



SESSION III (3:15-4:15)

A Bicycle Friendly America, Starting with Your Campus – *The League of American*

Bicyclists The League of American Bicyclists' Bicycle Friendly America (BFA) program can help your community and your school campus become more bike-friendly. Whether you're looking for better places to ride, or support for a student bike club or community bike shop, the BFA program is a tool for you to make that happen. Come see what other schools have done to support bicycling, and learn about how you can use the BFA program to become a bike advocate in your own campus community.

Bikes as Business: Achieving Your Entrepreneurial Vision – *Arlington Chamber of Commerce & local entrepreneurs on wheels*

This panel discussion will engage local entrepreneurs who use bicycles in unique ways as part of their business, but not in the typical ways like bike sales, rental and repair. Come find out how to be an entrepreneur on wheels!

Cycling: Does a Body Well – *American Physical Therapy Association*

This workshop will cover the risks of inactivity, the role cycling can play in one's health, and recommendations for length of physical activity, adaptations of cycling, and variations in training/recreational cycling.

Decriminalization of Youth on Bikes – *BYKE Collective, Inc.*

Youth will lead a panel discussion on the experiences of youth on bicycles being pursued by the police or discriminated against by civilians, and ways to better advocate for young riders.

Documenting What It's Like to Navigate the Streets of Your Community: The Youth Bike Research Project – *Allison Mattheis, PhD & the Youth Bike Research Team*

Youth researchers will describe what they learned by exploring their bicycling experience with a research eye and present video recordings they made in Arlington, VA and Seattle, WA. Data from other communities, also collected by young people, will be shared as well.

Greasing the Wheels: Revenue Strategies for Non-profit Bike Organizations

– ***West Town Bikes*** This open discussion is for fundraising volunteers and professionals as well as those responsible for managing for-profit revenue sources such as bike and retail shops. We will cover a wide range of topics related to strategic resource development that promote the long-term viability of youth-oriented bike organizations, including how to speak to those youth development funders and supporters that are not that bike-oriented. Our focus will therefore be less on specific tactics like "How to Write a Grant" or "How to Conduct Prospect Research" and more on sharing of individual skills, knowledge, and experiences.

Reading, Writing & Riding: Bikes in Schools in DC & VA – *Safe Routes to Schools (Arlington & Fairfax), Alexandria Bicycle and Pedestrian Advisory Committee, DC Public Schools & Washington Area Bicyclist Association*

Join representatives of public school bicycle education programs large and small in Washington, D.C. and northern Virginia as they share memorable experiences, creative ideas, and lessons learned. The workshop will include multiple perspectives, from students to teachers, to community members and Safe Routes to School Coordinators. After workshop leaders offer brief introductions to their elementary and secondary school bike education programs, participants will break into small groups for a facilitated hands-on program design challenge focused on key ingredients of successful bike education program development.

Ride Hard, Have Fun & Don't Be a Jerk: The Importance of Team Culture in Cycling – *DT Racing & Phoenix Bikes*

Bike racing can sometimes be serious business, but it doesn't have to be. Learn about how DT Racing has pioneered an innovative approach to building a sustainable culture in bike racing. Focus on the fun and the rest will follow.

Sending the Dirt Quad: Getting our CX Program Off the Ground – *Cadence Youth Cycling*

Up until now, Cadence Youth Cycling has been an entirely road focused cycling program. When ambitious youth leaders in 2016 developed a passion for off road riding, nothing could stop them. This is their story: the glory, the disappointments, and the victories. Join them on their journey and learn how to start your own youth cyclocross team.

The E-Bike Revolution – *Trek Bicycle* While electric bikes have been around since the late 19th Century and have proliferated in Europe and Asia over the last couple decades, they have only recently gained traction and prominence in the United States. Trek and other major bicycle dealers see an important role for electric bikes for a number of demographics, and have put their time and energy into making electric bikes that amplify an individual's power and give them the ability to do and see more. Together, we will explore the history, uses, and benefits of electric bikes. Additionally, we will be bringing a range of Trek's electric bikes for attendants to demo after the end of presentations.

The Evolution of the Folding Bike Helmet: Innovation in the Bike Industry & Women's Entrepreneurship – *AnneeLondon.com*

The workshop discusses 1) how bike helmets have dramatically changed in recent years as a model of how to innovate in the industry and 2) how women can make direct impact within our industry as entrepreneurs and disruptors. Come ready to be inspired and leave with some game changing ideas - be the next Sheryl Sandberg for biking!

Traveling by Bicycle for Beginners – *Erick Cedeño, Bicycle Nomad* Learn the basics of bicycle travel: getting in shape, packing, how to select a route, food, gear, and where to stay at night.

Yoga for Cyclists – *Erin Sonn, M.Ed.* Roll out a mat for a yoga flow focused on the functional muscle groups used in cycling. Stretch your hips and hammies, connect breath and movement, and simply relax. ****limit 25 attendees, yoga mats provided***

Youth Advocacy: Energizing, Empowering, Effective – *Bike Walk RVA* The power of advocacy is at your fingertips. If you have the energy and the passion for making change in your community, this interactive session will start you down the path to success. Learn who has the power to make the decisions you need and how to reach them, and have fun along the way. The tomorrow you want starts today.

What Makes a Community Bike-Friendly? A Mobile Workshop – *BikeArlington

Arlington County ranks among the most bike-friendly jurisdictions in the nation and is recognized as a Silver Level Bicycle Friendly Community. With over 50 miles of shared-use, off-street trails and 40 miles of bike infrastructure, it's an easy place to get around by bike. But don't just take our word for it! Learn how Arlington got this way on our mobile workshop where you'll experience a range of bike infrastructure, from completely protected lanes to old-school taking the lane. But really, it's a bike ride. You like bikes, right? Bikes and helmets will be provided to those who need them. ****limit 20 attendees, workshop via bike (bike/helmet provided), must have signed waiver***

****Makers Space, Presented by Tech Shop DC-Arlington & arlington arts*** Make a custom vinyl sticker for your bike frame, craft a balaclava for cool weather cycling and fashion a bicycle tube bow tie! ****limit 20 attendees, may only attend once***