

CABDA EDUCATION SERIES

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



THURSDAY SEPTEMBER 16

10:30 AM

Additional Revenue. Customer Satisfaction. Customer Retention- Why Retailers are Offering Service Contracts

Frank McMillan- President of Ensure Protect/ Rides Extended Service

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. What other products can you offer that guarantee customer retention while making 50 points on the sale, and income for repairs and maintenance? If you don't offer a plan find out why you should.

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

10:30 AM

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)

11:00 AM

SRAM Seminar- Path to Profitability – “A look back and where we are going”

Ed Nasjleti – SRAM Retail Specialist

Last year SRAM held a 10 session webinar series in an effort to help retailers improve their business. The topics ranged from growing your community to service department efficiency. This presentation will touch on some of those topics.

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

11:30 AM

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)

12:00 PM

Retailer Mind Meld #3 - "Queste" - The Customer Journey

Moderated by NBDA President Heather Mason with guest panelists to include; Scott Buelter (CEO & Founder Ascent 360)

Join us for an interactive session with panelists and retailers alike to share tips, ideas, stories and ask questions on how to use Data to enhance your customer experience and continue to engage new riders. Topics include: Marketing, Sales Training, Customer Centric services, Rider Communication, and meeting today's customer where they are at.

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

12:30 PM

Wheel Building Series: E-bike Wheels

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)

12:30 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)

1:00 PM

NBDA Association Member and Retailers Mingle

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

1:30 PM

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)**

1:30 PM

The Supply Chain Nightmare - And How Bike Shops Can Prosper!

Presented by Jay Townley Human Powered Solutions

Based on the NBDA U.S. Bicycle Market Overview Report, this timely seminar will help you understand the vitally important role of the bicycle retailer and how to emerge and prosper during and after the current supply chain nightmare.

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

2:00 PM

SRAM Seminar- Reverb C1 & AXS 50 HR service

Ed Nasjleti - SRAM Retail Specialist

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)

2:30 PM

Wheel Building Series: Wheel Tensioning

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)

2:30 PM

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)**

2:30 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

3:00 PM

Retailer Mind Meld #4 - "Flyte" - Service Center

Moderated by NBDA President Heather Mason with guest panelists to include; Ed Nasjleti (SRAM), Frank McMillan (Ensure Protect), Greg Robidoux (Serotta International Cycling Institute)

Join us for our final interactive session with panelists and retailers alike to share tips, ideas, stories and ask questions on how to maximize your service area. Conversations will be around the Service center, Fit Services, Service Contracts, Profitability, Vendor Relations, Scheduling, and more. Bring your questions and best advice to the conversation.

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