



Friday August 2nd at Record Downtown

- 8:00 – 9:00 am *Welcome Breakfast & Registration*
- 9:00 – 9:45 am Keynote featuring *Bike Snob NYC*
- 9:50 – 10:30 am *You don't need a million dollars, Just a million-dollar idea*
Presentation: Frances Webster, Co-Founder - Walrus
Interview: Krista Cupp, Communications Director - Runway Group
- 10:30 – 10:45 am *Break*
- 10:45 – 11:25 am *Turing Asphalt into Aspiration*
Presentation: Kyle Wagenschutz, Director of Innovation - PeopleForBikes
Interview: Nat Ross, Bike Brand Manager - Pirelli Tires North America
- 11:30 am – 12:10 pm *Productization in the Adventure Travel Economy*
Presentation: Fred Brodsky, Founder - GAA Consulting
Interview: Bill Solleder, Marketing Director - Visit Hot Springs
- 12:10 – 1:10 pm Lunch & Keynote featuring *Aaron Hautala, Founder - Strateligent*
- 1:15 – 1:55 pm *What is "Arkansas High Country?"*
Presentation: Chuck Campbell, Visionary – Arkansas High Country Bike Route
Interview: Andrew Chasteen - Allied Cycle Works
- 2:00 – 2:40 pm *Partnership! The Winning Edge*
Panelist: Sam Benedict, Marketing Leader MTB - Specialized Bicycle Components
Aaron Hilton, VP National Accounts - Red Bull North America;
Steve Parks, Director Sales Walmart & Sam's Club - Clif Bar Company
Tim Robinson, Co-Founder/Owner – Phat Tire Bicycles
Moderator: Kalene Griffith, President - Visit Bentonville
- 3:30 – 5:30 pm Tour of the Razorback Greenway or Explore the Oz Trails from Record Downtown
- 5:30 – 7:00 pm Post Ride social at Meteor Guitar Gallery



Saturday August 3rd at Meteor Guitar Gallery

8:00 – 9:00 am

Breakfast

9:00 – 9:45 am

Gravel is the New Norm!

Presentation: Lelan Dains and Kristi Mohn, Promoter/Producers Dirty Kanza – Lifetime Fitness

Interview: Aimee Ross, Director - Bike Bentonville

9:50 – 10:30 am

Cycling Infrastructure! You Have Options

Presentation: Paul Wojciechowski, Principal & Kent Laughlin, Designer – Alta Planning & Design Inc.

Interview: Matt Mihalevich, Trails Coordinator – City of Fayetteville

10:30 – 10:45 am

Break

10:45 – 11:30 am

Pedaling into Collaboration

Presentation: Brendan Quirk, Cycling Director - Runway Group

Interview: David Wright, Director - Bentonville Parks & Recreation

11:30 am – 12:30 pm

Lunch

Wrap Session – Takeaways from the 2019 Arkansas Bike Summit

1:30 – 4:30 pm

Tour of the Razorback Greenway or Explore the Oz Trails from Meteor

5:00 – 7:00 pm

Social at The Holler