



MTB STATE SUMMIT

Grand Rapids, MI • Nov. 6-7, 2018

Sessions

Engaging Youth

The future of advocacy begins with youth engagement. Some of the largest growth segments across all cycling disciplines are happening right now thanks to youth based organizations. From engaging urban youth, to safe routes to school, to NICA's Teen Trail Corps, youth engagement is critical to the future health of cycling.



Josh Rebennack

Josh has spent the last 8 years at Cuyuna lakes Mountain Bike Crew (CLMTBC) being both a trail boss and volunteer designer. He is now the owner and operator of City MTB. As an advocate for urban mountain biking, Josh has been able to travel the country and meet with people of all backgrounds. Additionally, he has also written on the diversity problem that mountain biking is facing, from both the individual and economic level.

Favorite Book: Dune, Half-Earth: Our Planet's Fight for Life by E.O. Wilson

Favorite Trail: Mucker Mountain, Crosby, Minnesota

Ty Schmidt

In 2013, Ty co-founded Norte, a youth mountain biking club in Traverse City, Michigan. A Canadian import now proud Michigander, Ty came to Traverse City in 2006 by way of Tucson, AZ. Along with his wife and fellow physical therapist, Johanna, a Leelanau County native, Ty founded Norte in 2013 to advocate for happier, healthy, strong neighborhoods. A recovering elite bike racer, Ty now rides at kid pace with his two boys, Carter and Jameson, and loves it.

Favorite Book: Goodnight Moon by Margaret Wise Brown

Favorite Trail: Vasa, Traverse City, Michigan



Ken Seebeck

Ken has served as the Executive Director of the Jersey Off Road Bicycle Association since 2005. On top of this, he is also the director of the New Jersey Interscholastic Cycling League. This league brings students, grades 6-12, into the sport of mountain biking with both inclusivity and equality. While Ken spends much of his time engaging with the youth of the sport, he is also a father of four.

Favorite Book: In Search of Captain Zero by Allan Weisbecker

Favorite Trail: Belmont Plateau, Philadelphia, Pennsylvania



Diversifying the Sport

Across the country, we are all talking about improving access to trails but we know that participation in mountain biking remains fairly homogenous and limited to people with the financial means to purchase bikes and get to trails. Panelists will discuss innovative programming and collaborative efforts that are improving accessibility.

Jill Martindale

Jill began working sales at the Ada Bike Shop (now known as Grand Rapids Bicycle Company) in 2011. After so many years in the bike retail industry, has moved on to the bicycle manufacturing realm with Velocity USA. She is also an established endurance athlete. She now holds the women's course records at the Tuscobia 150, Arrowhead 135, and JP's Fat Pursuit (in which she was also the first woman to ever finish the 200-mile race). This past winter she went to Alaska to race the 350 mile Iditarod Trail Invitational and placed 2nd female, and 7th overall. She is on the board of directors for the West Michigan Mountain Biking Alliance and one of the co-founders of Skirts in the Dirt, a women's only mountain bike race here in West Michigan.

Favorite Book Race Across Alaska by Libby Riddles

Favorite Trail: Wahlfield Park, Grand Rapids, Michigan





Christine Reid

Christine Reid has spent the past 4 years growing the North Shore Mountain Bike Association and has dove into developing a more diverse and inclusive mountain bike community on the North Shore in her role as Executive Director. Christine has been a guest and host of the podcast "Front Lines MTB" discussing women in mountain biking and industry representation, along with developing the NSMBA's Trails for All Diversity in Mountain Biking Statement.

Favorite Book: Summer Sisters by Judy Blume

Favorite Trail: Bobsled, Salt Lake City, Utah



Kirsten Wilcox

Kirsten (pronouns: they/them) is the co-founder of the Women/Trans/Queer Adventure Club in Lansing, Michigan. After recently re-migrating back to their hometown of Lansing, Michigan - from a life built around bikes in Chicago, Illinois - Kirsten became involved with the Lansing Bicycle Co-op - eventually becoming a Board member and mechanic. In search of other people in a sea filled mostly with straight and cisgender men, Kirsten reached out to friends within the Lansing Bicycle Co-op, and at Lansing's LGBTQ resource - the Salus Center - to start the Women/Trans/Queer Adventure Club. Still in its infancy, the W/T/Q AC seeks to bring underrepresented folks together to enjoy the outdoors by doing social rides, skill-shares, and camping trips.

Favorite Book: Lumberjanes series by Stevenson, Watters, Ellus, & Allen

Favorite Trail: Anywhere with lots of trees that are accessible with a bike

Events: The Good & The Bad

Great events can raise both money and awareness for your organization but even the most successful can sap a lot of staff and volunteer time and if not covered by generous sponsorship dollars, can also be a huge financial risk. This session will present best practices and rabbit holes to avoid in order to help ensure that your events are well-executed and fruitful.



Matt Andrews

Matt has served 5-years as Executive Director for Minnesota Off-Road Cyclists (MORC), whose mission of 'Gaining and Maintaining Trails' has grown to provide complimentary access to over 100 miles of natural surface, single-track trails throughout the Twin Cities metro over the past 24 years. Matt has tabled at over 100 community engagement events; from mud-bogs and state-fairs, to expos and conferences, he's pretty much seen it all; he has also helped to organize 7 gala-style fundraisers for cycling nonprofits. With nearly a decade of non-profit advocacy work, Matt believes in the power of the bicycle to change our world for the better.

Favorite Book: The Dark Tower IV: Wizard and Glass by Stephen King

Favorite Trail: Moab's Magnificent Seven, Moab, Utah & Red Trail, Copper Harbor, Michigan

Lori Hauswirth

Lori serves as the Executive Director of the Noquemanon Trail Network in her hometown of Marquette, Michigan that boast over 75 miles of singletrack connecting to the City and one of the best destinations for winter fat biking in the country. Her background includes over 20 years of experience in trail advocacy, nonprofit, and community development work. She previously served 6 years as Executive Director of the Copper Harbor Trails Club/Associate Region Director with the International Mountain Bicycling Association and 17 years as a planner for the Western Upper Peninsula Planning & Development Region. Lori holds a bachelor's degree in Land Use Planning & Management from Northern Michigan University, is a Level 2 BICP Mountain Bike Instructor and has served her local trail organizations in every capacity from digging trail as a volunteer to directing multi-day events.



Trailforks

Brent Hillier, Developer for the application, will present on how the Trailforks app and website can be a versatile and no-cost tool for trail management, data, fundraising and volunteer tracking for trail managers, associations and chapters.



Brent Hillier

Brent is the Community Manager at Trailforks and works with Trail Associations all over the world to help them use Trailforks to earn revenue, manage trails and continue to grow and strengthen relationships with Land Managers. Brent has been volunteering and working in the Trail Advocacy field for the last 10 years with the North Shore Mountain Bike Association. Brent is also the host of the Front Lines MTB podcast which connects Trail Association leaders and experts from outside Mountain Biking together to create thoughtful discussion and ideas sharing.

Favorite Book: Eccentric Orbits: The Iridium Story by John Bloom

Favorite Trail: Upper Griffen, North Vancouver, BC

Leveraging Membership

Membership holds tremendous power to unite communities, build trails, embolden sponsorship appeal and strengthen advocacy power. This session will focus on three different approaches to membership and how associations have leveraged membership to fuel organizational growth.



Anthony Duncan

Raised in a small town in the Southern Appalachian mountains of Virginia, Anthony grew up with an appreciation of the outdoors and the adventures it provides. Anthony came to IMBA in 2014 after an eight-year career in marketing and PR as a graphics project manager and a former president of SORBA Tri-Cities, an IMBA/SORBA chapter straddling the Tennessee/Virginia border. Anthony is based in Tennessee.



Tom Stuessy

Tom is the Executive Director at the Vermont Mountain Bike Association. VMBA launched a statewide chapter and membership model in 2014. The model has effectively supported tremendous growth in membership and chapter services. As an independent, statewide organization, VMBA currently has over 5000 members and 28 chapters working to keep Vermont riding among the best in the country.

Favorite Book: Contagious by Jonah Berger

Favorite Trail: Sleepy Hollow, Huntington, Vermont



Melissa Werkman

Melissa Werkman is the Executive Director for the Michigan Mountain Biking Association, where she supports 13 chapters, advocates on behalf of mountain bikers across the state to secure and retain trail access, build sustainable trails, and promote the myriad benefits of trails and the value they bring to communities. In her spare time, she is a professional mountain biking guide and event promoter. Throughout her career, Melissa has been a passionate advocate for introducing women and kids to outdoor recreation.

Favorite Book: Their Eyes Were Watching God by Zora Neale Hurston

Favorite Trail: Point Trail, Copper Harbor, Michigan

E-Bikes

Class 1 pedal assist eMTBs represent a bicycle-like recreation option on public lands and increase the opportunities for a wider range of people to mountain bike. The user base for electric bicycles grows annually, and e-bikes are the fastest growing segment of the bicycle market. E-bikes are used on-road but also frequently off-road on motorized trails, with a user desire to use e-bikes on non-motorized trails. Land managers are faced with e-bike management decisions and advocates are grappling with how eMTBs fit within their current advocacy and trail building efforts. This session will cover e-bike basics (what they are, who rides one, technical specifications), regulatory options, what areas currently allow them, resource and user studies, management examples, and tools, reports, studies and case studies; and will foster a robust discussion among participants.

Morgan Lommele



Morgan has managed the joint partnership between the Bicycle Product Suppliers Association and PeopleForBikes to improve access for people who want to ride electric bicycles for four years. This work involves managing campaigns in state legislatures; representing the bicycle industry in policy negotiations; building relationships with and between lawmakers, non-profits, academia, and industry; tracking electric bicycle-related legislative and policy issues; and speaking nationally on e-bike issues. A policy analyst by trade with 13 of years of experience in consulting and non-profit work, including five years at the International Mountain Bicycling Association, Morgan holds an M.S. in Environmental Policy and Management from the University of Denver.

Favorite Trail: Colorado Trail, Colorado

Understanding Growth

Is your volunteer-led organization growing faster than your capacity to keep up with the work? Are you ready to make the transition to bringing on a paid Executive Director or programming or development staff? This session will walk you through critical questions to ask to assess your organizations readiness and important steps to take before seeking operations funding and bringing on employees.

Steve Faber



Steve is the West Michigan Team Leader of Byrum & Fisk Communications. Steve is an experienced, proven executive who has experience managing complex public-private partnerships, strategic communications campaigns and leading community initiatives.

Steve is known for working with diverse perspectives and translating vision into actionable plans that produce lasting impact by engaging stakeholders, building consensus, managing strong teams and solving problems. He is skilled at community engagement, grassroots organizing and high-level policy decision making. He is also a skilled facilitator with over 15 years of experience as an organizational consultant. Before joining Byrum & Fisk Communications, Steve was Executive Director of Friends of Grand Rapids Parks, a nonprofit startup that is widely credited with implementing some of the most innovative community programs in the region, including the passage of the first property tax millage in the city's history to secure \$28 million in dedicated funding to support parks, playgrounds and pools. A native of the Pacific Northwest, with deep roots in the Grand Rapids area, Steve received his bachelor's from Calvin College and his master's from Grand Valley State University.

Favorite Book: Brothers K by David James Duncan

Favorite Trail: Luton Park, Rockford, Michigan

Advocacy Through Marketing

If you want a seat at the policy table, you need to be invited. To be invited, you need to be known. This session will showcase ways that trail associations are strengthening advocacy through meaningful marketing partnerships while operating within modest budgets.



Candy Kozeluh

Candy has worked as an instructor in Outdoor Recreation for Northern Michigan University, Recreation Director for Travel Marquette and is currently the producer for Aaron Peterson Adventure Film and Photography. Candy has been involved with the mountain bike industry for several years, working with brands such as Pinkbike, DirtRag, Adventure Cycles, IMBA, QPB, and Bike Magazine where she was featured in the Bible of Bikes for “never giving up on land access”. Candy is a certified mountain bike coach under the aegis of IMBA's Instructor Certification Program, she is a strong advocate of building self confidence through biking. Candy has served on many boards over the years including the Michigan Mountain Bike Association, Noquemanon Singletrack and Superiorland Ski Club. Creativity, drive and leadership are her greatest strengths, she thrives on challenges particularly in the role of adventure film producer and liaison between trail user groups. Her current projects include, Pure Michigan summer content and a trail based video series for Outside. In her free time, Candy likes to mountain bike, paddle, fatbike, ski, cook, and drink good wine.

Aaron Peterson



Since 2001 Aaron's trendsetting storytelling has defined the outdoor image of the Midwest through writing, photography and filmmaking. Peterson and crew unite their personal passion and outdoors knowledge with a client's need to move ideas forward through the marketplace and into the hearts and minds of audiences. Peterson primarily works within the outdoors industry and the travel industry and is known for bringing outdoor brands together with destination marketing organizations to help build sustainable active travel economies. Peterson is known for a sense of humor, relaxed attitude and unwavering work ethic. This is more than a job for him, he truly believes in the power of storytelling and how it can be a game changer for the communities and brands he's been blessed to serve. In 2016, after attending numerous film festivals with his own work, Peterson founded the Fresh Coast Film Festival in his hometown of Marquette, Michigan. The goal of the festival is to bring world-class outdoor and environmental storytelling to the Great Lakes region while also creating a venue for the growing outdoor filmmaking community in the Midwest. The festival was an instant success and continues to grow while connecting and inspiring a new generation of storytellers for the Great Lakes region and beyond.