



# Agenda

**B** Board Meeting   **R** Registration   **D** Round Table Discussions   **S** Social   **W** Workshop

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## NOVEMBER 8 • WEDNESDAY

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9:00am – 12:00pm	<b>B</b> <b>BTN Board of Directors Meeting</b>	Date Palm Room (Sirata Beach Resort)
12:00pm – 5:00pm	<b>R</b> <b>Registration &amp; Packet Pick-up</b>	Majestic Foyer (Sirata Beach Resort)
1:00pm – 2:45pm	<b>D</b> <b>Round Table Interactive Discussions 1: Bike Tourism Focus</b> <i>Moderators: Arlen Hall</i> <i>Speakers: April Cooper, Craig Cooper, Matthew Dunn, Darren Gray, Kalene Griffith, Shannon Schmidt, David Wright</i>	Majestic Ballroom (Sirata Beach Resort)
1:00pm – 2:45pm	<b>W</b> <b>Workshop 1: Financial Considerations in Starting and Growing an Event</b> <i>Moderators: TJ Juskiewicz</i> <i>Speakers: Scott Garner, Jim Plaunt, Ravi Rajcoomar, Chandler Smith</i>	Royal Palm Ballroom (Sirata Beach Resort)
3:15pm – 5:00pm	<b>D</b> <b>Round Table Interactive Discussions 2: Bike Event Focus</b> <i>Moderators: Andrea Parrott</i> <i>Speakers: Dave Lancaster, Dixon Novy, Paul Ricci, Terio Sutherland, Pam Thomas</i>	Majestic Ballroom (Sirata Beach Resort)
3:15pm – 5:00pm	<b>W</b> <b>Workshop 2: Workshop: CVBs and Bike Events Working Together</b> <i>Moderators: Ginny Sullivan</i> <i>Speakers: Alex Duryea, Mina Thorgeson, Patrick Tuttle</i>	Royal Palm Ballroom (Sirata Beach Resort)
6:00pm – 7:00pm	<b>S</b> <b>Newbie Welcome Reception for First Timers</b>	Breezeway (Sirata Beach Resort)
7:00pm – 10:00pm	<b>S</b> <b>Welcome Dinner &amp; Beach Party!</b>	Breezeway (Sirata Beach Resort)



# Agenda

## National Bicycle Tourism Conference

- A** Active Session
**T** Breakout Session
**E** Exhibitor Break
**G** General Session
**K** Keynote
**M** Meals
**R** Registration
  
**S** Social

### NOVEMBER 9 • THURSDAY

7:00am – 8:30am	<b>A Morning Rides/Runs along Beach</b>	Meet in front of Compass Grill (Sirata Beach Resort)
8:00am – 9:00am	<b>M Networking Breakfast</b>	Breezeway (Sirata Beach Resort)
8:00am – 5:00pm	<b>R Registration &amp; Packet Pick-up</b>	Majestic Foyer (Sirata Beach Resort)
9:15am – 9:45am	<b>G General Session: Welcome &amp; Introductions</b> <i>Speakers: Jennifer Bouldry, Ph.D., Charlie Cooper, TJ Juskiewicz</i>	Majestic Ballroom (Sirata Beach Resort)
9:45am – 10:45am	<b>G Keynote 1: Bike Travel and Tourism's Role in Colorado's Outdoor Recreation Industry</b> <i>Speakers: Luis Benitez</i>	Majestic Ballroom (Sirata Beach Resort)
10:45am – 11:15am	<b>E Morning Break with Exhibitors (Sponsored by RunSignUp)</b>	Majestic Ballroom/Backstage Area (Sirata Beach Resort)
11:15am – 12:15pm	<b>G Keynote 2: Hed Cycling – Changing with the Times</b> <i>Speakers: Anne Hed</i>	Majestic Ballroom (Sirata Beach Resort)
12:15pm – 1:30pm	<b>M Networking Lunch - Primal Jersey Contest</b>	Breezeway (Sirata Beach Resort)
1:30pm – 2:15pm	<b>T Breakout Session 1: Kentucky Collaboration: Bike Events, Clubs and Tourism Officials Working Together Leads to Success</b> <i>Speakers: Joy Brown, Lori Cooper Saunders, Pam Thomas, Randy Thomas, Seth Wheat</i>	Majestic Ballroom (Sirata Beach Resort)
1:30pm – 2:15pm	<b>T Breakout Session 2: Research from 150 Global Destinations &amp; Strategies to Double the US Cycle Tourism Pie by 2022</b> <i>Speakers: Charles Black, Jeffrey Miller</i>	Royal Palm Ballroom (Sirata Beach Resort)
1:30pm – 2:15pm	<b>T Breakout Session 3: Open Room for Networking</b>	Mediterranean Room (Sirata Beach Resort)
2:15pm – 3:15pm	<b>E Afternoon Break with Exhibitors (Sponsored by Bike Bentonville)</b>	Majestic Ballroom/Backstage Area (Sirata Beach Resort)
3:15pm – 4:30pm	<b>T Interactive Discussions on Challenges &amp; Opportunities for Bicycle Tourism, Destinations and Tour Operators: Bike Tourism</b> <i>Moderators: Jim Sayer</i>	Majestic Ballroom (Sirata Beach Resort)
3:15pm – 4:30pm	<b>T Interactive Discussions on Challenges &amp; Opportunities for Bicycle Tourism, Destinations and Tour Operators: Large Events 500+</b> <i>Moderators: Colleen Deatsman-Kelley, Patrick Kelley</i>	Mediterranean Room (Sirata Beach Resort)
3:15pm – 4:30pm	<b>T Interactive Discussions on Challenges &amp; Opportunities for Bicycle Tourism, Destinations and Tour Operators: Small Events Under 500</b> <i>Moderators: Earl Grief</i>	Royal Palm Ballroom (Sirata Beach Resort)
5:30pm – 10:00pm	<b>S Downtown St. Petersburg Dine-around</b>	Bus to Downtown St. Petersburg (Downtown St. Petersburg)



# Agenda

## National Bicycle Tourism Conference

- A** Active Session
**N** Annual Business Meeting
**T** Breakout Session
**E** Exhibitor Break
**G** General Session
**K** Keynote
- M** Meals
**O** Outdoor Breakout Session
**R** Registration
**S** Social
**W** Workshop

### NOVEMBER 10 • FRIDAY

7:00am – 8:30am	A	<b>Morning Rides/Runs along Beach</b>	Meet in front of Compass Grill (Sirata Beach Resort)
8:00am – 9:00am	M	<b>Networking Breakfast</b>	Breezeway (Sirata Beach Resort)
8:00am – 5:00pm	R	<b>Registration &amp; Packet Pick-up</b>	Majestic Foyer (Sirata Beach Resort)
9:00am – 10:00am	G	<b>Keynote 3: Changing the Future of a Community by Partnering Health and the Economy</b> <i>Speakers: Dr. Rose Gowen</i>	Majestic Ballroom (Sirata Beach Resort)
10:15am – 11:00am	T	<b>Breakout Session 4: Using Partnerships to Promote Bicycle Tourism in Nebraska (State Tourism, Bike Advocacy and Multi-Day Tour Operators)</b> <i>Speakers: Alex Duryea, Julie Harris, Susan Larson Rodenburg</i>	Majestic Ballroom (Sirata Beach Resort)
10:15am – 11:00am	T	<b>Breakout Session 5: Managing a Crisis - When the “\$#!&amp;” Hits the Fan!</b> <i>Speakers: Matt Miller</i>	Royal Palm Ballroom (Sirata Beach Resort)
10:15am – 11:00am	T	<b>Breakout Session 6: Anybody, Any Bike, Any Ability: Get Everyone Out Cycling</b> <i>Speakers: Mike Boone, David Lee, Rob Mueller</i>	Mediterranean Room (Sirata Beach Resort)
11:00am – 11:45am	E	<b>Morning Break with Exhibitors (Sponsored by Palm Coast and the Flagler Beaches)</b>	Majestic Ballroom/Backstage Area (Sirata Beach Resort)
11:45am – 12:30pm	T	<b>Breakout Session 7: Successfully Positioning and Branding your Event: From Zero to Hero! (Is it Possible?)</b> <i>Speakers: Aaron Hautala</i>	Majestic Ballroom (Sirata Beach Resort)
11:45am – 12:30pm	T	<b>Breakout Session 8: E-Bikes at Your Event</b> <i>Speakers: Morgan Lommele</i>	Royal Palm Ballroom (Sirata Beach Resort)
11:45am – 12:30pm	T	<b>Breakout Session 9: A New Niche - Private Bike Tours</b> <i>Speakers: Jeffrey Miller</i>	Mediterranean Room (Sirata Beach Resort)
12:30pm – 1:30pm	M	<b>Networking Lunch</b>	Breezeway (Sirata Beach Resort)
1:45pm – 2:45pm	O	<b>Outdoor Breakout Session 1: E-Bikes Demo</b> <i>Speakers: Rob Kaplan, Tiffanie Miller</i>	Breezeway (Sirata Beach Resort)
1:45pm – 2:45pm	W	<b>Workshop 3: Organization’s Success Story through Technology</b> <i>Speakers: Kevin Prentice</i>	Mediterranean Room (Sirata Beach Resort)
3:00pm – 4:00pm	O	<b>Outdoor Breakout Session 2: Bright Ideas! Open Forum to Briefly Share Successful Ideas</b> <i>Speakers: Andy Hanshaw</i>	Breezeway (Sirata Beach Resort)
3:00pm – 4:00pm	W	<b>Workshop 4: Bicycle Tourism Technology</b> <i>Speakers: Zack Ham, Cullen King, Kevin Prentice</i>	Mediterranean Room (Sirata Beach Resort)
4:15pm – 5:00pm	N	<b>Business Meeting for BTN Members</b>	Mediterranean Room (Sirata Beach Resort)
5:00pm – 6:00pm	S	<b>SWAG SWAP</b>	Breezeway (Sirata Beach Resort)
5:30pm – 7:30pm	S	<b>Beach Games &amp; Closing Networking Reception</b>	Breezeway (Sirata Beach Resort)



# Agenda

## National Bicycle Tourism Conference

**A** Active Session

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### NOVEMBER 11 • SATURDAY

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10:00am – 2:00pm

**A Florida-style Bicycle Tourism Adventure - Bike Ride to Fort DeSoto**

Meet in front of Compass Grill (Sirata Beach Resort)

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