

 **MOVE YOUR CLUB**
to the **FRONT** of the **PACK!**

Club Leadership Training



*League of
American
Bicyclists*

Milwaukee, Wis. Wisconsin Exposition Center April 9-11, 2010

Welcome

Dear Club Leader,

I am very excited to invite you to attend an important, new training course just for local bike club leaders like you.

We know that bike clubs are the lifeblood of cycling in communities across the country. Along with your local bike dealer, you are uniquely engaged every single day in sharing the joy of bicycling with hundreds of fellow riders — some who have been riding for years, others who have just rediscovered this incredible activity. Your rides and events create a remarkable sense of community and encourage people to discover their own community in a whole different way.

We want to share with you the experience of fellow bike club leaders who are managing some of those issues that affect all of us — insurance, developing volunteer leadership, ride safety, membership and finances. We've assembled a training team from some of the best clubs in the country, and we've built time into the program to share your experience and issues.

We are also delighted that the Bicycle Federation of Wisconsin is hosting our Club Leadership Training seminar ... and are actively involved in making Wisconsin a great place to ride.

So I encourage you to join your fellow club presidents and board leaders at this important event, and I look forward to seeing you there.

Yours truly,



Daily Schedule

FRIDAY, APRIL 9

5 p.m. - 7 p.m. Registration..... Meeting Room 1

6 p.m. - 8 p.m. Meet & Greet Reception Meeting Room 1
Andy Clarke, President, League of American Bicyclists (Hors d'oeuvres and drinks served)

SATURDAY, APRIL 10

9 a.m. Registration Meeting Room 1
Breakfast and coffee

9 a.m. Club Leader Transitions Meeting Room 1

Speaker: Mary Derks, Twin Cities Bicycling Club

This session will discuss recruiting and training new officers, easing the transition period between old and new officers, and creating a workable system for clubs to use with these transitions.

SATURDAY, APRIL 10 (CONTINUED)

10:15 a.m. Break

10:30 a.m. Budgeting Meeting Room 1

Speaker: Ron Puett, Kansas City Bicycle Club

Money is important for a club — especially managing it. This topic will cover cash flow, how to prepare financial information records for the board, how to manage money and pay for big expenditures.

11:45 a.m. Break

12 p.m. Insurance Matters - Keynote Luncheon

Speaker: Marla Peters, American Specialty Insurance

Protect your club, protect your riders, and learn everything there is to know about club insurance.

1:15 p.m. Break

1:30 p.m. Local Issues Meeting Room 1

Speaker: Dave Schlabowske, City of Milwaukee Bicycle and Pedestrian Coordinator

Cyclists in your area are advocating for cyclists, working with police, training drivers on how to interact with cyclists (and vice versa), organizing rides in different local communities and planning routes. Come hear how they are doing, and how you can help!

2:45 p.m. Break

3 p.m. Managing and Tracking Your Membership Meeting Room 1

Speaker: Ron Puett, Kansas City Bicycle Club

Getting members is important to most clubs — and then the trouble starts. This session will address tracking your members, newsletter printing and distribution, maintaining Web sites (both members-only sites and public ones), and the pros and cons of anniversary versus annual membership. In any extra time, we'll discuss recruiting new members.

4:15 p.m. - 4:45 p.m. Wrap-Up Meeting Room 1

Andy Clarke, President, League of American Bicyclists

SUNDAY, APRIL 11

7 a.m. Club Leadership Ride (optional)

9 a.m. Organizing Rides & Volunteers Meeting Room 1

Speaker: Mary Derks, Twin Cities Bicycling Club

Rides and volunteers are the lifeblood of any club. Managing them is one of the toughest jobs for club leadership. This session will show successful ways to get volunteers to lead rides, train ride leaders, easily manage volunteers, and offer tips on recruiting more volunteers. A can't miss session!

10:15 a.m. Break

10:30 a.m. Marketing Meeting Room 1

Speaker: Amanda White, Bicycle Federation of Wisconsin

Staying in touch with members in our electronic society is easier — and more complex — than ever. This session will discuss how to produce and manage more effective websites, newsletters, and how to use new media like Twitter to grow your club. We're encouraging clubs to be more outgoing and to talk about ways clubs can be more of a resource in the community.

11:45 a.m. Closing Remarks Meeting Room 1

Lisa Reitz, Membership & Events Assistant, League of American Bicyclists

Registration

CLUB REPRESENTATIVE

Name (first) _____ (last) _____
Club Position/Title _____
Address _____
Address 2 _____
City _____ State _____ Zip _____ Country _____
Phone _____ E-mail _____

CLUB INFORMATION

Club Name _____ League Membership # _____
Address _____
Address 2 _____
City _____ State _____ Zip _____ Country _____
Phone _____ Website _____

REGISTRATION FEES

Attendee \$100
 One-Day \$60 (choose day) Fri., April 9 Sat., April 10 Sun., April 11

*No refunds after 4/01/10.

SPECIAL DIETARY NEEDS

None Vegetarian

PAYMENT & DETAILS

Check enclosed (payable to League of American Bicyclists)
 Visa MasterCard American Express

Credit Card # _____ Exp. Date _____
Signature _____

BILLING ADDRESS

Same as representative address Same as club address
Address _____
City _____ State _____ Zip _____



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