

CABDA EDUCATION SERIES

POWERED BY **PBMA**[®]
SRAM[®]
NBDA
National Bicycle Dealers Association



THURSDAY, DECEMBER 9th

9:00 AM

CABDA NETWORKING BREAKFAST

Start the day off with complimentary breakfast! Network with industry peers, chat with our speakers and presenters, and get to know the folks from PBMA, NBDA, LeadCycles, and BikeExchange!

11:00 AM

Wheel Building Series: E-Bike Wheels

Presented by Bill Mould, billmouldwheels.com

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.

45 Mins – PBMA TECH ROOM

11:00 AM

Why Retailers are Offering Service Contracts

Presented by Frank McMillan - Ensure Protect

This session will delve into why top independent bike dealers, from single store operators to multi-location regional powerhouses, their sales associates and service teams are on board with R.I.D.E.S. Extended Service plans.

45 Mins – THE ALLEY. On-floor Clinic Space

11:00 AM

Service Is The Future (Panel Discussion)

Moderated by James Stanfill, PBMA

This interactive discussion will highlight what "Service is the Future" means by looking at recent PBMA Survey data and touching on many topics comparing 2019, 2020, 2021 and looking into 2022 and how the bicycle industry and in-store trends are tipping the hat and paving the way for a more profitable service focused future. Guest panelists to include Professional Mechanics: Anait Garushyants, Josh Boggs and Marzhel Pinto.

45 Mins – THE BACKYARD. On-floor Seminar Space

11:00 AM

The High-Income Sales Skill You Need for 2022 and Beyond

Presented by Joe Marcoux, LeadCycles

Want to have more income in 2022? Learn this skill and it is guaranteed!

45 Mins – THE CLOSER'S LOUNGE. On-floor Clinic Space

12:00 PM

Selling Bike Care and Pedro's Tool Overview

Presented by Matt Bracken - Pedro's Tools

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 TECH ROOM



12:00 PM

Who is our Customer? Consumer Research Report Findings

Presented by Jay Townley, Human Powered Solutions & NBDA

Based on the NBDA Consumer Research Report, this seminar will help you understand the new rider, who they are, their intentions and what that means to your retail business.

45 Mins – THE BACKYARD. On-Floor Seminar Space

12:00 PM

Social Media Hacks to Drive More Sales

Presented by Chris Fougere - LeadCycles, Freedom Marketing

Do you have a social media strategy or are you just throwing stuff at the wall? Social Media can be a great sales tool or a waste of time... it depends how you use it!

45 Mins – THE CLOSER'S LOUNGE (On-floor-clinic space)

12:00 PM

SRAM Tech Clinic: Reverb C1 & AXS 50 HR Service

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 – THE LAB (On-floor-clinic space)

1 PM

Bike Fitting Unplugged

Presented by Happy Freedman - Center for Bike Fit

Happy Freedman is back again! This time demonstrating live fit techniques and answering questions from the audience.

45 Mins - THE FIT ZONE. On-Floor Seminar Space

1 PM

Wheel Building Series (Spoke Tension)

Presented by 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.

45 Mins – PBMA TECH ROOM

1 PM

The Role of Physical Retail in the Roaring 2020's

Presented by Colton Rice - 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...

45 Mins – THE ALLEY. On-floor Clinic Space

1 PM

How to be an Army of 1 in E-bike Sales

Presented by Joe Marcoux - LeadCycles, SOS Coaching

E-bikes will be the category that is guaranteed to grow after Covid. Learn this method so that you and each of your staff members can be an Army-of-1 on the sales floor!

45 Mins – THE CLOSER'S LOUNGE (On-floor-clinic space)

2 PM

Mind Meld #2: Sales and Business 101

Presented by Heather Mason - President, NBDA

Join in for an interactive session with panelists and retailers alike to share tips, ideas, stories and ask questions on Sales, Management, Profitability, Security, Data, Website, Staff, Future Trends, Marketing, and E com Solutions. Bring your questions and best advice to the conversation!

Guest panelists to include;

Colton Rice (Quivers),

Rob Solomon (Ascent 360),

Jay Townley (Human Powered Solutions),

Stuart Hunter (Roll Bicycle Co).

45 Mins – THE BACKYARD. On-Floor Seminar Space

2 PM

SRAM Tech Clinic: GX Eagle Take-Off And GX AXS Install

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 – THE LAB (On-floor-clinic space)

