

2024 BC MTB SYMPOSIUM



MOUNTAIN BIKING BC
MOUNTAIN BIKING LIVES HERE 

**NARAMATA BC,
MAY 1-3, 2024**



Evan Wishloff



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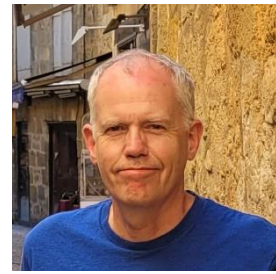




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Welcome to the 2024 MTB Symposium!

We are honoured and privileged to host this event on the traditional unceded lands of the Sylix Okanagan people who have lived here and cared for the land since time immemorial. The Okanagan Valley is one of the most unique scenic regions in the country offering both its residents and visitors a great climate and a fertile landscape in which to live, work, and play.

Since the last symposium at SilverStar Mountain Resort in September 2022 the mountain bike sector has continued to evolve, shaped by the post-COVID era and the implementation of the Declaration on the Rights of Indigenous Peoples. Both have profoundly impacted outdoor recreation and tourism. Since COVID, we have seen a significant increase in the use of trails and greater recognition for their value and benefits to health and our local economies. Our journey along the path toward reconciliation has been challenging but also represents an opportunity to rethink our values and build relationships that will ultimately improve the lives of all people in this province.

Our organization has also changed by taking on a new direction to provide a stronger voice for the mountain bike sector and leverage its connection with both tourism and outdoor recreation. About a year ago, Aviva Fialkow and Grant Lamont were brought on board to manage two very important initiatives; Aviva is responsible for Advocacy and Community Relations, and Grant has been tasked with implementing the Trail Stewardship Enhancement Project funded through the Destination Development Fund. You will learn more about some of their foundational work during the symposium; to establish principles for good relations with Indigenous communities, implement a provincial insurance program for mountain bike clubs, inform trail users through consistent signage at trailheads, and estimate mountain bike trail use across the province to quantify the sector's contribution to the provincial economy and the health and wellbeing of communities. We believe all of these efforts will help support stewardship and improve opportunities for mountain biking and trails in the future. But there is still a lot of work to be done and having the support and cooperation from all stakeholders will be critical.

To all the presenters, we thank you for the time and effort you have put into your presentations. And to all attendees, we look forward to hearing your voice over the next few days to share your perspective and ideas on how to shape the future of mountain biking in BC.

Have a great symposium!

Executive Director, MBTA/Mountain Biking BC

Thursday - May 2		LOCATION
7:30 AM - 8:30 AM: DELEGATE REGISTRATION at Naramata Centre		
7:30 AM - 8:15 AM: BREAKFAST in Columbia Hall Dining Room		
8:15 AM - 8:30 AM	Welcome: Martin Littlejohn	Columbia Hall Gymnasium
8:30 AM - 9:15 AM	Navigating the trail ahead: Insights & strategies for the mountain bike sector - John Hawkings, Louise Pedersen, & Walt Judas	
9:15 AM - 10:00 AM	Mountain Biking BC updates: Martin Littlejohn, Grant Lamont & Aviva Fialkow	
10:00 AM - 10:15 AM: BREAK in Columbia Hall Dining Room		
CONCURRENT SESSIONS		
10:15 AM – 11:05 AM	1A: Provincial insurance program for mtb clubs - Rachela Pollock & Ted Morton	Columbia Hall Gymnasium
	1B: The Jordie Lunn bike park - Yari Nielsen	Columbia Hall Lounge
	1C: Mountain bike injuries in resort mountain bike parks: Research, insights & setting a research agenda for the future - Tracey Dickson & Anne Terwiel	Alberta Hall
11:10 AM – 12:00 PM	2A: Smart trail planning with LiDAR - Wes Macaulay	Columbia Hall Gymnasium
	2B: Trail kiosk signage program - Grant Lamont & Ryan McAllister	Columbia Hall Lounge
	2C: The epidemiology of mountain biking injuries in BC - Matthew Smith	Alberta Hall
12:00 PM - 12:45 PM: LUNCH in Columbia Hall Dining Room		
12:45 PM - 1:15 PM	Keynote: Bettering our communities with trails - Matt Mosteller	Columbia Hall Gymnasium
1:15 PM - 2:15 PM	Panel: Trailblazing together: Empowering the mountain biking ecosystem - Matt Mosteller, Deanne Cotel, Kevin Dyck, & Curtis Pawliuk	
2:15 PM - 3:15 PM: BREAK in Columbia Hall Dining Room		
CONCURRENT SESSIONS		
2:30 PM - 3:15 PM	3A: Mountain biking for everyone: Elladee Brown, Norma Ibarra, Sierra Roth, Chancellor Amos	Columbia Hall Gymnasium
	3B: Squamish mtb economic impact study 2023 - Ian Lowe & Natalie Carlberg	Columbia Hall Lounge
	3C: Balancing growth & capacity: strategies, struggles, & successes of the FVMBA, a non-profit trail association -Penny Deck & Lynda Ferris	Alberta Hall
Group rides		
4:00 PM	3 ride options: Green, blue, & black with multiple leaders.	Meet at Naramata Centre
EVENING SOCIAL		

5:30 PM - 7:30 PM	Twisted Chop Sticks Food Truck @ Naramata Centre (\$20 entries incl soft drink, tax & grat)	Naramata Centre
7:30 PM	Film premiere: Dirt Relations, followed by Q&A Session with Indigenous Youth Mountain Biking Program	Columbia Hall Lounge
Friday - May 3		
7:30 AM - 8:30 AM	DELEGATE REGISTRATION	Naramata Centre
7:30 AM - 8:30 AM: BREAKFAST in Columbia Hall Dining Room		
8:30 AM - 9:30 AM	Panel: Reconciliation in recreation & fostering good relations in the bike community - Roxanne Joe, Sandy Ward, Chancellor Amos & Dale Tomma	Columbia Hall Gymnasium
9:30 AM - 10:00 AM	Welcome blessing & territorial history - Kim Montgomery (Okanagan Nation Alliance)	
10:00 AM - 10:15 AM: BREAK in Columbia Hall Dining Room		
CONCURRENT SESSIONS		
10:15 AM – 11:05 AM	1A: Collaborative community trail planning - Jen Bellhouse & Adrian Bostock	Columbia Hall Gymnasium
	1B: Building the best sanctioned trail in the Kamloops area: A case study in legacy building & community stewardship. Stumpweed, the trail, the community - Ted Morton, Sam Loxton & Mike Sleziak	Columbia Hall Lounge
	1C: Minimize wildlife disturbance with trail planning, design and management - Matt Hadley	Alberta Hall
11:10 AM – 12:00 PM	2A: MTB career opportunities: Training programs to support growth in the mtb sector - Blake Rowsell	Columbia Hall Gymnasium
	2B: Effective management of Fernie's trail network - Wade Hawkins & Melanie Wrigglesworth	Columbia Hall Lounge
	2C: Do you wish you had more motivated volunteers? - Rosemarie Perkin	Alberta Hall
12:00 PM - 12:45 PM: LUNCH in Columbia Hall Dining Room		
12:45 PM - 1:30 PM	Keynote: Wildlife wise: strategies for responsible recreation - Nadine Raynolds	Columbia Hall Gymnasium
1:30 PM - 2:15 PM	Panel: Recreation planning with a stewardship mindset - Adrian Bostock, Moe Nadeau, John Hawkings, Gavin Conner	
CONCURRENT SESSIONS		
2:20 PM – 2:55 PM	3A: Louise Pedersen: DIY recreation user/visitor research guide	Columbia Hall Gymnasium
	3B: Jenn Marshall: Sharing trails with the equine community	Columbia Hall Lounge
	3C: Ciel Sanders: Greenway trails for all – challenges of the BC Rails-to-Trails initiative	Alberta Hall
3:00 PM – 3:30 PM	Symposium wrap-up session: The future of advocacy for the mountain bike sector	Columbia Hall Gymnasium

Morning Sessions: Thursday May 2, 2024

Thursday 8:15 AM - 8:30 AM	Welcoming remarks	Columbia Hall Gymnasium
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Mountain Biking BC’s Executive Director, Martin Littlejohn kicks off the Symposium with some opening remarks.

Thursday 8:15 AM – 9:15 AM	Navigating the trail ahead: Insights & strategies for the mountain bike sector	Columbia Hall Gymnasium
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Join us for an insightful presentation where three industry leaders delve into the latest updates, challenges, and opportunities shaping the landscape of the mountain bike sector. Each presenter will have 15 minutes to share their expertise, offering valuable insights, forecasts, and actionable recommendations to help stakeholders navigate the trail ahead.

Panel members: John Hawkings (Ministry of Environment & Climate Change), Louise Pedersen (Outdoor Recreation Council of BC), & Walt Judas (Tourism Industry Association of BC).

Thursday 9:15 AM - 10:00 AM	Mountain Biking BC updates	Columbia Hall Gymnasium
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The Mountain Biking BC team will share a high-level overview of their work over the past year and vision for the future.

Presenters: Martin Littlejohn (Executive Director), Grant Lamont (Project Director) & Aviva Fialkow (Manager, Advocacy & Community Relations).

10:00AM - 10:15AM: Break
10:15AM - 11:05 AM: Concurrent Sessions

Thursday 10:15 AM – 11:05 AM	1A: Provincial insurance program for mountain bike clubs	Columbia Hall Gymnasium
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Rachela and Ted will discuss the vital importance of implementing robust risk management strategies in our growing mountain biking community. With the sport's popularity surging and tourism flourishing, an opportunity exists to develop an initiative to standardize insurance policies and streamline operational processes for clubs statewide. Let's ensure the safety of riders and the sustainability of our trails while fostering continued growth in the industry.

Presenters: Rachela Pollock (Acera Insurance) & Ted Morton (All Mountain Productions & Consulting Inc).

Thursday 10:15 AM – 11:05 AM	1B: The Jordie Lunn bike park	Columbia Hall Lounge
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In 2019, under the direction of Council, Langford began work on a Velosolutions designed and built pump track and, working with a local biking society, constructing a cyclecross track through a 15 acre

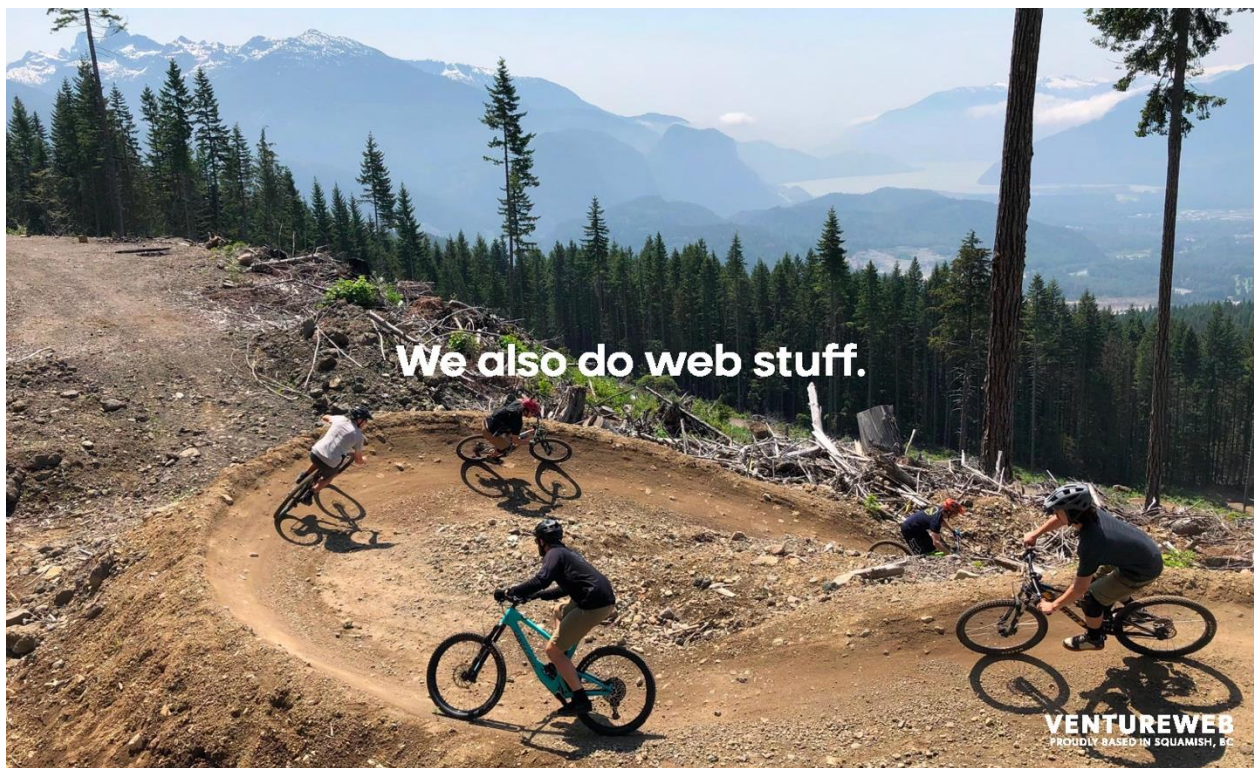
City owned property. During planning, the City worked out short and long term leases with a local developer, Westhills, to create a destination mountain bike park on an additional 90 acres. Yari and Wolfgang will provide a history of how the Jordi Lunn bike park came to be, and will also discuss the ongoing maintenance, operation and risk management required.

Presenters: Yari Nielsen (City of Langford) and Wolfgang Schoenefuhs (City of Langford).

Thursday 10:15 AM – 11:05 AM	1C: Mountain bike injuries in resort mountain bike parks: Research, insights & setting a research agenda for the future	Alberta Hall
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This workshop will provide an overview of research on injuries in lift-accessed mountain biking. Then the larger part of the workshop will be a discussion about what information and research is needed about mountain bike safety (in resorts and beyond), and what is available to guide an industry-relevant research agenda. This workshop will be especially useful for, bike park managers, mountain bike instructors and coaches, bike park designers and builders, bike park patrollers, insurance and risk managers, as well as any others interested in reducing the risk of injury and increasing the risk of fun!!

Presenters: Tracey J. Dickson is (University of Canberra, Australia) and Anne Terwiel (Thompson Rivers University).



11:10AM - 12:00PM: Concurrent Sessions

Thursday 11:10 AM – 12:00 PM	2A: Smart trail planning with LiDAR	Columbia Hall Gymnasium
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Using free highly-detailed provincial and federal digital topographic data, learn how to plan and 3D visualize new trails efficiently and ensure they meet the design criteria intended for the trail. Attendees

will learn how to use free GIS tools to save days, if not weeks off the time needed to plan new trails, and see how FVMBA has been using QGIS to plan and reroute trails for MTB and adaptive MTB users. What do you need or want to do when mapping trails? What problems do you have? Email wes@fvmba.com and I'll try to address them in the session.

Presenter: Wes McCauley (Fraser Valley Mountain Bikers Association and University of Fraser Valley)

Thursday 11:10 AM – 12:00 PM	2B: Trail kiosk signage program	Columbia Hall Lounge
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Grant will provide an overview of the Trail Kiosk Signage program, which aims to assist mountain biking clubs and permit holders around the province to upgrade, replace or introduce new trailhead kiosks and associated signage. Ryan will share about the new Kiosk Signage creation tool.

Presenters: Grant Lamont (Mountain Biking BC) and Ryan McAllister (Recreation Sites and Trails BC).

Thursday 11:10 AM – 12:00 PM	2C: The epidemiology of mountain biking injuries in BC	Alberta Hall
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This presentation will identify current injury patterns seen in MTB injuries across BC, and discuss how this affects the industry. We will discuss risks to participants, operators, guides, coaches and brands, as well as identifying current best practices to mitigate them. WE will discuss equipment standards, Emergency Response Planning, First Aid training standards, and touch briefly on insurance.

Presenter: Matthew Smith (Canadian Outdoor Medical Consulting)

12:00 PM – 12:45 PM Lunch

Afternoon Sessions: Thursday May 2, 2024

Thursday 12:45 PM - 1:15 PM	Keynote: Bettering our communities with trails	Columbia Hall Gymnasium
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This session will enhance all clubs and raise the awareness of the value of mountain biking in BC. From large to small mountain bike clubs, we have so much knowledge and expertise. Through sharing knowledge and striving for unity, together we can raise the awareness of the value of mountain biking in BC.

Presenter: Matt Mosteller (KORE Outdoors, Resorts of the Canadian Rockies)

Thursday 1:15 PM - 2:15 PM	Panel: Trailblazing together: Empowering the mountain biking ecosystem -	Columbia Hall Gymnasium
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Explore how non-profit partnerships enhance trails, conserve nature, support healthy lifestyles, and unite communities. Learn about collaborative opportunities and best practices for a sustainable mountain biking ecosystem.

Panel members: Matt Mosteller (KORE Outdoors, Resorts of the Canadian Rockies), Deanne Cote (NSMBA), Kevin Dyck (PACA), and Curtis Pawliuk (VARDA)

2:15 PM – 3:15 PM: Break

2:30 PM – 3:15PM: Concurrent Sessions

Thursday 2:30 PM – 3:15 PM	3A: Mountain biking for everyone	Columbia Hall Gymnasium
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How do we make mountain biking a more accessible, diverse, inclusive and welcoming sport for everyone who is interested? This session brings together mountain bikers from diverse backgrounds to discuss barriers to entry within the sport, as well as opportunities to break through them.

Presenters: Elladee Brown, Norma Ibarra (Mountain Biking BC), Sierra Roth (Bowhead Corp), Chancellor Amos (Go by Bike BC).

Thursday 2:30 PM – 3:15 PM	3B: Squamish mountain biking economic impact study 2023	Columbia Hall Lounge
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In 2023 SORCA embarked on what their researcher believes is the largest mtb-specific social, cultural and economic study ever conducted in Canada. Representatives of SORCA will share what drove them to conduct the study and what some of the more compelling data points were to emerge that will be leveraged to future-proof their organization and mountain biking in Squamish.

Presenters: Ian Lowe & Natalie Carlberg (Squamish Off-road Cycling Association)

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<p>Thursday 2:30 PM – 3:15 PM</p>	<p>3C: Balancing growth & capacity: strategies, struggles, & successes of the FVMBA, a non-profit trail association</p>	<p>Alberta Hall</p>
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As trail use increases, how do we keep up? A look at volunteer recruitment, training, & engagement, on the trails and off, while establishing a strategic plan for a sustainable organization.

Presenters: Penny Deck & Lynda Ferris (Fraser Valley Mountain Biking Association)

4:00 PM – 5:30 PM **Join us after the sessions for a group ride at the 3 Blind Mice Trail Network.**

5:30 PM – 7:30 PM **Twisted Chop Sticks Food Truck @ Naramata Centre (\$20 entries incl soft drink, tax & gratuity)**

7:30 PM – 8:45 PM **Film premiere: Dirt Relations, followed by Q&A Session with Indigenous Youth Mountain Biking Program**

Morning Sessions: Friday May 3, 2024

7:30AM - 8:30AM Breakfast in Columbia Hall Dining Room
8:30AM – 10:00 AM Morning sessions in Columbia Hall Gymnasium

8:30 AM – 9:00 AM	<i>Panel: Reconciliation in recreation & fostering good relations in the bike community</i>	Columbia Hall Gymnasium
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Presenters: Roxanne Joe (Lil'wat Nation), Sandy Ward (Lil'wat Nation & Indigenous Women Outdoors), Chancellor Amos (Go by Bike BC) & Dale Tomma (City of Revelstoke)

Before British Columbia became known as a world-class destination for outdoor recreation, it was home to more than 200 First Nations. This presentation will share examples about the importance of advancing reconciliation through outdoor recreation, and how the two intersect to uplift one another. The discussion will be followed by a panel on how we can play a role in fostering good relations between the mountain biking industry and First Nations.

9:30 AM – 10:00 AM	<i>Welcome blessing & territorial history</i>	Columbia Hall Gymnasium
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Presenter: Kim Montgomery (Okanagan Nation Allianice)

10:00 AM – 10:15 AM Break
10:15 AM – 11:05 AM Concurrent Sessions

10:15 AM – 11:05 AM	<i>1A: Collaborative community trail planning</i>	Columbia Hall Gymnasium
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Collaborative community trail planning involves recreation users, First Nations, government officials, and sector partners in the decision-making process. This approach aims to build consensus and support for recreation management decisions by ensuring that all voices are heard and that different perspectives are considered. This is an important process that benefits land management and trail planning, and requires a coordinated effort from all stakeholders, including government, recreation users and private sectors.

Presenters: Jen Bellhouse & Adrian Bostock (Shuswap Trail Alliance)

10:15 AM – 11:05 AM	<i>1B: Building the best sanctioned trail in the Kamloops area: A case study in legacy building and community stewardship. Stumpweed, the trail, the community.</i>	Columbia Hall Lounge
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This presentation explores how a trail project can build strategic partnerships with commercial operators (or anyone really!), increase capacity, utilize local knowledge/skill, build/maintain infrastructure at nominal costs, and support tourism without sacrificing local experiences. This is SPRTA!

Presenters: Ted Morton (All Mountain Productions & Consulting Inc), Sam Loxton & Mike Sleziak (Sun Peaks Resort)

10:15 AM – 11:05 AM	1C: Minimize wildlife disturbance with trail planning, design and management	Alberta Hall
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A summary of best practices for trail groups who plan, design and manage non-motorized trails to minimize disturbance of or conflict with wildlife, specifically large carnivores. Focusing on BC’s habitats, this presentation delivers a series of recommendations that span for trail planning (macro environmental factors) to trail design (specific environmental features) to trail management (human use and maintenance).

Presenter: Matt Hadley (McElhanney)

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11:10 AM – 12:00 PM	2A: Mountain biking career opportunities: Training programs to support growth in the mountain biking sector	Columbia Hall Gymnasium
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This is a facilitated panel session to identify opportunities to support the mountain bike tourism industry through education and training opportunities. We will dig into industry needs, successes and future opportunities to strengthen the industry through training and education. You will be actively participating and identifying needs and opportunities in your area. Please bring technology (ideally laptop or tablet) to actively participate in online activities. The goal of the session is to highlight how training at all levels can make your part of mountain bike tourism more successful. A question to consider before the session: How can education and or training help build a workforce that is prepared to work in the MTB landscape.

Facilitator: Blake Rowsell (Capilano University)

Panel members: Kelli Sherbinin (Endless Biking and PMBA), Shelley Quinn (Whistler Adventure School), and Peter Larose (Larose Research & Strategy, KBRA Board Member & TRU Faculty)

11:10 AM – 12:00 PM	2B: Effective management of Fernie's trail network	Columbia Hall Lounge
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Many trail networks in British Columbia offer multiuse recreation, benefitting users year-round. The Fernie Trail Alliance maintains and grooms 370 kms of trails, which requires effective collaboration and communication across 8 different committees. Join Wade Hawkins and Melanie Wrigglesworth as they explore strategies for more effective trail management.

Presenters: Wade Hawkins & Melanie Wrigglesworth (Fernie Trails Alliance)

11:10 AM – 12:00 PM	2C: Do you wish you had more motivated volunteers?	Alberta Hall
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This talk is for anyone interested in attracting new volunteers or retaining current volunteers, through the lens of Rosemarie's volunteer motivation research study completed with SORCA in 2022. She will cover what motivates a trail association's volunteers and strategies to harness those motivations. She will also discuss an interesting finding that came up in the study – that volunteering is intimidating, and people may be hesitant to volunteer.

Presenter: Rosemarie Perkin (Capilano University & Squamish Off-road Cycling Association)

12:00 PM – 12:45 PM Lunch
12:45 PM – 3:30 PM Afternoon sessions

12:45 PM – 1:30 PM	Keynote: Wildlife wise: Strategies for responsible recreation	Columbia Hall Gymnasium
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People are recreating in more places, more often, and going farther and faster than ever before. As trails get busier, it is important to make sure people can get outside and have fun while safely sharing space with wildlife — and other people. This talk will share information on how recreation can impact wildlife, offer insights from a recent recreation ecology study in B.C., and explore best practices and solutions for being wildlife wise.

Presenter: Nadine Raynolds (Yellowstone to Yukon)

1:30 PM – 2:15 PM	Panel: Recreation planning with a stewardship mindset	Columbia Hall Gymnasium
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A stewardship mindset is a critical component of creating a culture of care in our mountain biking community and industry. This panel will explore recreation planning and stewardship from a variety of perspectives and experiences, including as active participants in reconciliation and working in ethical space, planning with wildlife and the environment in mind, and approaching our work and fun through a lens of reciprocity.

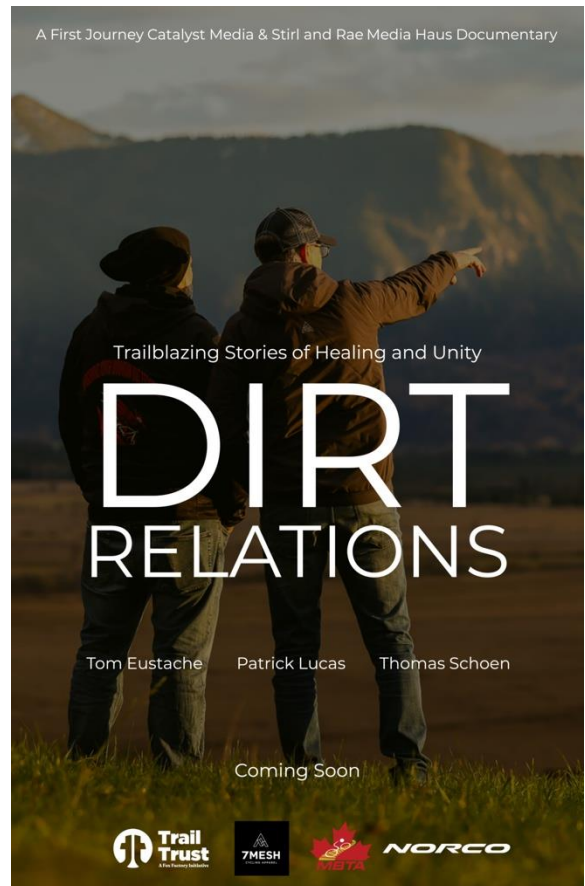
Facilitator: Nadine Raynolds (Yellowstone to Yukon)
 Panel members: Adrian Bostock (Shuswap Trails Alliance), Moe Nadeau (Moe Nadeau Consulting), John Hawkings (Province of BC), & Gavin Conner (GConcepts Consulting).

2:30 PM – 3:00 PM Concurrent Sessions

2:30 PM – 3:00 PM	3A: Greenway trails for all: Challenges of the BC Trail Rails-to-Trails initiative	Columbia Hall Gymnasium
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The rail trails and pathways that make up the Trans Canada Trail were always intended to be for a greenway for active outdoor recreation. In British Columbia there is no longer a non-motorized designation for much of the Trans Canada Trail in south-central British Columbia. Shouldn't BC conserve and invest more into these rails to trails so they are safe, accessible and comfortable for people of all ages and abilities?

Presenter: Ciel Sanders (Trails BC)



In BC,

2:30 PM – 3:00 PM	3B: Sharing trails with the equine community	Columbia Hall Lounge
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The presentation will have an overview of the Back Country Horseman of BC, a volunteer driven outdoor recreation organization, highlighting the common goals and interests they share with other user groups and identifying past and current projects. Jenn will discuss equine safety and psychology to help better prepare trail encounters, sharing helpful tips for trail emergencies involving equine and highlight the importance of multiuser communication and collaboration

Presenter: Jenn Marshall (Backcountry Horsemen of BC)

3:00 PM – 3:30 PM Symposium wrap-up session

3:30 PM – 3:30 PM	<i>Final session: The future of advocacy for the mountain bike sector</i>	Columbia Hall Gymnasium
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Closing off the Symposium, the Mountain Biking BC team will discuss pressing advocacy issues facing BC's mountain bike sector and the importance of collaborating to increase support for the sport we love.

Presenters: Martin Littlejohn, Grant Lamont & Aviva Fialkow (Mountain Biking BC)

Presenter Profiles



Adrian Bostock

Adam is a researcher and active community member in the adventure recreation industry. The goal of his work is to empower tourism communities and improve adventure destination resilience through strategic planning and collaboration. With projects from Mexico to the Arctic Circle of Norway, he's building a global perspective to combat global challenges.



Aviva Fialkow

Aviva is the Manager for Advocacy and Community Relations with Mountain Biking BC. As someone still relatively new to the mountain biking community, she is passionate about creating inclusive and accessible initiatives for people of all ages and ability levels to immerse themselves in the joys of mountain biking. Through her role, she hopes to encourage responsible recreation practices and stewardship from the biking community while advancing reconciliation.



Blake Rowsell

Blake is an instructor at Capilano University in the Tourism and Outdoor Recreation Departments. He is the coordinator for a very small mountain bike club in an 'end of the road' town. Blake is an avid mountain biker that is enjoying viewing mountain biking through the lens of his young boys.



Chancellor Amos

Chancellor Is from the Ehattesaht First Nation on Vancouver Island and is the Indigenous Outreach Coordinator with GoByBike BC. His career is focused on promoting mountain biking with Indigenous people across BC. He has been a level 1 PMBIA coach for a year, with goals of getting Level 2 in May.



Ciel Sander

Ciel is President of Trails Society of BC, incorporated in 1994 to assist BC in placing the Trans Canada Trail in BC. She advocates for greenway trails such as the BC Trail to be prioritized for human powered transportation for active travel and transportation.



Curtis Pawliuk

Curtis landed his dream *job as* the General Manager *for the* Valemount and Area Recreation Development Association (VARDA). Working for VARDA, he manages and develops outdoor recreation opportunities for Valemount and work alongside some amazing volunteers.



Dale Tomma

Dale is a member of the kwlāx te Secwepemcúíecw Little Shuswap Lake Band and works as the Indigenous Relations Liaison for the City of Revelstoke's Economic Development Department. Dale is passionate about cultural revitalization, values community, family and enjoys spending time connecting with nature through mountain biking, splitboarding, hiking and paddling.



Deanne Cote

Deanne is the Executive Director at the North Shore Mountain Biking Association (NSMBA). She has been involved with mountain biking for over 20 years in all capacities, from XC racer, to coach, official, event organizer, director, instructor and trail builder. The sport has been her love and passion from the moment she bought my first mountain bike.



Elladee Brown (Symposium MC)

Elladee was raised in the small interior town of Nakusp, BC. She now calls North Vancouver home but continues to travel extensively through the Province. She's been involved in the bike industry since the mid-80's as a racer, rep, instructor, guide, advocate, explorer and writer.



Gavin Conner

Gavin is an outdoor adventure enthusiast that is dedicated to planning and designing innovative and sustainable outdoor recreation developments within rural & urban communities. Gavin's philosophy is to provide communities with the highest quality of outdoor recreational space through proper design and integrative/innovative practices."



Grant Lamont

Grant is the Project Director with Mountain Biking BC and has been dedicated to enhancing and growing British Columbia's trail network for over 55 years. He has made a remarkable career of helping communities, recreation tourism operators and government agencies develop BC into a world-class mountain biking destination.



Ian Lowe

Ian and his family are settlers to Squamish. After graduating from UBC, Ian moved to the sea-to-sky pursuing his hospitality career. In 2022, Ian was hired as the first full-time ED for SORCA and has been a member for nearly 20 years, 6 of these as a board of directors.



Jen Bellhouse

Jen is the Executive Director of the STA, with background in environmental sciences, and has a Bachelor of Applied Sciences in Conservation Enforcement. She brings a strong diverse background working in the environmental sector and has managed a variety of projects for various levels of government. She specializes in grant writing, management, and reporting.



Jennifer Marshall-Born

Jennifer is the Trails Lead for Okanagan Chapter of Back Country Horsemen of BC and newly appointed Provincial Trails Committee member, Okanagan Rep for BC Carriage and Driving Society, member of the Kelowna riding club and Horse Council and newly involved with ALERT(Animal Lifeline Emergency Response Team).



John Hawkings

John is the Executive Lead, Recreation Strategy and Service Transformation in the Ministry of Environment and Climate Change Strategy. Prior to his current role, John was the Executive Director of Recreation Sites and Trails BC from 2015 to 2022 and the Provincial Trails Manager before that.



Matt Hadley

Matt has been maintaining, building, and designing trail networks since age 5. With 6 years on the Canadian National MTB team, he has experienced and raced trail networks worldwide, and incorporated these learnings into all his trail projects. Matt is now the lead for McElhanney's Outdoor Recreation Infrastructure Trails team and has worked on hiking and MTB trails across Canada.



Kelli Sherbenin

Kelli is the President of Co-owner of Endless Biking. She is also a professional Instructor & guide, PMBIA Course Conductor and Director of Operations.



Kevin Dyck

Kevin is the first Executive Director at the Penticton and Area Cycling Association (PACA), Kevin brings a wealth of leadership and non-profit experience to the table. He's as comfortable writing grants as he is careening down a mountain, but his scars suggest he's probably better at the former!



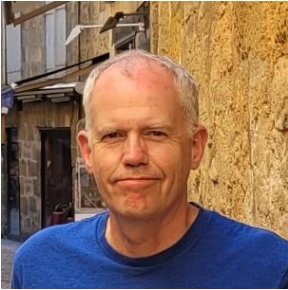
Louise Pedersen

Louise is the Executive Director for the Outdoor Recreation Council of BC (ORCBC). She joined the ORCBC in 2019 with a vision to enhance the impact, diversity and sustainability of the organization. She holds an M.Sc. in natural resource management and a post-graduate diploma in public relations.



Lynda Ferris

Lynda is the FVMBA Executive Manager, Race Director Peaks 'n Valleys and the Director of the Chilliwack Park Society.



Martin Littlejohn

Martin has been working in BC’s mountain bike sector since 2005. As the Executive director of the Mountain Biking BC and the Western Canada Mountain Bike Tourism Association (MBTA), he facilitates provincial marketing efforts with over 40 communities and 8 resorts representing every region of the province.



Matt Mosteller aka Powder Matt

Matt is on a mission to share the positive energy of the mountains and his crazy love for flakes. He lives along the storied Powder Highway of British Columbia and he co-founded a non-profit, KORE Outdoors, which supports entrepreneurs of all ages in making craft outdoor gear, providing local jobs.MBTA board.



Matthew Smith

Matthew Smith is a Critical Care flight paramedic, wilderness first aid educator and bike park/ski patroller based in Squamish. He is the director of Canadian Outdoor Medical Consulting, and is the medical team lead for the Canadian Enduro Series, Squamish Enduro and other events. He has a passion for risk management and training, austere environment medicine, and playing in the mountains as much as possible.



Melanie Wrigglesworth

Melanie is the Executive Director with the Fernie Trails Alliance. She strongly believes in the importance of getting outside and being part of nature. Melanie started the local chapter of Cycling Without Age in Fernie so that seniors and less abled members of our community would be included and able to use our wonderful trail system.



Moe Nadeau

Moe is a dynamic planner, working in responsible recreation and trail planning. Specializing in Ethical Space, Moe considers how collaborative processes support equitable decision-making. Her master's in Resource Management imbues her work with a conservationist perspective. Moe brings diverse perspectives together, creating positive, approachable spaces for understanding complex issues.



Nadine Raynolds

Nadine is a Manager with the Communities & Conservation team at Yellowstone to Yukon Conservation Initiative (Y2Y). Y2Y is one of the planet's leading mountain conservation initiatives aiming to protect and connect habitat so people and nature can thrive. Nadine's work focusses on human-wildlife co-existence and promoting well-planned and managed recreation.



Natalie Carlberg

Natalie's lived in the Sea-to-Sky corridor for 8 years and thrives in the mtb world, serving on SORCA's board and working full-time at Pinkbike. Her background in economics helped in completing the 2023 mtb impact study. When not advocating for trails, you'll find her teaching piano or trying to surf.



Norma Ibarra

Norma is the Digital Community Manager with Mountain Biking BC. She is a Mexican multidisciplinary artist, content creator, community organizer, marketer and adventure seeker maneuvering boundlessly through photography, videography, and adventure sports.



Penny Deck

Penny is the FVMBA Operations Manager, NSMBA Trail Builder, past Trail Academy Lead for NSMBA



Peter Larose

Peter is a tourism policy and research specialist who has worked on a variety of issues related to mountain resort tourism for 20 years; including projects related to B.C.'s Adventure Tourism Policy, park use permit issues, land user conflicts, resource roads, sustainability planning, resource sector collaborative frameworks, economic impact studies, and others. He is an instructor at TRU's Faculty of Adventure, Culinary Arts, and Tourism and a director for Mountain Biking BC.



Rachela Pollock

Rachela is an experienced professional with over a decade in tourism, serves as a Commercial Client Executive at Acera Insurance. Recognized for client-centered solutions, she specializes in strategic risk management for Outdoor Recreation & Adventure Tourism. Rachela's dedication to excellence and expertise in specialized markets make her a trusted advisor in the insurance industry.



Rosemarie Perkin

Rosemarie is a leadership and negotiations lecturer at Capilano University and a SORCA Board Director. She conducted her research on volunteer motivation while completing her master's degree in leadership at Royal Roads University. You can always find her trying out something new...



Roxanne Joe

Roxanne Joe's traditional name is Xzúmalus (BigEyes), skwátsits. She is of the Lil'wat Nation. Roxanne has been employed by the Lil'wat Nation since 2021 in the Lands and Resources Department as Project Co-Ordinator, and also serves as an elected leader for the nation. She has also been a volunteer, consultant and member of the PORCA and the PVTA.



Ryan McAllister

Ryan is the Acting Trails Specialist with Recreation Sites and Trails BC. He has held multiple roles with the Province of British Columbia throughout his career



Sandy Ward

Sandy Ward is a member of the Lil'wat Nation and a founding member of Indigenous Women Outdoors. She has spent most of her life on snow as a competitive halfpipe rider, First Nations Snowboard Team coach and now lead of the Indigenous Women Outdoors Backcountry Mentorship Program.



Shelley Quinn

Shelley is the General Manager and Sales Director at the Whistler Adventure School



Shelley Witzky-Spemulecw

Shelley (early-riser) is Secwepemc Nation by blood, a Cultural Carrier and passionate about ancient cultural heritage and tmicw (land). She holds a BA in Political Science and Anthropology from UVic and is a candidate for a Master’s in Interdisciplinary Studies with RRU. She grows heirloom vegetables and hikes local trails.



Sierra Roth

Sierra is a wheelchair user, para-athlete, and Kinesiology graduate, and also the first woman to compete in an adaptive mountain bike race series EVER! She is passionate about supporting others living with disabilities in becoming physically active, strive for excellence, and continue to teach related lifestyle habits that can directly impact quality of life.



Ted Morton

Ted is the managing director of All-Mountain Productions and Consulting Inc.(AMPC), specializing in project management services for a myriad of MTB, trail, and tourism related projects. Since 2020, Ted has secured more than \$5m in funding for trail organizations. He is also the founder of the Canadian Enduro League.



Tracey Dickson

Tracey is an Associate Professor Event and Tourism Management, Canberra Business School, and the Research Institute for Sport and Exercise, University of Canberra, Australia. After working in outdoor education for many years, Tracey has taken her knowledge about risk management in the outdoors into her research about snowsport injuries and now mountain bike safety.



Wade Hawkins

Wade is an award-winning educator, researcher, entrepreneur, conservationist and executive with over 30 years of experience in the Canadian Geomatics industry. Over that time, Wade has fostered strategic partnerships through his work and volunteer endeavours, including in his role as the Secretary for the Fernie Trails Alliance.



Walt Judas

With over 30 years in tourism, Walt leads as CEO at TIABC, shaping advocacy, strategy, and member relations. Previously, he spent 15+ years at Tourism Vancouver. Active in various boards and committees, including the Provincial & Territorial Tourism Industry Association.



Wes Macaulay

Wes is a director with the Fraser Valley Mountain Bikers Association, and an associate professor at the University of the Fraser Valley where he teaches architectural design. In his nonexistent spare time he is the product manager for ShuttleRack, which builds vertical bike racks in Chilliwack, BC.



Wolfgang Schoenefuhs

Wolfgang is the Parks Planning Coordinator for the City of Langford. He formerly worked as a Planning Technician with the Planning and Land Development team before joining the Parks department. He has worked for both Metro Vancouver Parks and BC Parks. He enjoys spending his time exploring the backcountry and volunteering for his local Search and Rescue Organization.

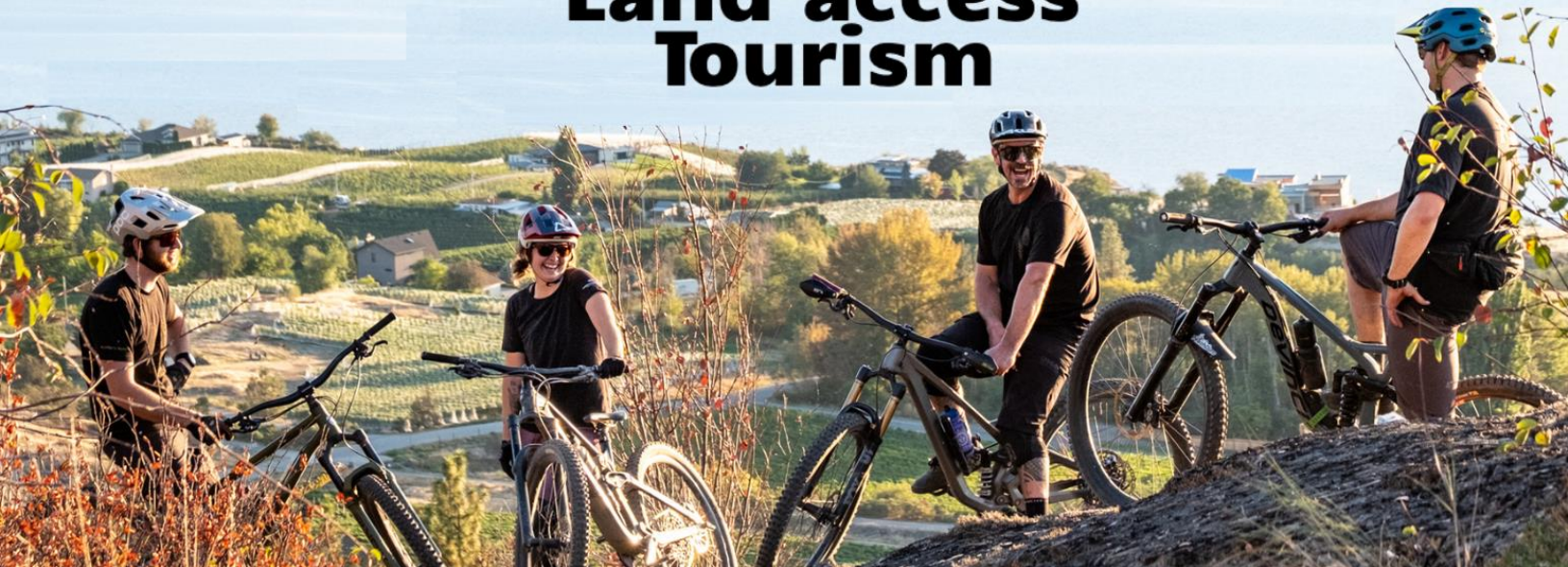


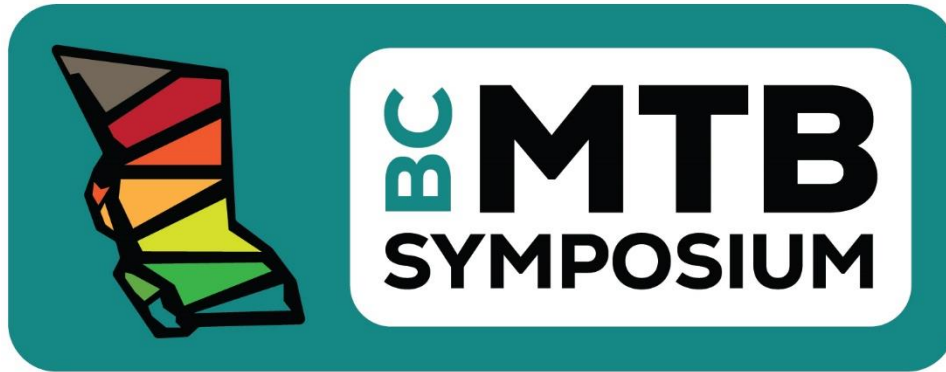
Yari Nielsen

Yari is the Director of Parks, Recreation and Facilities for the City of Langford. He enjoys hiking, camping, mtn biking, hunting, and exploring. Yari is a Registered Forest Technologist with the Forest Professionals of BC. He has worked with the City of Langford since 2011, starting as a Junior Parks Tech and becoming Director in 2021.

What do you think is going to have the greatest impact on mountain biking in the next 5 years?

Wildfires
Environment
Climate change
Indigenous rights
Government relations
Liability, insurance, risk
Existing trail maintenance
Declining volunteerism
Sustainable funding
E-bike integration
Trails regulations
Reconciliation
Land access
Tourism





Thank you to our volunteers and sponsors!

On behalf of Mountain Biking BC and the Symposium organizing committee, we would like to thank the volunteers from the Penticton Area Cycling Association (PACA), the staff at the Naramata Centre, our ride leaders, and Freedom Cycles for providing the shuttles (as well as to all shuttle drivers).

We are so grateful for your hard work and your help in making the symposium a success!

