and loyal repeat customers. — 30 min

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Improving Your Turns — Case Study from Muc-Off

Presented by Muc-Off and QBP

11:00 AM • QBP Booth

Want to be profitable in 2026 — focus on your turns. Learn how to maximize at your store. — 30 min

The Drive to Thrive – Top Tips for Retailers in 2026

Presented by Bill Miller, NBDA P2 Coordinator

11:15 AM • NBDA Zone

Join your peers for this dynamic, fast-paced 45-minute Masterclass designed to equip specialty bicycle retailers with the most essential strategies for success in 2026. Under the theme "The Drive to Thrive," this session is a highly interactive, solutions-focused event where attendees actively participate in a group brainstorm of best practices that will not only improve operations but genuinely set your business apart. We'll collaboratively tackle core pillars of success, including optimizing your niche and inventory strategy, protecting margins by avoiding chronic discounting, and implementing new ideas for Service Excellence and Customer Experience. Walk away with an actionable list of innovative, peer-tested tips you can implement immediately to drive profitability and ensure long-term sustainability. — 45 min

HPS Survive & Thrive Playbook: Today – Tomorrow

Presented by Jay Townley, Human Powered Solutions

11:30 AM • The Backyard

A 30-minute Business Operations and Business Profitability Presentation by Jay Townley, Human Powered Solutions LLC (HPS) Founding Partner and Resident Futurist for bike shops, suppliers, brands and service providers who want to find out how to Survive and Thrive in these turbulent times! Calling on 70-years of experience, Townley touches on tariffs, sourcing, operational efficiency, best practices, new hybrid channels of distribution, consumer demographics, sales strategies, service optimization, circular economy, business planning, negotiating everything and using the Survive & Thrive Playbook today and tomorrow! — 30 min

E-Bikes: The Hidden Cost of Saying “We Don’t Service That” or Worse “We’ll See What We Can Do”

Presented by Michael Pasquali, Micromobility Connect

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

Presented by Brandon Morphew, Miso Partners

12:00 PM • Alley

Independent bike shops need a practical system to turn online intent into booked service and in-store revenue. This session teaches a proven blueprint; Local SEO & GBP routines, service booking automation with review capture, inventory-fed ads tied to seasonal SKUs, loyalty/referrals, and simple attribution (call tracking, offer codes, in-store QR, KPI dashboard). Real-world proof includes: 16 keywords moved to Google's top-10 in 90 days; \$1,375 in Google Ads driving 92 walk-ins; and a 90-day Shopify launch improving mobile conversions. Attendees get a 30-Day Activation Plan and an Event-in-a-Box to run their next ride/clinic immediately. — 30 min

The New Customer Reality – AI doesn't eliminate your expertise — it makes it more valuable

Presented by Alex Slocum & Brian Rawlings, Workstand

12:30 PM • Alley

In "The New Customer Reality", we'll break down how AI has transformed customer expectations, what today's riders look for before they ever contact your shop, and the simple shifts retailers can make to meet, and exceed, those expectations. Today's customers arrive already informed, already comparing, and expecting more expertise and transparency than ever before. From website clarity to customer communication to in-store experience, you'll walk away with practical, actionable ways to stay competitive in the era of the always-informed customer and how your shop's expertise becomes even more essential in guiding riders to the right decision. — 30 min

Data-Driven Success: Key Insights from the NBDA Market Intelligence Program Powered by TrackFly

Presented by Stephen Baird & Brad Duncan, TrackFly

12:30 PM • The Backyard

Unlock the power of your data and transform your business strategy with this essential seminar focused on the NBDA Market Intelligence Program. This session provides specialty bicycle retailers with unparalleled access to aggregated, real-time sales data collected from stores across North America. You will learn to move beyond guesswork by identifying key sellers, emerging categories, and critical trends and insights impacting the market today. Discover how to effectively leverage this comprehensive data to optimize your inventory, inform purchasing decisions, sharpen your marketing focus, and ultimately drive higher profitability. Data can transform your business—attend this seminar to start making informed decisions that position your store for future success. — 30 min

NBDA Retailer University: Goals and Accountability

Presented by NBDA Staff

1:00 PM • NBDA Zone

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Ecommerce for Bike Shops Round Table

Presented by QBP, Masterlinq, Workstand and more

1:30 PM • The Lab

Ramp up your Ecommerce in 2026 — learn tips, tricks and tactics. — 30 min

Stop Guessing and Start Tracking

Presented by Patrick Clapp & Jim Vincent, Citrus Lime

1:30 PM • The Backyard

How to use data and best practices to build a profitable bike shop. — 30 min

TRP Tech Clinic

Presented by Jumpin' Jerry Vanderpool, TRP

2:00 PM • The Alley

Hands-on insights, time savers, and best practices for servicing Tekro/TRP components. Plus useful tips for brake bleeds and drivetrain service. — 30 min

E-Bike Diagnosis: The E-Bike Technician Training Program

Presented by Michael Pasquali, Micromobility Connect

2:00 PM • Tech

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: Marketing – Annual Plan, Budgeting

Presented by NBDA Staff

2:30 PM • NBDA Zone

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