

7th ANNUAL NOVA SCOTIA  
**CYCLING**  
SUMMIT:  
CREATING A CYCLING CULTURE



Saturday, May 5, 2012 **Mahone Bay Centre** Mahone Bay, Nova Scotia  
45 School Street

## SUMMIT AGENDA

Saturday, May 5

9:00 Arrival and Check-in

9:30 Champions of Change

We'll begin the day helping people to realize the role they play in building a cycling community in NS. Many folks in the crowd will already be champions, but whether or not we see ourselves in this role is another question. We'll step outside of the 'cycling community' to help us examine the questions "are you a champion" and "what do champions do to effect change?" Amy Schwartz (Department of Health and Wellness, Physical Activity, Sport, and Recreation) will recount her recent experiences in Peru where she has been studying how government-NGOS-business work together on community development. Along the way she encountered many examples of people making differences in their communities in creative ways. This session will also help frame the conversation that will be had in the Bicycle Nova Scotia strategic session at 2:50.

10:15 Break

10:20 Breakout Session #1

### A. Land Use Agreements

Uniacke House and the Truro Trails are recent good examples of cycling groups working with land management agencies to improve cycling opportunities. We will examine these models and explore how to expand their reach across Nova Scotia. Join Garnet McGlaughlin of Cobequid Trails Consulting who worked on the Truro Trails project; Peter Labor, manager of the Protected Spaces branch of the Department of Environment; and Peter Francis - Trails Coordinator with DNR as we examine the role of the cycling community in public land planning and management and the steps involved in securing land for trail development.

### B. Cycling Tourism

What do we know about our cycling visitors? What types of information and resources are visiting cyclists seeking? How are Nova Scotia cycling opportunities currently promoted (by tourism, touring companies, guides and communities) and what are visitors saying about their cycling experience here? Join us for a discussion on cycling tourism, including opportunities for shaping cycling content on novascotia.com, creating cycling itineraries, and how you can best present your market-ready cycling experiences to visitors. Speakers include Trudi Curley, Destination Bluenose Coast; Philip and Cathy Guest, Freewheeling Adventures; and Heather Yule, Nova Scotia Economic and Rural Development and Tourism.

11:20 Break

11:25 Women in Cycling

If the bicycle emancipated women, then why are 2 out of 3 cyclists men?

This session will begin with a brief history of the role the bicycle played in the emancipation of women. This general history will be followed by an overall examination of bicycling in Nova Scotia, both recreational and competitive cycling. The session will then explore some of the stunning statistics around the number of women and girls that currently are involved in bicycling. The session will proceed to a discussion amongst the participants that will examine what leads women into cycling in Nova Scotia and what can be done to attract more women to this great physical activity.

Join Sherry Huybers who currently teaches the sociocultural courses and coaching courses in Kinesiology at Dalhousie University, and is presently completing her PhD dissertation that is examining the culture and gender practices of Nova Scotian mountain bikers.

12:25 Lunch and Fun

Enjoy a lunch of local, organic, nutritious offerings then join us for one of the following...

Bike Yoga

Join Alexandra Nedegaard of Salt and Honey Yoga in Mahone Bay. Bring your mat and comfy clothes!

Bike Polo

We'll supply the field, ball, and mallets. You supply your bike and spirit!

1:45 Breakout Session #2

C. Kids and Cycling

What if your community made the commitment that all of its children will learn how to ride a bike? Once we get over the assumption that all kids have this opportunity already, we see that for this to be a real commitment, we would need to do more than simply teach kids the skills of riding a bicycle.

We will showcase the "kids" initiatives that are working to increase individual knowledge, attitudes and skills (Michelin Junior Bike, Making Tracks, Trips for Kids, School Travel Planning), and examine ways we can champion the changes that need to be made to our social, built and policy environments to genuinely support safe cycling for people of all ages.

D. Retailers Panel

Bike retailers are often the first entry point for cyclists, and so have an important role to play in building a bicycle culture. We've assembled a panel that represents a spectrum of retailers (e.g. big/small, new/established, rural/urban, and independent/box-store). We'll explore trends (sales/repairs) and what they might mean (e.g. do sales equal participation?), marketing, their challenges, the role they see for themselves, and what support they need from the broader cycling community. Join Al Heuback (Lunenburg Bike Barn), and Al MacEachen (Sweet Ride Cycles in Mahone Bay). Others to be confirmed.

2:45 Break

2:50 Bicycle Nova Scotia Strategic Planning

Bicycle Nova Scotia (BNS) has recently merged with the Nova Scotia Bikeways Coalition and the Nova Scotia Mountain Bike Trails Association. The summit offers an excellent opportunity to explain the new scope of BNS and engage the broader cycling community in helping to craft future directions and actions. Reflect upon the conversations you've heard through the day and come prepared to answer two fundamental questions: what can BNS do for you; and what can you do for BNS?

4:05 Wrap Up

4:20 Break to prepare for rides

5:00 Ride Departure (choose from...)

Road Ride

Join Al Heuback of the Lunenburg Bike Barn as he leads you along the quiet coastal roads of the beautiful South Shore. Bring your bike and dress for the weather.

Trail Ride

Join Al MacEachen of Sweet Ride Bicycles as you discover the hidden trails that encircle the Town of Mahone Bay. Bring your bike and dress for the weather.

6:30 Supper and 'Show and Tell'

Join the whole gang at Mahone Bay's one and only Mug and Anchor Pub. Supper is pay-your-own.

After supper we will enjoy some Pecha Kucha's. For those unfamiliar with this format, presenters are given 20 slides and 20 seconds per slide to tell the most compelling story they can. Susanna Fuller will be on hand to share an update and some visuals from the Blue Route signage and marketing development campaign. We are also looking for some inspiring presentations from the racing scene, cycle touring in (or out of) the province, events and festivals, and anything else bike-related that you'd like to share with your fellow riders. Send your ideas to [gatae@chester.ca](mailto:gatae@chester.ca).

8:30 End of day

Sunday, May 6

8:30 Making Tracks Cycling Train-theTrainer Session

Are you interested in building a biking culture in your community? Are you looking for a program that can teach cycling safety and skills to children and youth in a fun, hands on way? Do you know older youth looking for leadership opportunities? Learn the Making Tracks Cycling Safety and Skills Program to offer children and youth at your school, community organization or recreation centre. Aimed at recreation/community centre staff, teachers, community volunteers or potential high school aged youth mentors, the training will take place Sunday, May 6, 2012 from 8:30am-3:30pm, in Mahone Bay as part of Day 2 of the NS Cycling Summit 2012.

This session is **FREE** to all Summit attendees. Please indicate on the registration form if you will be attending this session. For more information please contact Jennifer McGowan, Community Advisor, Active & Safe Routes to School at walk@ecologyaction.ca or 442-5055. For more information on Making Tracks visit <http://saferoutesns.ca/index.php/special/making-tracks/>



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## REGISTRATION

Please submit this form by **Monday, April 30** to qualify for early registration and ensure that lunch will be provided for you and a seat reserved at supper. There are two ways to register:

- 1) Fill in this fillable form, print it, and email, fax or mail it to it to [gtate@chester.ca](mailto:gtate@chester.ca); Recreation and Parks, 151 King Street, Box 582, Chester, NS, B0J 1J0, OR fax: 275-3630
- 2) Complete the online registration form at <http://2012nscyclingsummit.wordpress.com/>

Name \_\_\_\_\_ Organization: \_\_\_\_\_  
 Mailing Address: \_\_\_\_\_  
 Phone (w): \_\_\_\_\_ Phone (h): \_\_\_\_\_  
 Email: \_\_\_\_\_

Please indicate your participation in the following....		
Breakout Session #1 (10:20-11:20am)		
<input type="checkbox"/> Land Use Agreements	<input type="checkbox"/> Cycling Tourism	
Lunch Activity (12:15-1:45)		
<input type="checkbox"/> Bike Yoga	<input type="checkbox"/> Bike Polo	Note food sensitivities
Breakout Session #2 (1:45-2:45pm)		
<input type="checkbox"/> Kids and Cycling	<input type="checkbox"/> Retailers Panel	
Rides (5:00-6:30)		
<input type="checkbox"/> Road Ride	<input type="checkbox"/> Trail Ride	
Supper 'Show and Tell' (6:30-8:30)		
<input type="checkbox"/> Yes, I will dine at the Mug & Anchor (pay your own)	<input type="checkbox"/> Yes, I have a Pecha Kucha to offer	If Yes, Topic?
Day #2 Making Tracks Training Session (Sunday, 8:30-3:30)		
<input type="checkbox"/> Yes	<input type="checkbox"/> No	

### Registration Fees:

Includes lunch and refreshments. Supper is pay-your-own.

- \$20 if Registration form is returned by **Monday, April 30** (ensures lunch is provided)
- \$25 after May 1 (no lunch provided)

Payment is due at Check in on the 5th. Cash or cheques only please. Make cheques payable to the Lunenburg Queens Recreation Directors Association (LQRDCA).

**Accommodations:** There are several BnB's, hotels, and cottage rentals available in and near Mahone Bay. Visit [www.MahoneBay.com](http://www.MahoneBay.com) for a full listing.

For all summit inquiries contact Gord Tate, Active living Coordinator, Municipality of Chester, at [gtate@chester.ca](mailto:gtate@chester.ca), or 902-275-3490.

The 7th Annual Nova Scotia Cycling Summit is hosted and organized by:

