

# CABDA EDUCATION SERIES

POWERED BY **PBMA**  
**SRAM**  
**NBDA**  
National Bicycle Dealers Association



## WEDNESDAY, DECEMBER 8th

11:00 AM

### Bike Fitting Basics for Shops

Presented by Happy Freedman, Center for Bike Fit

Professional Bike Fitter Happy Freedman demonstrates bike fit techniques that can be incorporated into your shop's offerings with tools already in your shop.

45 Mins – Fit Zone. On-Floor Seminar Space

11:00 AM

### Wheel Building Series: Fundamentals

Presented by Bill Mould, [billmouldwheels.com](http://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.

45 Mins – PBMA TECH ROOM

11:00 AM

### Service 2021: Curating Your Customer's Experience

Presented by Aaron Stehley - QBP

Join QBP's Aaron Stehley to learn steps on how to curate a service experience that develops trust, loyalty, and maximizes the lifetime economic value of your customer's relationship with your business.

45 Mins – THE ALLEY. On-Floor Clinic Space

11:00 AM

### "How I Sold 27 E-Bikes in 4 Hours"

Presented by Joe Marcoux - LeadCycles, SOS Coaching

In 2015, years before "social distancing" and gym closures, I used a specific approach to sell 27 electric bikes in just 4 hours. I'll show you how!

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

12:00 PM

### Selling Bike Care and Perdo's Tool Overview

Presented by Matt Bracken, Pedro's North America

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

### Communicating With Today's Customer...And How to Meet Them

Presented by Rob Solomon – Account Executive Ascent 360

Tapping into the gold mine of customer data bike retailers are collecting at POS/eCOMM, segmenting and more effectively communicating to high value customers, lapsed customers, automating service reminders, post purchase offers, etc.

45 Mins – THE ALLEY. On-Floor Clinic Space

12:00 PM

### Setting Up a Dedicated Fitting Space

Presented by Greg Robidoux - Serotta International Cycling Institute

For all retailers looking to increase their revenue and customer experience by adding dedicated space for fitting service. This seminar focuses on the space, tools and personnel required to confidently add fit services to your bicycle store.

45 Mins – Fit Zone. On-Floor Seminar Space

12:00 PM

### Generate More Leads...NOW!

Presented by Chris Fougere - LeadCycles, Freedom Marketing

Learn the steps required to create more qualified, hot leads after the "Covid Goldrush"

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

1 PM

### Bike Fitting: The Gateway to Lifelong Customer Relationships

Presented by Damon Wyatt, Bike Fit

This session will discuss the importance of expanding fit to all cyclists, how to cultivate relationships through bike fitting, and how to define your fit messaging as a consistent aspect of bike shop service.

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

1 PM

### Wheel Building Series (Carbon Wheels)

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

### Move Your Staff From "Order Takers" to Sales Makers!

Presented by Joe Marcoux - LeadCycles, SOS Coaching

"If we had more inventory, we would sell more bikes." Did you "sell" or did you take orders? With more brands going D2C, it's time to sharpen your skills. You don't have to be pushy to be a sales maker!

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

1 PM

### SRAM Tech Seminar - G2 Brake Bleed

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)

2 PM

### Bike Fitting & the Myth of the Women's Bicycle

Presented by Victoria Edwards, Befitting Bicycles

Decorated bike fitter Victoria Edwards of Befitting Bicycles, discusses the true differences in fit necessary for comfort and power optimization for W/T/F riders. She will also dissect the culture around "Women's Bikes."

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

2 PM

### Mind Meld #1: Service and Business 101 (Panel Discussion)

Presented by Heather Mason - President, NBDA

Join us for an 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, Profitability, Vendor Relations, Pricing, Scheduling, and more. Guest panelists to include: Aaron Stehly (QBP), Damon Wyatt (Bike Fit), Jeff Donaldson (U of Q Institute)

45 Mins – THE BACKYARD. On-Floor Seminar Space

2 PM

### How to Beat Rad Power (and The Rest of the E-Tail Gang) Without Discounting

Presented by Chris Fougere - LeadCycles, Freedom Marketing

Direct-to-Consumer brands are not going away, and "the race to the bottom" will continue to get worse. You do not have to play! Learn these skills to succeed without discounting even a penny!

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

3 PM

### 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

3PM

### SRAM Tech Clinic: AXS Road Build

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)

5PM

### CABDA AWARDS & INDUSTRY PARTY

Join us after the show for free drinks, appetizers, and live music featuring **Naughty Humphrey!** Have a drink with your favorite sales rep, and stick around for the CABDA Awards!

