

# BE-Pro Conference

## Agenda

### Friday, January 8

6 – 8 p.m. Check-in — **Leslie Jordan reception** and expo

### Saturday, January 9

7 – 8 a.m. Check-in — **Rainbow Racing System breakfast** and expo

8 – 8:15 a.m. Welcome and introductions

8:15 – 10 a.m. Event management 101 – Curtis Fong, TGFT Productions  
An overview of running a bicycle event — A must for new ride directors and a great review for those with experience.

10 - 10:15 a.m. Break

10:15 - 11:30 a.m. Creating your image: Graphic design — Vicki Peterson, Peterson Design  
Create your graphic image through appealing brochures, print advertising, a website, clothing and souvenirs.

11:30 – 12:30 p.m. **Volér Team Apparel lunch**, expo

12:30 – 1:45 p.m. Risk management — Gary C. Brustin, Brustn Cycling Law  
Bike events offer a rewarding experience, but there are liability issues to consider. Learn best practices for protecting your organization.

1:45 - 2 p.m. Break

2 – 3:15 p.m. Volunteers — Jeff Kurtock, Grizzly Peak Century  
Events come together as a team effort. Learn how to find, train, manage and retain volunteers

3:15 – 3:30 p.m. Break

3:30 – 4:15 p.m. Credit card security — Todd Bellino, SignMeUp.com  
Why does credit card security matter? Learn what you need to know when choosing your online registration vendor to keep your information hacker-safe.

4:15 – 4:30 p.m. Break

4:30 – 5:00 p.m. Bandit riders — Discussion

5:00 – 5:30 p.m. Open forum and wrap up