

## 2008 IMBA World Summit

### Tentative Agenda

*Last updated June 2*

The 2008 IMBA Summit is organized around three themes:

1. Building a Mountain Biking Community
2. Managing Mountain Biking
3. Mountain Biking's Value Proposition

*The following tentative agenda is presented chronologically.*

View a more detailed schedule. <http://www.imba.com/summit/schedule.html>

View a complete list of speakers. <http://www.imba.com/summit/speakers.html>

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### Wednesday, June 18

**9:00 a.m. - 3:00 p.m.** Trail Contractor Seminar (Continued from Tuesday)

**9:00 a.m. - 3:00 p.m.** Trips for Kids Conference

**3:00 p.m. - 5:00 p.m.** Youth Mountain Biking Networking Session

**6:00 p.m.** Opening Ceremonies, Utah Governor Jon Huntsman

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### Thursday, June 19

**8:00 a.m. - 10:00 a.m. Keynote Sessions**

#### **John Burke: One World, Two Wheels**

-- John Burke, President of Trek Bicycles, launched a bold initiative last year to make the world a more bike friendly place. The program, dubbed "One World, Two Wheels," is a pledge by Trek and its dealers to step up their support of bicycle advocacy. One goal is to increase the number of trips taken in the U.S. by bike from the current 1 percent to 5 percent by 2017. Trek has also committed generous funding to IMBA to build model trail systems and improve trail resources for mountain bikers everywhere. Trek is contributing \$10 for every full-suspension mountain bike to IMBA and challenging the rest of the bike industry to go big and step up for advocacy. Through the One World, Two Wheels campaign Trek has almost doubled what the entire bike industry contributes to IMBA. This infusion will increase IMBA's professional trailbuilding by 50 percent – bringing new trails to you.

#### **Mary A. Bomar, National Park Service Director**

-- As the National Park Service looks toward its 100th birthday in 2016, the President's Centennial Initiative will provide greater opportunities for recreation, stewardship and

education for visitors. Director Bomar will discuss how mountain biking organizations can contribute to these goals, and work with park superintendents to fund new projects and programs in our parks under the National Park Service Centennial Challenge. IMBA has mobilized mountain bicyclists to support the Centennial Initiative, and IMBA and the National Park Service are in the fourth year of a formal partnership to consider new opportunities for mountain bicycling on NPS-managed lands.

### ***10:15 a.m. - 11:30 a.m. Concurrent Sessions***

#### **Urban Bike Parks: Part 1**

-- Bike parks are the hot ticket. These playgrounds are popping up all over, and riders are loving them. This session will cover the basics of small bike parks and provide an overview on how to develop one in your town. Includes success stories from existing parks and tips for bike park proposals.

Speakers:

- Mark Schmidt, IMBA Canada Director
- Joanne Uhlmann, Parks Program Coordinator, City of Mississauga, Ontario
- Nat Lopes, Hilride Progression Development Group

#### **Solutions to User Conflict**

-- User conflict is a common challenge facing recreation managers. This session will provide fundamental solutions as well as innovative strategies from a variety of locations. Highlights include tips for reducing conflict through trail system design, and lessons learned from conflict resolution efforts in California.

Speakers:

- Tom Ward, IMBA California Policy Advisor
- Rich Edwards, IMBA Trail Specialist

#### **Linking Downtown to Dirt: The Transportation-Recreation Connection**

-- Instead of loading up your mountain bike and driving 20 minutes to the trailhead, wouldn't it be great if you could ride a paved bike path or dedicated bike lane to your local singletrack? Many communities have successfully implemented such a vision. Discussion will include ideal types of facilities to connect where riders live to where riders play. You will be surprised at the doors you open, and the synergies created when you combine the force of the transportation and recreation advocates. Examples from around North America will be shown.

Speakers:

- Chris Bernhardt and Hagen Hammons, Alta Planning + Design
- Andy Clarke, Executive Director, League of American Bicyclists

#### **Fox/IMBA Heroes: Secrets of Successful Grassroots Advocacy**

-- A panel discussion featuring innovative leaders who are making a difference in their local communities. Learn their tips and tricks for building strong clubs, lasting partnerships, political connections, and killer trail systems.

Speakers:

- Philip Keyes, Executive Director, New England Mountain Bike Association
- Dirk Gustin, President, Black Hills Mountain Biking Association
- Bill Victor, Lone Cane Trails and Southern Off-Road Bicycle Association
- Michael Vitti, President, Concerned Long-Island Mountain Bicyclists

### **Youth 1: Trail Access for All Youth – the Potential of Mountain Biking**

-- The future of mountain biking depends on passing IMBA's stewardship and advocacy message on to the kids – all kids. This means embracing diversity and underserved communities. Trips for Kids is a national program that helps communities across the country reach out to low-income kids that would not have access to trails otherwise. While overcoming obstacles on the ride, youth are empowered, become advocates for mountain biking, and learn to accept their role as caretakers of the environment. This panel discussion presents success stories and offers tools to set up new chapters.

Speakers:

- Marilyn Price, Trips for Kids Founding Director
- Belinda Sauret, Director TFK SORBA
- Gary Sjoquist, Advocacy Director, Quality Bicycle Products
- Kate Sweet, TFK Seattle
- Melissa Dunstan, TFK Flagstaff

### ***12:30 p.m. - 1:45 p.m. Concurrent Sessions***

#### **Risk Management for Mountain Biking: Part 1**

-- Liability and risk management are some of the most daunting topics faced by trail managers today. This session will help provide clear and concise information and explain critical issues. Topics include: the basics of risk management for mountain biking, the principals of negligence and liability, general tasks to fulfill your duty of care, and examples of mountain biking related lawsuits.

Speakers:

- Pete Webber, IMBA Trail Specialist
- Woody Keen, Owner, Trail Dynamics, LLC; President, Professional Trailbuilders Association

#### **Club Care: Avoiding Common Pitfalls Facing Volunteer Groups**

-- This session offers essential tactics for the care and feeding of mountain bike clubs. Past experience has demonstrated that the most successful groups have a balanced agenda and a variety of programs that combine fun, advocacy, trailbuilding, political action and outreach to new constituents. Learn how to make your local organization more sustainable, successful and effective in reaching a diverse riding community.

Speakers:

- Anna Laxague and Jason Wells, Subaru/IMBA Trail Care Crew

### **The Big "I" in IMBA: International Workshop**

-- IMBA's international presence expands every year and official IMBA chapters in Australia, the Netherlands, the United Kingdom, and Canada are taking off. But advocacy and access issues in other countries are often different from the United States. How can IMBA best assist mountain biking outside North America? What can we learn from each other? Gather with leaders of IMBA chapters from around the world and learn about IMBA's updated international program.

Moderator:

- Mike Van Abel, IMBA Executive Director

### **Environmental Impacts of Mountain Biking: Science Review and Best Practices**

-- An extensive review of the notable scientific studies that have examined mountain biking's impact and a discussion of recommended best practices for minimizing them. Presentor Jeremy Wimpey is a recreation ecologist in the Park and Recreation Resource Management program at Virginia Tech, and co-author with leading researcher Dr. Jeff Marion of the science review published in IMBA's 2007 book *Managing Mountain Biking*.

Speaker:

- Jeremy Wimpey, Virginia Tech Park and Recreation Resource Management Program

### **Youth 2: Youth Program Case Studies**

This session focuses on the success of notable kids mountain biking programs from around the country. Dream of a day where mountain biking is in every physical education class, a sanctioned after-school program, serves inner-city youth, and develops our best stars into Olympic athletes. We'll learn from people who have helped create these programs and discuss the keys to their success.

Speakers:

- Austin McNerny, President, NorCal High School Mountain Bike League
- Heinrich Deters, Director, Young Riders, Park City, youth mountain bike development program
- Julie Childers, Executive Director, Trips for Kids, Washington, D.C.

### **2:15 p.m. - 3:30 p.m. Concurrent Sessions**

#### **Dafydd Davis: Sustainable Trails by Design**

-- Veteran trail expert Dafydd Davis pioneered the first purpose-built mountain bike trails in the UK at Coed y Brenin, Wales, and later developed the innovative Wales mountain biking strategy which saw the creation of five popular trail networks. In this session,

Davis will discuss why proper, holistic planning strategies are important when developing any trails at any level, whether at community, local, regional or national levels and whatever the resources available. Emphasis will be given to lessons learned during more than 15 years of trail projects from volunteer club initiatives to national development strategies.

### **Developing Effective Club Leadership and Boards**

-- Successful organizations require strong leaders and committed boards, but overworked volunteers can burn out and boards often lose focus. Experts will share strategies for ensuring your organization's leadership stays fresh and gets things done.

Speakers:

- John Bliss, IMBA Board Member
- Todd Scott, former Executive Director, Michigan Mountain Bike Association

### **7 Steps to Becoming a More Persuasive and Compelling Advocate and Communicator**

-- Good communicators get results. Learn to communicate your message clearly and succinctly for any audience, any situation, from advocating to the local bike shop owner or government official. Professional speaking instructor Patti Klein will provide the only template you'll need for organizing your thoughts, creating a compelling message, stating your points clearly and making an impact with your audience. You'll learn the "TOP 3" techniques to capturing your listeners attention immediately, what will sabotage your communication efforts every time and how to motivate people. This session is for anyone who wants to improve their communication skills, become an effective advocate and keep people listening.

Speaker:

- Patti Klein, BLM National Stewardship/Take It Outside Coordinator and Certified Public Speaking Instructor

### **Mountain Biking and Wilderness: Smart Strategies for a Difficult Issue**

-- This panel will talk about ways mountain bikers and conservation groups can best work together without letting the tension and conflict of Wilderness discussions override cooperation and goodwill. We'll also discuss communication strategies, lessons learned from recent Wilderness proposals, and explore common values and win-win solutions.

Speakers:

- Jenn Dice, IMBA Government Affairs Director
- Mark Eller, IMBA Communications Director
- Mark Glyde, Resource Media

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**Friday, June 20**

***8:00 a.m. - 10:00 a.m. Keynote and Plenary Sessions***

**Glen Jacobs: Designing and Building World-Class Trails**

-- Glen Jacobs, a renowned trail expert from Cairns, Australia, and leader of the professional trailbuilding company World Trail, Inc. will share successes and lessons learned from nearly 20 years of building trails, downhill tracks, bike parks and race courses around the world. Jacobs has helped develop nearly 200 trail projects, from the local level right up to the Olympic Games. Highlights will include his work at locations such as Mount Stromlo in Canberra, Australia, one of the world's most innovative bike parks and host to the 2009 Mountain Biking World Championships.

**The Future of Mountain Biking on Public Lands: Panel Discussion**

**What Are Our Strengths, Weaknesses, Opportunities and Threats?**

-- Mountain biking is roughly 30 years old. Once a little-understood, controversial activity, it is now embraced and celebrated on thousands of trails around the world. Mountain bikers are prolific volunteers, activists, and partners to public land managers. Hear from top leaders of the four major North America land agencies on their management of mountain biking. What opportunities do they offer for more mountain biking? What issues hold cyclists back? Speakers will use the framework of a SWOT analysis resulting in key take-home points for how to make the most of opportunities with their agency.

**Speakers:**

- Karen Taylor-Goodrich, Associate Director for Visitor and Resource Protection, National Park Service
- Bob Ratcliffe, Chief, Recreation and Visitor Services Division, Bureau of Land Management
- Jim Bedwell, Director, Recreation, Heritage and Volunteer Resources, U.S. Forest Service
- Ed Jager, Manager, Visitor Experience, Products and Services, Parks Canada

***10:15 a.m. - 11:30 a.m. Concurrent Sessions***

**Urban Bike Parks: Part 2**

-- This session expands on the fundamentals discussed in Part 1 by delving into the nuts and bolts of bike park design, construction techniques, risk management, and more with case studies from seasoned experts. Continuing guidance will be provided in a topic-based group ride in the afternoon.

**Speakers:**

- Jay Hoots, Hoots Inc.,
- Jon Kennedy and Mike Westra, Seattle's Backcountry Bicycle Trails Club
- Judd De Vall, Alpine Bike Parks

**Case Study: Scotland's 7Stanes**

-- Scotland has emerged as a world leader in developing purpose-built mountain bike trails and trail centers. From innovative trail construction techniques to creative

community partnerships, Scotland provides a story of worldwide interest. The 7stanes are seven mountain biking centers spanning the south of Scotland, from the heart of the Scottish Borders to Dumfries and Galloway. Hugh and Chris bring a wealth of knowledge about this collaborative project, as well as new research relevant to the establishment of trail centers.

Speakers:

- Hugh McKay, Recreation Manager, 7Stanes, Forestry Commission Scotland
- Chris Ross, Trail Specialist, 7Stanes, Forestry Commission Scotland

### **California and British Columbia: Written Mountain Bike Management Strategies**

-- Region-wide written management strategies and mountain biking policies are being developed in two highly popular riding locations: California and British Columbia. Learn how these innovative documents may impact mountain biking worldwide, how they are being formulated, and discuss the key successes and challenges the planning teams have identified.

Moderator: Tom Ward, IMBA California

Speakers:

- Garrett Villanueva, U.S. Forest Service
- John Crooks, British Columbia Ministry of Tourism, Sport and the Arts
- James Brown, IMBA Representative for BC, Canada

### **Extreme Trail Makeover: the Wissahickon Park Sustainable Trails Initiative**

-- One of the largest and oldest urban parks in the U.S., Wissahickon Valley had more than 60 miles of trails, much of it in bad repair. When the non-profit Friends of the Wissahickon decided to fix the situation, they turned to IMBA Trail Solutions for assistance. Come learn how the partnership worked with stakeholders to develop a revamped trail system that meets the varied needs of all park visitors.

Speakers:

- Jill Van Winkle, IMBA Trail Specialist
- Rich Edwards, IMBA Trail Specialist

### **Bike Patrols Workshop**

-- Seasoned patrollers and leaders will work with interested clubs and government agencies on strategies for effective citizen-based patrol groups, establishing new patrols and trail ambassador programs, the benefits of this type of volunteer stewardship, and the potential benefits for trail access.

Moderator:

- Spencer Powlison, Coordinator of the National Mountain Bike Patrol

Speakers:

- National Mountain Bike Patrol Members

***12:30 p.m. - 1:45 p.m. Concurrent Sessions***

## **Risk Management for Mountain Biking: Part 2**

-- This session expands on Part 1 by providing additional info on risk management tactics, insurance, safety programs, and lawsuits. You'll learn how to take a proactive step-by-step approach to risk management and how to answer common liability questions.

Moderator:

- Pete Webber, IMBA Trail Specialist

Panelists:

- Jeff Place, Risk Manager, Vail Resorts Management Company
- Tim Hendrickson, MountainGuard Insurance Program
- Adam Strachan, Strachan, Strachan & Simon PC
- Woody Keen, Owner, Trail Dynamics, LLC; President, Professional Trailbuilders Association

## **IMBA Ride Centers: Creating Community-Based Model Trail Systems**

-- Ride Centers are model trail systems at the apex of IMBA's strategy to bring new riders to the sport and showcase the state of the art in sustainable trail design and mountain biking experience. IMBA is in the early stages of developing five ride centers in the U.S. – but many more are on deck and communities are organizing to be next. Come, learn, and dream.

Speakers:

- Scott Gordon, IMBA Ride Center Coordinator
- Jill Van Winkle, IMBA Trail Specialist
- Select Ride Center representatives

## **Promoting Natural Surface Trails to Real Estate Developers**

-- Learn how to promote trails to developers in a language they understand: Value. Trails enhance sales rates, home prices and create positive community relations. Studies prove that trails don't just serve a limited target market – they serve a mass market with money to spend. Featured speaker Randy Martin has parlayed a 25-year career in real estate development and a passion for trail running and mountain biking into a specialized business that assists land owners, developers and builders in integrating well-designed natural surface trails into their communities. Additional speaker Troy Duffin of Alpine Trails Inc. will provide a local perspective and discuss Park City's successes.

Speakers:

- Randy Martin, Trailscape, Inc.
- Troy Duffin, Alpine Trails, Inc.

## **Strengthening IMBA Affiliates and Regional Leadership**

-- IMBA is ramping up to provide enhanced programs and services to affiliated clubs. With a regional partnership in place with SORBA, professional staff in California, and a number of local pilot programs, this session will explain the potential benefits through

case studies and introduce the IMBA Leadership Council – a building block toward reaching the next level of professionalism in the mountain bike community. We'll include plenty of time for audience participation and questions.

Speakers:

- Ryan Schutz, IMBA Affiliate Programs Manager
- Tom Sauret, Executive Director, Southern Off-Road Bicycle Association

***2:15 p.m. - 3:30 p.m. Concurrent Sessions***

### **Selling the Sport and Convincing the Skeptics**

-- Experts share the statistics and case studies you need to sell mountain biking. Includes details on the benefits for youth, health, conservation, economies, communities - in short everything you need for convincing government officials that mountain biking benefits people and the land.

Speakers:

- Martin Littlejohn, Director, Western Canada Mountain Bike Tourism Association
- Scott Linnenburger, IMBA Field Programs Director
- Joey Klein, IMBA Trail Specialist

### **Reinvigorate Your Organization's Marketing and Recruit New Volunteers**

-- Many older, established clubs would benefit from some new tricks. This session is designed to help clubs stay fresh and dynamic, increase membership, host cool events, generate local media coverage and lower the barrier for new riders and members. Experienced pros will deliver their top tips to help you increase membership and attract new leaders – all while having fun.

Moderator and Speaker:

- Kristin Butcher, Club expert, formerly of the Subaru/IMBA Trail Care Crew

Panelists:

- Randy Dreiling, IMBA Oregon Representative, Mountain Bike Oregon
- Elayna Caldwell, Marketing Manager, FOX Racing Shox
- Walt Ready, Membership, Events & Promotions, Southern Off-Road Bicycle Association

### **Case Study: Park City**

-- What makes this town so great for trails and bicycling? 300 miles of singletrack, developing downhill trails, an award winning Rail-to-Trail, an urban jump park, developers who embrace bicycling, a musical trail and 40 miles of paved bike paths...what doesn't Park City have? Learn from one of the best communities for bicycling in the world.

Panelists:

- Troy Duffin, Alpine Trails, Inc.

- Senta Beyer, Trails Project Manager, Snyderville Basin Special Recreation District
- Carol Potter, Executive Director, Mountain Trails Foundation

### **Digging for Dollars: How to Get Cash for Your Next Trail Project**

-- Money isn't always the key to better trail opportunities. But it can't hurt. Combine a committed volunteer workforce with a positive-minded land management agency, then add significant funding and the results can be phenomenal. The money is out there – you just have to know how to get it. Also learn about IMBA's new tool to raise \$1,000 or more for your local club by riding for Team IMBA.

Moderator: Rich Cook, IMBA Development Director, Team IMBA Lead

Speakers:

- Christopher Douwes, Trails and Enhancements Program Manager, Federal Highway Administration
- Bill Victor, Lone Cane Trails and Southern Off-Road Bicycle Association

### ***Both Days: Topic-Based Networking and Group Rides***

These informal networking sessions and group rides are your chance to continue the discussion beyond the classroom session. Networking sessions will occur in the evening hours in various social locations. The group rides are for all-abilities and at a conversational pace. Various schedules and locations will be available, and extended, longer tours can be added after the standard route for those seeking more miles.

After-Hours Networking: Strengthening IMBA Affiliates and Regional Leadership

-- Get together for cold beverages and conversation with the club leaders and IMBA staff that are shaping affiliate and regional programs.

After-Hours Networking: International Topics

-- Meet with IMBA staff and attendees from outside the U.S.

After-Hours Networking: Bike Parks

-- Meet up for cold beverages with bike park veterans and get the lowdown on planning and building these hot properties.

Group Ride: The Land That Bicycles Dream About

-- Tag along for an insider's tour of Park City's interconnected trail system. You'll want to sell your car. Various schedules available.

Group Ride: Bike Parks

-- Grab your bike and hit the trails with other folks talkin' bike parks. We'll visit Park City's dirt jump park, and learn how communities across the country are incorporating small urban bike parks into their towns.

Group Ride: Risk Management

-- Pull out the yellow legal pad and saddle up for a ride with risk management know-it-alls and lawsuit-phobes. We'll stop frequently to discuss safety issues and answer questions.

**And Don't Forget the Pre-Conference Workshops**

<http://www.imba.com/summit/workshops.html>

**Trips for Kids Conference/Youth Mountain Biking Meeting, Wed. June 18**

**Trail Contractor Seminar, Tues. June 17 - Wed. June 18**