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## 2018 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.

**2018 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 Supporter 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 morning coffee and keynote sessions before separating into respective tracks.

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## **Keynote Sessions**

**Note: All Conference Attendees Participate**

### **Wednesday, 7:30 PM**

#### ***"Lessons Learned from the Front Lines of Business & Advocacy"***

**John Burke, President, Trek Bicycles**

John will explain Trek's vision, impact and role in advocacy, and he will further share why Trek is more than just a bike company that is investing in NICA; he will offer his advice and lessons learned for a growing organization such as NICA. After John speaks, conference attendees will have an opportunity to ask questions.

### **Thursday, 7:30 PM**

#### ***"How to Be an Effective Leader of a Movement"***

**Joan Garry, Joan Garry Consulting: Because Nonprofits Are Messy**

You are key leaders and influencers of a powerful movement. This movement is changing lives, redefining the face of mountain biking and radically merging youth development and interscholastic sport in an unprecedented manner. What does it mean to be an effective leader within NICA and what character traits and methods will help you succeed in your role?

Joan will inspire you to have joy, to stay true to your path and calling, to develop and inspire your own community, and to be a committed participant and contributor to the national movement. Joan will share attributes of effective leadership, including staying focused on a vision, building capacity, empowering and delegating staff and volunteers and knowing when to rest and recover.

Joan's inspirational session will be followed by a [book](#) signing (books provided to all attendees!)

### **Friday, 8:30 AM**

#### ***"Coaching with Heart: Leadership That Drives and Sustains Success in Sports"***

**Jerry Lynch, Founder and CEO, Way of Champions**

In this informational and inspirational presentation, Jerry will actively demonstrate the essential time-honored elements that help us to win the relationship game and fight for the hearts of the athletes, a coaching model proven to drive and sustain successful, national championship cultures in sports. This practical, pragmatic and transformative approach to coaching will address the power of influence, environment and love for creating profound life changes in performance for sport and life.

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**Saturday, 8:30 AM**

***“Growing Our Sport by Developing an “Athlete-First” Environment in Interscholastic Mountain Biking”***

**John O’Sullivan, Founder and CEO, Changing the Game Project**

Youth sports, including mountain biking, is in a constant state of change. From technology to facilities to new sporting opportunities, we can be overwhelmed by all the changes and lose sight of the things about our sport that do not change. Yet when we focus on the three main things that do not change - why kids participate, what athletes want from coaches, and that all kids have parents who need to become our partners and not adversaries - we can devote our time, energy and resources to the things that truly matter and will sustain and grow our programs for the long-term.

**Saturday Evening Closing Panel, 7:30 PM**

***“What do we want NICA and youth cycling to look like in 20 years?  
How can we -- individually and collectively -- influence  
and lead the movement?”***

Facilitator: Kyla Templeton, Arkansas League Director

Panel Members:

- Austin McInerney, NICA President
- Brendan Quirk, Cycling Program Director, Runway Group
- Lucas Euser, Sports Marketing, CLIF Bar & Company
- Gary Fisher, Trek Bicycles (invited)
- League Director Representatives



## 2018 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:

##### **8:30 am      *Welcome Address***

Facilitators: Susan Helm-Murtagh, Chair, NICA Board of Directors and Austin McInerney, NICA President

With excitement, we welcome returning participants and introduce new members to our NICA community and the 2018 NICA Conference! We look forward to providing an overview of NICA presently and into the future.

##### **9:15 am      *Let's Get The Conference Started!***

Facilitator: Lauren Duensing, NICA VP Programs

Lauren will provide a brief overview of the structure, objectives, productive work and fabulous fun to be had by all at the 2018 NICA Conference!

##### **9:30 am      *Insight into 2018 NICA Programs, Financial & Administrative, and Development, Marketing and Communications***

Facilitators: Lauren Duensing, NICA VP Programs; Lauren Haughey, NICA VP Finance & Administration; and Kristine Urrutia, NICA VP Development & Partnerships

The management team of NICA will provide attendees an overview of NICA's current staffing, organizational structure and insight into each of their respective areas. This information will provide key information and launch pads for deeper discussions in sessions throughout the conference.

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**10:30 am      *Break***

**10:45 am      *Safety Study Data Analysis and Upcoming Improvements***

Facilitators: Chris Spencer, NICA Director of Risk Management and Training and Matthew J Brobeck, University of Utah Clinical Research Coordinator

Conference attendees provided up-to-date knowledge of the *NICA Safety Study* including a review of preliminary data findings and plan through 2019 and beyond.

**11:30 am      *Introduction to the new Learning Management Software***

Facilitator: Michael Eastwood, NICA Coach Licensing Director

A key outcome of the *NICA Coach Licensing Expansion and Refinement Plan* (presented at the 2017 National Conference) is implementation of Learning Management Software (LMS) to help with coach training and retention. We are excited to provide a preview of the upcoming LMS platform functionality with a demo of capabilities and review the implementation timeline. Attendees will be brought up to speed on the capabilities of the LMS and will be able to ask questions/provide feedback.

**12:00 noon      *Lunch provided by Walmart Deli with Jenn Dice, VP Business Network and Government Relations, People for Bikes***

**1:00 pm      *Structuring Your Race Weekend: What are the Options?***

Facilitators: Jerel Wilson, NICA Training Manager; Chris Spencer, NICA Director of Risk Management and Training; and League Director Representatives

Nationally, NICA Leagues are experiencing on average ~35% annual growth that not only brings more ridership, but also a ridership of more diverse interests. To support league leadership as they address both these types of growth, a committee of League Directors and NICA national staff have developed a guidance document on how to best structure the event weekends based on a review of all current League race schedules, demographics/data; the middle school programming guidance document shared at the 2017 National Conference, and the ability based pilot held in Minnesota (Fall 2017).

All attendees will be introduced to the tool and findings from the project with regard to how leagues can manage various aspects of divisions, conferences, waves, categories and fields to set their league up for long-term program success.



**2:00 pm      *Informal Chat with Trek's Advocacy Manager***

Facilitator: Adam Kostichka, Advocacy Manager, Trek Bicycles

Adam is eager to meet NICA leadership in-person and to explain Trek's current advocacy related initiatives and desires for working with NICA. Adam encourages participants to explain what's working well and what could be improved with regards to Trek and their retailers' support and involvement.

**2:20 pm      *NICA Strategic Plan Intro and Overview***

Facilitator: Susan Helm-Murtagh, NICA Board Chair

*Under the guidance of our Board of Directors, NICA is in the process of developing a formal strategic plan that will establish our direction, priorities and goals for the next 3-5 years. In this session, we will provide an overview of the process, the key elements of the plan, and where your input is needed. We will be planting seeds for the working session and discussion on Saturday morning at 9:30 AM.*

**Thursday:**

**8:30 am      *Teen Trail Corps***

Facilitators: Matt Gunnell, SoCal League Director and Mike Kuhn, Pennsylvania League Director, with history and introduction provided by Lauren Duensing

This session will provide a brief history of the Teen Trail Corp program, why it is so important now and a vision of the powerful impact this program can have in the future. We will look at the timeline for future changes and program roll-out, next steps for your league, as well as share successes, innovation and excitement from recent seasons.

**9:30 am      *Official Launch of the Girls Riding Together (GRIT) Program***

Facilitator: Amanda Carey, NICA Coach Licensing Manager and GRiT Program Manager

NICA GRiT Panel Members:

- NICA GRiT Committee members:
  - Beth Pride Ford, Tennessee League GRiT Program Coordinator
  - Amy Wolff, NICA Marketing and Development Manager and North Carolina League GRiT Program Coordinator
  - Dawn Chandler, Georgia League GRiT Program Coordinator
  - Nicole Butler, Minnesota League GRiT Program Coordinator,
- Molly Hurford, [TheOutdoorEdit.com](http://TheOutdoorEdit.com), [Bicycling.com](http://Bicycling.com), [MapMyRun.com](http://MapMyRun.com) & more!
- Jennifer Boldry, Ph.D., Director of Research, PeopleForBikes



Panel will provide a brief history and the why behind NICA GRiT (Girls Riding Together) program. We will explore recent successes and challenges from leaders on the ground, and discuss the steps to start (or expand) a GRiT Program in your league, including the GRiT Coordinator job description, a program tool box and more. We'll also cover the GRiT ongoing timeline and review support requirements for GRiT funding at the league level. Jennifer Bouldry will provide critical measurement and impact insight and guidance, and Molly Hurford will add her journalist lens and narrative. We would like to thank *Planet Bike* for sponsoring the GRiT Committee Panel Members in full to attend the 2018 NICA Conference. Lets get #moregirlsonbikes!

**10:30 am      *Break***

**11:00 am      *Bikes Mean Business***

Facilitators: Dr. Jennifer Boldry, Director of Research, PeopleForBikes and Paxton Roberts, Executive Director, BikeNWA

Success in building better places for bikes depends on how well we can demonstrate the value of biking to a community. This session highlights a new study measuring the economic value of bicycling in Northwest Arkansas. Attendees will walk away with tips on how to measure the economic benefits of bicycling in their communities and how to use those results to shape local decision-making. Attendees will learn how to measure the economic value of bicycling and how to leverage economic data to gain support for bicycling.

**12:00 noon      *Leadership Lunch / League Level Membership Fee Strategy***

Over lunch, participants will review information collected from all leagues on race pricing, team registration costs and any other fees collected from participants. Goal is to help leagues understand the current operating environment in which they operate and to decide if revisions to any of their registration/participation fees may be warranted.

**1:00 pm      *Challenges & Opportunities in Creating an Effective Board of Directors***

Facilitator: Susan Helm-Murtagh, NICA Board Chair

Panelists:

- Dan Brooks, Georgia League Founder (invited)
- Jim Wedge, Board President, Utah League (invited)
- Aimee Ross, Board President, Colorado League (invited)
- NICA League representative

Drawing on the perspectives of NICA league founders and board presidents, this facilitated discussion will elicit suggestions and best practices for how to go about forming

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and managing a functioning board of directors/advisors to assist in taking the NICA league from start-up to financial independence. Lessons learned from leagues will showcase what is needed in a board member and ample time will be provided for discussion.

**2:00 pm      *Glide Path Revisit and Overview of League Structures***

Facilitators: Kenny Griffin, Georgia League Director and NICA Board member, Dan Brooks, Georgia League Founder and NICA Board member, and Lauren Haughey, VP of Finance & Administration at NICA.

Building on the work that started at the 2017 National Conference, we'll review the Glide Path process for leagues to help create strategic plans leading to League sustainability. We'll cover the differences between Affiliate, Chapter and Project Leagues. How do the relationships, roles and responsibilities change when a league attains Affiliate status versus Project status? The discussion will be lead by the Affiliate League representatives on the NICA Board and the NICA VP, Finance and Administration who leads "behind the scenes" efforts when a league transitions from under NICA's non-profit status.

**Friday:**

**9:30 am      *Train the Trainer***

Facilitators: Jerel Wilson and NICA Guild Leaders

How role based experts provide quality training the *NICA Way*. Training has been identified as the primary need to effectively handle growth. A overview of the NICA Train the Trainer model will include a description of the 4-step training process: Tell, Show, Do, Apply; and will review how to get staff trained in becoming certified NICA Trainers. Examples from the Train the Trainer Pilot will be provided to illuminate how the Train the Trainer Process can be used with any content.

Attendees will understand that quality training is as important as quality content. All attendees understand the Train the Trainer Process well enough to initiate training among the volunteers and staff with whom they lead. Guild Leaders who are "subject experts" will share examples of their application of the Train the Trainer process.

**10:30 am      *Break***

**11:00 pm      *Joan Garry: "Up Close and Personal with Joan Garry"***

Facilitator: Joan Garry, Joan Garry Consulting: Because Nonprofits Are Messy



This is an opportunity to expand and ask questions originating from Joan's keynote address, "How to be an effective leader of a movement." Joan will facilitate the dialogue, and collect questions to assess the range of concerns and areas to address. She will convene smaller groups to allow deeper dives into key questions that will allow for insightful sharing amongst participants.

**12:00 pm      *Leadership lunch / Social Media Best Practices***

Over lunch, NICA Board member and marketing expert, Lisa Sher will discuss the importance of having a social media presence to build awareness of league efforts and to comply with sponsorship obligations. By sharing success stories from the past year, Lisa will identify various methods for developing quality content in a manner that does not require significant effort.

**1:00 pm      *"Up Close and Personal with Joan Garry" (continued)***

Facilitator: Joan Garry, Joan Garry Consulting: Because Nonprofits Are Messy

**2:00 pm      *Joan Garry: "How To Bring Your NICA League to the Next Level"***

Facilitator: Joan Garry, Joan Garry Consulting: Because Nonprofits Are Messy

Joan will continue to expand on last year's work on the NICA League Glide Path. She will highlight why capacity building is critical, and provide tools for addressing both high and slow growth scenarios. She will cover areas such as development of a strategic plan, league development (fundraising), League Director and Board of Directors/Advisors relationship maintenance and cultivation, League Director leadership and professional development, succession planning and more. Participants will gain a deeper appreciation for and understanding of various techniques and processes to build and grow their league's core leadership (board/advisors, guilds and coach supporters) while ensuring that the league develop and adhere to a strategic plan.

**Saturday:**

**9:30 am      *Key Issues for NICA Strategic Planning Process***

Facilitators: Austin McNerny, NICA President and Susan Helm-Murtagh, NICA Board Chair

With "coast to coast by 2020" essentially achieved, what is NICA's overarching objective looking into the future? NICA Board and staff members will facilitate a discussion aimed at identifying key issues to be addressed in a strategic planning session the NICA Board is about to launch to articulate the organization's 3-5 year overarching goals. Discussion will start with a review of the progress made towards completion of the primary goals



identified at the 2017 National Conference.

**10:30 am      *Break***

**11:00 am      *Pilot Program Proposal***

Facilitators: Chris Spencer, NICA Director of Risk Management and Training and League Director Guests

Leadership and Guild Track Attendees will be taken through a review of the process through many Pilot Program Case Studies. League Directors who have launched their Pilot Programs will share the most easy to facilitate, most challenging and most rewarding aspects of launching their Pilot Programs. The Session will end with twenty minutes of collaboration time for attendees in small groups to collaborate on a proposal for their league or for NICA national to potentially launch.

Outcome: Leadership Track and Event Production Track Attendees learn from the first four months of the Pilot Program Proposal Process, have the opportunity to collaborate on proposals with other league leadership and have the opportunity to build momentum on a proposal. Report back will be post conference and ongoing via the proposal database.

**12:00 noon    *Leadership Lunch presented by CLIF Bar / Q&A - Open Forum***

**1:00 pm        *Sponsorships: Creating a Collaborative Approach That Works For Us All***

Facilitators: Kenny Griffin, Georgia League Director and NICA Board Member and Libby Hurley, Minnesota League Board President and NICA Board Member

Staff Representatives: Austin McInerny, President and Kristine Urrutia, VP Development & Partnerships

As League Directors, volunteers and management teams members you have rocked it! NICA continues to have more than 35% growth year-over-year. As League Directors it is more than your excellent student-athlete recruitment skills- it is also your uncanny ability to make partnerships and sponsorships within your leagues successful. At all levels, NICA Teams, NICA Leagues and NICA National, sponsorships are essential.

Starting with an overview of the current NICA National sponsorship and corporate Booster Club offerings, participants will gain a better understanding of what is offered to corporate sponsors at the National and League level and what is expected of all who receive sponsorship support. Additionally, we hope to learn and share ideas about

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successful partnerships within leagues and how we can continue to collaboratively work together to elevate all partnerships.

**2:00 pm      *Donor Cultivation and Retention: Building Individual and Sustainable Relationships***

Facilitator: Kristine Urrutia, VP Development & Partnerships

Panelists:

- Kenny Griffin, Georgia League Director and NICA Board Member
- Vanessa Hauswald, NorCal League Director
- Jon Posner, Maryland League Director
- Mike Kuhn, Pennsylvania League Director

Donor Cultivation, Donor Retention, Cycle of Development... What does it all mean? Successful fundraising begins with building relationships of trust and successful stewardship with your supporters, constituents, and volunteers. We will highlight the components of the Cycle of Development, find out who our donors are and hear about best practices from the field in retaining our most passionate supporters.

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## Coach Supporter Track

**Wednesday:**

***We will be joining [Leadership Track](#) for earlier sessions***

**1:00 am      *OTB 101 Skills Review - OTB 201 Skills & Progression***

Facilitator: Ben Tufford, Coach Licensing Manager - Skills Development

Content: Review NICA teaching method and demonstration of OTB Skills 101: Neutral & Ready Positions; Braking; Side to Side Bike/Body Separation; Forward and Back Bike/Body Separation; Intro to Cornering; Shifting; Climbing: Seated, Crouched, and Standing

Outcome: This session will serve as a review and refresher leading into the progressive instruction for a number of skills in the OTB 201 curriculum. It can also serve as a brief intro for those that have not previously seen OTB 101

**2:00 pm      *OTB 201 Skills & Progression***

Facilitator: Ben Tufford, Coach Licensing Manager - Skills Development



Content: Demonstration of the teaching method for OTB Skills 201: Ready Position Progression: Foot Wedge; Braking Progression: Pressure Control; Cornering Progression: Counterbalance and Rotation; Climbing Dismount; Climbing Restart; Descending Dismount; Ratcheting; Trackstand; Small Circles; Rock Dodge; Switchback; Basic Front Wheel Lift; Basic Rear Wheel Lift

Outcome: Participants will be able to observe and understand the key teaching points and demonstration setup and execution of the skills taught in OTB 201

## **Thursday:**

**We will be joining [Leadership Track](#) for earlier sessions**

### **11:00 am      *What is Culture, and Why Does it Matter?***

Facilitator: John O'Sullivan, Founder and CEO, Changing the Game Project

Content: Culture is quite the buzzword these days, but what exactly is culture, why does it matter, and how do we define and sustain our culture in order to keep all our athletes moving in the same direction. John will outline some of the common characteristics of the world's best sporting cultures, and give attendees tools to start building their own championship program culture.

Outcome: You will receive specific tools for defining, living and rewarding your core cultural values

### **12:00 noon      *Coach Supporter Lunch***

### **1:00 pm      *Core Values That Drive and Sustain Championship Cultures***

Facilitator: Jerry Lynch, Founder and CEO, Way of Champions

Content: Jerry will discuss how mindfulness and competitiveness have been consistent qualities demonstrated by over 30 NCAA Championship teams, and will give you a step by step process for integrating these values into your teams. You will gain a greater understanding of how visualization and meditation drive competitiveness, and how to implement these practice with your team

Outcome: You will gain a greater understanding of how visualization and meditation drive competitiveness, and how to implement these practice with your team

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**2:00 pm OTB 201 Skills & Progression**

Facilitator: Ben Tufford, Coach Licensing Manager - Skills Development

Content: Demonstration of the teaching method for OTB Skills 201: Ready Position  
Progression: Foot Wedge; Braking Progression: Pressure Control; Cornering  
Progression: Counterbalance and Rotation; Climbing Dismount; Climbing Restart;  
Descending Dismount; Ratcheting; Trackstand; Small Circles; Rock Dodge; Switchback;  
Basic Front Wheel Lift; Basic Rear Wheel Lift

Outcome: Participants will be able to observe and understand the key teaching points and demonstration setup and execution of the skills taught in OTB 201

**Friday:**

**We will be joining [Leadership Track](#) for earlier sessions**

**11:00 am Embracing Self Awareness as a Coaching Strategy**

Facilitator: Jerry Lynch, Founder and CEO, Way of Champions

Content: Being aware of your opponent and the course is important, but knowing yourself is critical to leading your athletes and creating an environment that allows them to perform their best. You will complete practical exercises to help with your own self-awareness, and how to create an environment that enhances the self-awareness of your athletes as well

Outcome: You will complete practical exercises to help with your own self-awareness, and how to create an environment that enhances the self-awareness of your athletes as well

**12:00 noon Coach Supporter Lunch: Q&A Open Forum**

Facilitator: Michael Eastwood, Coach Licensing Senior Manager; Ben Tufford, Coach Licensing Manager - Skills Development; and Amanda Carey, Coach Licensing Manager - Coach & Team Development

Content: Open and informal opportunity for Coach Supporters to ask questions or reflect on what has been learned this far in the conference.

Outcome: Coach Supporters will be able to gain clarity on what has been learned thus far.



**1:00 pm      *How to Take Your Coaching from Transactional to Transformational***

Facilitator: John O'Sullivan, Founder and CEO, Changing the Game Project

Content: What is quality coaching, and how can we define and assess it? John will take us on a journey to discover what is it about our own coaching that we love, what needs work, and how can we be the coach that our athletes need and desire. Participants will gain a greater understanding of characteristics of quality coaching, and dive deep into areas where they are doing well, and areas they need to improve in.

Outcome: Participants will gain a greater understanding of characteristics of quality coaching, and dive deep into areas where they are doing well, and areas they need to improve in.

**2:00 pm      *OTB 201 Games***

Facilitator: Ben Tufford, Coach Licensing Manager - Skills Development

Content: Demonstration of games that can be utilized in a practice setting to progress and practice skills from the 101 and 201 curriculum.

Outcome: Participants will be able to identify and execute fun games that will strengthen their student-athlete's mastery of 101 and 201 level skills.

**Saturday:**

***We will be joining [Leadership Track](#) for earlier sessions***

**11:00 am      *CS Model Exploration: Roles and Responsibilities Development***

Facilitators: Michael Eastwood, Coach Licensing Senior Manager; Ben Tufford, Coach Licensing Manager - Skills Development; and Amanda Carey, Coach Licensing Manager - Coach & Team Development

Content: In an open forum, National staff will present some of the most common (and/or desired) tasks/responsibilities of Coach Supporters. Coach Supporters will be able to share their experiences in their role (as well as various league approaches) to drive the development of their role. Coach Supporters will help identify appropriate support and training needed from National.

Outcome: A clearer definition of the role of the Coach Supporter will emerge, as well as recommendations on effective models based on league experiences. Future/continued training needs of Coach Supporters will be highlighted.



**12:00 noon**    ***Coach Supporter Lunch Presented by CLIF Bar***

**1:00 pm**        ***OTB 201 Teach-Back***

Facilitators: Ben Tufford, Coach Licensing Manager - Skills Development; Amanda Carey, Coach Licensing Manager - Coach & Team Development; and Michael Eastwood, Coach Licensing Senior Manager

Content: Participants will break into small groups where they will practicing teaching (teaching points and demonstration, as well as error detection/feedback) OTB 201 Skills.

Outcome: Participants will receive feedback on their teaching style and demonstrations.

**2:00 pm**        ***OTB 201 Teach-Back***

Facilitators: Ben Tufford, Coach Licensing Manager - Skills Development; Amanda Carey, Coach Licensing Manager - Coach & Team Development; and Michael Eastwood, Coach Licensing Senior Manager

Content: Participants will break into small groups where they will practicing teaching (teaching points and demonstration, as well as error detection/feedback) OTB 201 Skills.

Outcome: Participants will receive feedback on their teaching style and demonstrations.

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## **Event Production Track (Guild Members)**

Track Theme: Accommodating growth through training. Improving training documentation and processes so that NICA Training and Events meet the NICA Quality definition.

**Wednesday:**

***We will be joining [Leadership Track](#) for earlier sessions***

**2:00 pm**        ***Outcomes for Effective Leadership within your Guild; Building Capacity Across Your Guild***

Facilitator: Jerel Wilson, NICA Training Manager



Content: Participants will learn best practices on how to be leaders while building the capacity of their fellow guild members. Guild Leaders will share the status of current Guild Projects in process as they apply leadership techniques learned.

Outcome: Learn key leadership traits for building excitement and engagement among NICA Guild Members. Each guild will have a chance to connect on their current projects and then report to the whole group the projects their guild is currently working on. Attendees will leave with a recommended structure for taking their NICA national conference experience to their Core Race Staff.

## **Thursday:**

### **11:00 am     *Training the NICA Way: Documentation Review and Required Elements***

Facilitators: Jerel Wilson, NICA Training Manager and Chris Spencer, NICA Director of Risk Management and Training

Content: How training the NICA Way uses the Train the Trainer Process and NICA documentation to ensure successful trainings to provide Quality Core Race Staff Expansion. Guild Members will break into groups to review and finalize goals and outcomes for their particular Guild.

Outcome: Each Guild will identify key goals and outcomes for a quality training of their position. The goals and outcomes identified will form the training assessment.

### **12:00 noon   *Guild Lunch***

### **1:00 pm       *Applying NICA Training Documentation to Training Goals***

Facilitators: Chris Spencer, NICA Director of Risk Management and Training and Jerel Wilson, NICA Training Manager

Content: This session will begin with Guild members working in small groups to identify documentation that supports each goal and outcome for their position. Then, Guild members will report out their position based documentation and will identify connections with other Guild's Documentation. Based on this work at the conference, Jerel will reverse the process and list roles related to each piece of NICA documentation.

Outcome: Complete documentation map across all Race Guild Positions.

### **2:00 pm       *Train the Trainer Binder Work Session***



Facilitators: Jerel Wilson, NICA Training Manager; Chris Spencer, NICA Director of Risk Management and Training; and Guild Leaders

Content: Based on work completed in previous session, Guild members will assess the documentation map and each piece of documentation to make sure it meets the NICA quality definition for training. Within the quality definition, we will prioritize content and document accessibility in our review. In order for content to be quality, it must be accessible. Based on the documentation assessments, work plans will be created by each Guild to update any necessary documents/processes. Guild Leaders will also prepare their contributions based off this work to demonstrate how they can apply the Train the Trainer process to how they train their positions in the Train the Trainer session.

Outcome(s): Review NICA documentation for Quality and develop work plans for future Guild work. Guild members will apply their position documentation maps to the Train the Trainer process.

**Friday:**

***We will be joining [Leadership Track](#) for earlier sessions***

**11:00 am      *Emergency Response Scenarios in Groups***

Facilitators: Chris Spencer, Director of Risk Management and Training; Jerel Wilson, NICA Training Manager; Zach Covell (NICA Wisconsin), NICA Chief Course Marshal Guild Leader; Scott Zelenetz (NICA New York), NICA Medical Coordinator Guild Leader; and BJ Kisch (NICA New Jersey), NICA Operations Manager Guild Leader

Content: During this session, participants will break into groups by guild to review an emergency plan for a “mock NICA race” and collaborate on what their role would be in response to emergency table top drills (scenarios). Participants will apply their NICA experience, experience from outside of NICA, the event weekend emergency plan, weather guide and the NICA event emergency protocol among other documents. Following a report back of the table top drills by position, participants will participate in a roundtable plus/delta to identify quality NICA emergency planning and response.

Outcome: Attendees will be better prepared to manage emergencies and crisis in their leagues through having gone through simulated scenarios. Current knowledge and documentation will be tested for usability and applicability.

**12:00 noon      *Guilds Lunch- Open Campus***

**1:00 pm      *Risk Management for Core Race Staff***

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Facilitators: Chris Spencer, Director of Risk Management and Training; Jerel Wilson, NICA Training Manager

Content: During this session, participants will review current risk management trends, information from the safety study and will collaborate to provide ideas to contribute to an outline for a risk management training series specifically designed for Core Race Staff.

Outcome: Attendees will be better prepared to manage emergencies and crisis in their leagues through having gone through simulated scenarios. Attendees will have personal assessment of current knowledge and documentation will be tested for usability and applicability. Attendees will have key insights to where they can further develop within their role and the way they support their fellow Core Race Staff.

## **2:00 pm      *Assessing Competency in Quality NICA Event Programming***

Facilitators: Chris Spencer, Director of Risk Management and Training; Jerel Wilson, NICA Training Manager

Content: During this work session, guild members will work in small groups to apply job competencies to a role specific assessment rubric. We discuss the development of train the trainer for single role to training whole race staff.

Outcome: Information gathered from this session will be applied to each core race staff position and will be included in “Step 4: Apply” of the NICA Way of training in each position binder. Updates will be communicated in the Fall Guild meetings held in July/August 2018.

## **Saturday:**

***We will be joining [Leadership Track](#) for earlier sessions***

## **12:00 noon      *Guild Lunch Presented by CLIF Bar (with Leadership)***

## **1:00 pm      *Guild Outcome Review and Action Plan***

Facilitators: Jerel Wilson, NICA Training Manager; Chris Spencer, Director of Risk Management and Training; and NICA Guild Leaders

Content: During this session, Guild Leaders will work with their Guild to review the conference outcomes developed in the first session and develop an action plan to complete a provided action plan on the work required to meet the outcomes. Included in this action plan will be a needs assessment to prepare for the 2019 NICA National

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Conference.

Outcomes: Completed Action Plans by Guild and NICA National Conference 2019 needs assessment.

**2:00 pm      *Guild Action Plan Report Back***

Facilitator: Jerel Wilson, NICA Training Manager; and NICA Guild Leaders

During this session Guild Leaders will use leadership and presentation strategies learned throughout the conference to facilitate a presentation that reviews their role based action plans and needs assessment with the entire group. Included in the presentation will be ideas for collaboration required across other guilds to complete their work. Jerel will be compiling a list of recommended deliverables based on the recommendations of each Guild.

Outcomes: Complete list of recommended deliverables and needs assessment for the 2019 NICA National Conference. Each member has a plan for how to introduce development from conference to their league's Core Race Staff who weren't able to attend the conference.

