



NAPRD
NATIONAL ASSOCIATION OF
PROFESSIONAL RACE DIRECTORS

2025 Annual Conference
November 20-21
Baird Center
Milwaukee, Wisconsin

Thursday, November 20th

**note all times are CST*

8:30 AM Welcome

- Bill Koch, Tom Schuler, Andrew Frey, and Lai King Moy- Tour of America's Dairyland Partners and local hosts
- VISIT Milwaukee

9:00 AM NAPRD State of the Union

- Bruce Dunn, NAPRD President

9:15 AM Beyond Race Day: Turning Your Event into a Year Round Brand

- James Grady - Formula Fixed, *moderator*
- Malcolm McCollam - Tulsa Tough
- Bill Koch - Tour of America's Dairyland

Most bike races rely on two income streams – entry fees and sponsors – but both have limits. This session explores how race directors can grow sustainable, year-round revenue by treating their events as brands, not just dates on a calendar. Join a candid discussion with fellow promoters on how to identify new revenue streams, activate your audience between races, and build long-term value for sponsors and participants alike.

10:30 AM 15 minute break

10:45 AM Data Driven Promoting

- Chris Tolley - Driveway Series
- Lucas Bourgoyne - Team Cadence Cyclery, 2025 National Pro Criterium Champion

Join Chris Tolley, Director of the Driveway Series for an insightful session on data strategy and sponsorship in the modern age. Learn actionable ways to collect and present data that drives results- and hear from Lucas Burgoyne on how he leverages social media analytics to attract sponsors.

12:00 PM Lunch

Thursday, November 20th

**note all times are CST*

1:15 PM Activity: If you have a problem, yo, we'll solve it! Collaboration and race hacks to enhance your event.

- Laura Reppert – Bucks County Classic
- Bruce Dunn – All Sports Productions

1:45 PM Knowing your operation

- Brad Spear – Tulsa Tough
- Andrew Frey – Tour of America's Dairyland

Event structure: defining roles and expectations, creating a build guide and production plan, crew delegation and volunteer integration.

2:45 PM Follow up Questions and Discussion

3:15 PM General Conference Adjourns

3:30 PM 2025 NAPRD Annual meeting

Current NAPRD and/or prospective members discuss future plans for the organization, hold board elections, and have annual business meeting.

6:00 PM Happy Hour/NAPY Awards *Café Benelux 346 N. Broadway, Milwaukee, WI 53210*

7:00 PM Dinner *Café Benelux 346 N. Broadway, Milwaukee, WI 53210*

Friday, November 21st

**note all times are CST*

8:30 AM Welcome, election results, and updates from 2025 NAPRD Annual Meeting

- Bruce Dunn – NAPRD President

8:45 AM USA Cycling: Operations Update and Looking Ahead

- Erika Lehman – Chief Operating Officer, USA Cycling

9:30 AM “Let's nerd out on data”

- Trish Black – Director of Event Services, USA Cycling

A look at the 2025 cycling landscape, as seen by USA Cycling, through numbers.

10:15 AM 15 minute break

10:30 AM National Series/ National Calendar

- Justin Evans – National Events Manager, USA Cycling

Friday, November 21st

**note all times are CST*

11:15 AM Safety and Risk Management

- Chuck Hodge – Advisor to USA Cycling

Event directors deal with a multitude of challenges under often dynamic conditions. USA Cycling will provide an overview of new initiatives surrounding crisis and risk management at events aimed at helping event organizers manage these challenges both before and after they occur.

12:00 PM Lunch

1:00 PM Activity: Annual Planning: Rapid Fire Workshop

- Erika Lehman– Chief Operating Officer, USA Cycling

1:30 PM Panel Discussion – Sponsorship Models for Teams

- Tom Schuler – Tour of America’s Dairyland, *moderator*
- Eric Hill – Project Echelon Racing
- Jeff Koontz – Visit Pittsburgh
- Nicola Cranmer – Virginia’s Blue Ridge TWENTY28 Cycling Team

2:15 PM Developing and growing grassroots racing through clubs & teams

- Lai King Moy – Tour of America’s Dairyland, *moderator*
- Mike Riva – Kenosha Velosport Cycling
- Jason McDowell – Gelbrückke Spirit of Sport
- Kelly Lambeth – Wisconsin Cycling Association President

2:45 PM 15 minute break

3:00 PM Beyond the finish line – Winning & How We Define Success

- Eric Hill – President and General Manager of Project Echelon

3:45 PM Key Takeaways

- Bill Koch – Tour of America’s Dairyland

4:00 PM Adjourn

*The 2025 NAPRD Conference is made possible through the support of:
National Association of Professional Race Directors, USA Cycling, Tour of America’s Dairyland,
Lowlands Group, Wisconsin Center District, Veolia, Hoard’s Cheese, and Colectivo Coffee*

To learn more about NAPRD or to become a member visit www.naprd.org