



**TREK**



## 2019 NICA National Conference Overview & Session Descriptions

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**Conference Mission:** Annual community building and networking event to unify, equip, inspire and align League Directors, League Board members, NICA Board Members, Coach Supporters, Guild members and National Staff.

**2019 Goals:** This year's conference goals are to provide sessions and an experience that enhances and develops NICA leadership by:

- 1) Unifying and inspiring those directly involved in spearheading the growing movement to get more kids and coaches on bikes across America;
- 2) Providing professional development opportunities;
- 3) Educating and soliciting feedback on key elements of the NICA Coach Licensing Program;
- 4) Working face-to-face to improve core business procedures;
- 5) Bringing Guild members and Coach Supporters together in order to build community, share best practices and refine training and teaching materials;
- 6) Building awareness and shared meaning of importance and value of risk management; and
- 7) Enjoying the journey, rides, and time having fun together!

**Conference Format:** This year's conference has three tracks as listed below. All tracks will come together for keynote sessions before separating into respective tracks.

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## Keynote Sessions

**Note: All Conference Attendees Participate**

### **NICA 2019 Masters of Ceremonies**

**Vanessa Hauswald, NorCal League Director  
&  
Jason Cairo, New York League Director**

## Wednesday

**8:30 am**

### ***Welcome Address***

**Susan Helm-Murtagh and Austin McInerney**

We welcome returning participants and introduce new members to our NICA community and the 2019 NICA Conference! We look forward to providing an overview of NICA -- past, present and future -- and to set the stage for our time together.

**9:30 am**

### ***Welcome to Idaho & NICA Impact Story***

**Eddie Freyer, Idaho League Director & The Hurst Family, Idaho League Family**

We welcome you to Idaho with our host League Director and a personal testimony from an Idaho family.

**10:30 am      Break**

**11:00 am**

### ***"Play, Experiential Learning & Leadership"***

**Kat Smithhammer and Allison Bergh, Leadership at Play**

This session will examine and define leadership through roles, styles and what is situationally appropriate. New and seasoned leaders will be asked to reflect on their current leadership skill



set and preferences, and make use of a framework to support their leadership growth and understanding.

**12:00 noon Lunch**

## **Thursday**

**8:30 am**

***"How do You and Your League Develop over Time"***

**Kat Smithhammer and Allison Bergh, Leadership at Play**

This session leverages the leadership self-awareness from Session 1 and examines influence, change and continual learning as a leader and league. Tracks will follow up with working sessions.

**9:30 am**

***"In Pursuit of Your Best Self: Building Character The NICA Way"***

**Lou Bergholz, NICA Character Development Partner, Edgework Consulting**

This session will provide attendees with the opportunity to explore how character is built and powerful potential of shining the spotlight on character building in NICA. You will be invited to reflect on your own character, how its been shaped, and the unique ways that NICA is equipped to help everyone build their character. We will provide an update on the research and ideation done to date about how NICA is and can shape character and engage everyone in the character building conversation.

**10:30 am Break**

## **Friday**

**8:30 AM**

***"In Pursuit Of Our Best Team Experience: Enlisting Everyone in Building a High Performing Team"***

**Lou Bergholz, NICA Character Development Partner, Edgework Consulting**

This session will expand everyone's team building toolkit. Attendees will gain knowledge and



techniques to build a high performing team. We will expand upon the above points and Leadership at Play's sessions to empower NICA Leadership to lead high performing teams

**9:30 am**

***"Taking Risk & Finding the Reward"***

**Rebecca Rusch, Adventure Athlete, Author, Activist**

The session encourages others to take risks, push themselves physically and mentally, and get everyone in the world on a bike. Rebecca will take us deep into her philosophy about how to pave your own path in life and how to make it in a career without a clear road map.

**10:30 am      Break**

**Saturday**

**8:30 am**

***"NICA Impact Story: How Mountain Biking Changed My Life"***

**Zach Rundell**

**9:30 am**

***"Permission Granted to Get Rid of Your BS"***

**Risha Grant**

Whether implicit or conscious, bias is the number one threat to humanity and any company's success. If your company's goal is to create cohesiveness within your organization, increase revenue, be innovative and/or elevate your reputation-the bias in your workforce and community is a roadblock. You know the problem. Permission: Granted is your answer. Throughout this session, Risha allows attendees to express their biases, while giving them easily applicable tools to get over them, however screwed up they may be. Although diversity can often be an uncomfortable topic, Risha's approach helps attendees to understand the concept, without feeling bored or judged.

**2:00 pm**

**Closing Session**



## Conference Highlights and Takeaways

Susan Helm-Murtagh and Steve Matous

We look forward to hearing personal testimonies of highlights, takeaways and the impact of the 2019 NICA conference . This session will be an open sharing time and closure of structured programming for the conference.

**7:00 pm**

### ***“DRAFT Meetup”***

**Presented by People for Bikes**

NICA, People for Bikes, Crank Tank and the local community will come together for a fast-paced event of ideas, entrepreneurs and bikes, capturing the exciting things happening in the bike industry.



# 2019 NICA Leadership, Coach Supporter and Event Production Track Sessions:

Please find session information below for your designated track. In a few occasions the Coach Supporter or Event Production Tracks join Leadership Track sessions; this is noted appropriately in your track's detailed schedule. Lets have fun in our respective tracks!

[Leadership Track](#)

[Coach Supporter Track](#)

[Event Production \(Guild Members\) Track](#)

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## Leadership Track

### Wednesday:

#### 1:00 pm      ***Leadership at Play Leadership Facilitation***

Facilitators: Kat Smithhammer and Allison Bergh, Leadership at Play

Summary: Facilitated by Leadership at Play, this session will provide NICA Leadership the opportunity to grow and maximize their leadership skills. NICA Leadership will participate in a live interactive survey immediately prior to this session to inform the direction and focus of this time.

### Thursday:

#### 10:45 am      ***Business Development with eTapestry***

Presenter: Ally Seidel, Senior Consultant, Sidekick Solutions, LLC

Facilitator: Amy Wolff, Development and Engagement Manager, NICA

Learn how to level-up your business development efforts with eTapestry, NICA's nonprofit donor database software. This software is a comprehensive and centralized platform for tracking donor data, managing stewardship and communications, and overseeing other fundraising efforts. Ally Seidel of Sidekick Solutions will provide an overview of this system and explain how eTapestry can be customized for your league to show relevant dashboards and reporting metrics to meet league goals. Ally has worked with NICA over the past year to help update and customize our system to allow for shared reporting while maintaining league-secure data.

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**12:00 noon Lunch**

**1:00 pm *Lou Bergholz Focus Session with Leadership***

Facilitator: Lou Bergholz, NICA Character Development Partner, Edgework Consulting

A continuation of Lou's keynote to highlight where NICA is on the character Development Project. This is an opportunity for NICA Leadership to engage, reflect and inform the next phases of the project.

**2:00 pm Leave for Galena**

**Friday:**

**11:00 pm *Lou Bergholz Focus Session with Leadership***

Facilitator: Lou Bergholz, NICA Character Development Partner, Edgework Consulting

Facilitated by Lou Bergholz, this session will provide NICA Leadership the opportunity to grow and maximize their strategy in building effective teams. NICA Leadership will participate in a live interactive survey immediately prior to this session to inform the direction and focus of this time.

**12:00 noon Lunch**

**1:00 pm TBD**

**2:00 pm *NICA Insurance Overview & Discussion***

Facilitator: JD Wallum, Risk Management, IOA

JD Wallum with Insurance Office of America (IOA) is a recognized insurance broker providing risk management to the professional, collegiate and high school sports industry. The portfolio of clients is wide ranging, from universities to the AHL, NFL, NBA and NHL and most recently NICA. IOA currently supplies NICA with General Liability, Excess Accident/Medical, SafeKids, Business Operations (BOP), Inland Marine, Directors & Officers (D&O) and Workers Compensation coverage for NICA National and state leagues.

This discussion will help you understand what insurance coverage is and means to NICA and your league; coverage terminology (aggregate, occurrence, umbrella), limits, and how NICA State league participants and events are sanctioned and covered each year.



**Saturday:**

**11:00 am**     ***Meet with Your League (unprogrammed)***

This is an opportunity to check in with your league conference attendees on lessons learned, key takeaways and changes to implement in your league.

**12:00 noon**   **Lunch**

**1:00 pm**        ***Leadership Small Group Conversation and Collaboration***

This is an opportunity to check in with leadership peers. Topics and small groups will be determined by attendees.

**2:00 pm**        **Closing Session**

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## Coach Supporter Track

**Wednesday:**

**1:00 pm**        ***Adventure Facilitation Training***

Facilitator: Melissa Davies

The Adventure Facilitation Training is a 2 hour training that will take place outdoors and provide Coach Supporters with a solid understanding of the Adventure Program and the skills to lead the Adventure Coach Toolbox 90 minute in-person Training for their League. This training will develop a Coach Supporter's facilitation skills and will walk through the process of preparing a group, framing and presenting Adventure activities, and provide hands-on experience participating in some of our Adventure activities.

**Thursday:**

**11:00 am**     ***Lou Bergholz Coach Supporter Facilitation***

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Facilitator: Lou Bergholz, NICA Character Development Partner, Edgework Consulting

This session will follow-up on Lou's keynote and will expand upon character building in NICA while diving into how we can prepare our coaches to be purposeful in their actions to build character in their student-athletes through mountain biking.

**12:00 noon Lunch**

**1:00 pm *Leadership at Play CS & Event Production Facilitation***

Facilitator: Allison Bergh & Kat Smithhammer, Leadership at Play

This session will be a continuation of Allison and Kat's keynotes where we will explore and define leadership through roles, styles and what is situationally appropriate.

**2:00 pm Leave for Galena**

**Friday:**

**11:00 am *Working with Student-Athletes with Disabilities***

Facilitator: Nate Carey & Joel Zellers

This session is designed to bring awareness to how we might best support student-athletes with disabilities to ensure we are inclusive of all abilities when participating with NICA.

**12:00 noon Lunch**

**1:00 pm *Lou Bergholz Coach Supporter Facilitation***

Facilitator: Lou Bergholz, NICA Character Development Partner, Edgework Consulting

This 2 hour session will outline how NICA coaches can foster character development opportunities with their student-athletes and engage Coach Supporters in the character building conversation.

**Saturday:**

**11:00 am *Meet with Your League (unprogrammed)***

This is an opportunity to check in with your league conference attendees on lessons learned,



key takeaways and changes to implement in your league.

**12:00 noon Lunch**

**1:00 pm *Coach Supporter Small Group Conversation and Collaboration***

Facilitators: Coach Licensing Team

This hour session is unprogrammed time to allow Coach Supporters to collaborate and reflect on the topics and discussions covered throughout the conference.

**2:00 pm Closing Session**

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## Event Production Track (Guild Members)

### Wednesday:

**1:00 pm *Manage Weather Like A PRO!***

Facilitator: Kent McMullen, AMB Weather Meteorologist

Forecasting, defining conditions and adjusting for weather conditions are integral components of planning and carrying out NICA races and events.

Led by AMB Weather Meteorologist and Georgia League Weather Manager, Kent McMullen, this interactive session will include learning about each step in managing weather around NICA events and sharing experiences of making those difficult weather decisions.

### Thursday:

**11:00 am *Growth, Transition and Succession Planning***

Facilitator: Jerel Wilson

During this session, participants will review growth trends for their league and complete a needs

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assessment for core race staff recruitment and training over the upcoming two years based on student growth projections.

**12:00 noon Lunch**

**1:00 pm Leadership at Play CS & Event Production Facilitation**

Facilitator: Allison Bergh & Kat Smithhammer, Leadership at Play

This session will be a continuation of Allison and Kat's keynotes where we will explore and define leadership through roles, styles and what is situationally appropriate.

**2:00 pm Leave for Galena**

**Friday:**

**11:00 am Working with Student-Athletes with Disabilities**

Facilitator: Nate Carey & Joel Zellers

This session is designed to bring awareness to how we might best support student-athletes with disabilities to ensure we are inclusive of all abilities when participating with NICA.

**12:00 noon Lunch**

**1:00 pm Quality Core Race Staff Training, The NICA Way**

Facilitators: Jerel Wilson, Chris Spencer, Melissa Davies

Building upon the work from the Growth, Transition and Succession Planning Session, participants will gain an understanding of the certification of core race staff requirements and how to train staff in their league, the NICA Way.

**2:00 pm Training Plan by Role and by League, What are Your Options?**

Facilitators: Jerel Wilson, Chris Spencer, Melissa Davies

In this session, participants will develop a framework to meet their league needs for Core Race Staff Training. Participants will collaborate to review accessibility to NICA documentation and determine online instruction that can be offered through the Learning Management Software (LMS Platform)

**Saturday:**



**11:00 am Meet with Your League (unprogrammed)**

This is an opportunity to check in with your league conference attendees on lessons learned, key takeaways and changes to implement in your league.

**12:00 noon Lunch**

**1:00 pm Event Production Small Group Conversation and Collaboration**

Facilitators: Jerel Wilson, Melissa Davies, Phil Waidner, Chris Spencer

This hour session is guided unprogrammed time to allow Guild Members to collaborate and reflect on the topics and discussions covered throughout the conference. Participants will be grouped in small groups by like position and will report back to the main group in the second half of the session.

**2:00 pm Closing Session**

