

SCHEDULE OF EVENTS

Sunday, November 2 – Opening Day

10am-12pm | Vendor/Exhibitor Setup

11am – 12:30pm | Registration Open

12:30pm - DOORS OPEN

1:00pm – 5:00pm | Afternoon Sessions

- **Welcome & Introductions** – Board Chair
- **Strategic Plan & New Brand** – *Kristin Parsons & BCPDA Board*
Learn about the Association's bold new direction, upcoming initiatives, and how BCPDA is working for you.
- **Moto Canada – Landon French**
Updates on the Moto Show and National Trails Report – what it means for dealers and the future of powersports in Canada.
- **Keynote: Mark J Sheffield** – *Strategic Advisor, Woods Cycle Country*
What we are seeing with the economy, where the market is heading in 2026 and how to manage risk in a volatile environment.

3pm - Networking Break with snacks – Sponsored by Yamaha Motor Canada Inc.

- **Louise Pedersen – Outdoor Recreation Council of BC**
Unveiling the new “Outdoor Recreation for Community & Economic Development” guidebook – opportunities for dealer involvement.
- **Industry Panel: The Power of Partnerships**
With Backroad Maps, BC Snowmobile Federation, ORCBC – discover how partnerships fuel the future of trails, access, and community growth.
- **OEM Relations with BCPDA** - *Launching the OEM/Dealers Committee*
A new initiative to bring OEM representatives and dealers together. This session will introduce the vision for a dedicated committee to tackle key industry issues collaboratively, strengthen communication, and build a united voice for BC's powersports sector.

6:00pm – 9:00pm | Evening Industry Reception – Sponsored by CF Moto & Federated Insurance

Join us for an evening of cocktails, appetizers, networking, and relationship-building with key industry stakeholders. Visit our exhibitors to discover new tools and services to support your business. Connect with fellow dealers, OEMs, and powersports leaders from across BC while enjoying a relaxed and engaging social atmosphere.

Monday, November 3 – Full Conference Day

7:30am – 8:00am | Networking Breakfast – **Sponsored by Santander Consumer**

8:00am – 12:15pm | Morning Sessions



November 2-3, River Rock Casino Resort,
Richmond BC

Motorcycle Powersport BC

- **BCPDA Welcome – Kristin Parsons**
Introduction of the E-Moto Impact Project.
- **VSA – Ian Christman**
Introducing the new Transaction Levy: what it means for consumer confidence and dealer compliance.
- **Tire Stewardship BC – Rosemary Sutton**
Dealer support programs and grants that enhance environmental responsibility and dealer success.
- **Industry Panel: Mandated Fee Collection Systems**
With TSBC, VSA, Liberty Tire Recycling, Interchange Recycling – finding balance between environmental stewardship and dealer realities.

10:15am Networking Break – Sponsored by Yamaha Motor Canada Inc.

- **Keynote Part 2: Mark J Sheffield** – Strategic Advisor, Woods Cycle Country
Specific actions dealers can take to maximize opportunities in each department of the dealership.
- **Iron Lilly Film Project**
A unique look at culture, resilience, and storytelling in powersports.

12:15pm – 1:00pm | Lunch & Networking – Sponsored by Moto Canada

1:00pm – 5:00pm | Afternoon Sessions

- **Performance Brokerage – Bruce Marcia**
Preparing your dealership for future sale and valuation – why it matters long before you're ready to exit.
- **Industry Panel: Building & Protecting Your Human Assets**
With Performance Brokerage, Kent Employment Law, Peninsula HR – strategies for pay plans, HR compliance, workforce culture, and employee risk management.
- **VSA – Claudia Arrieta**
Consumer Protection Act changes (Bill 4-2025) – what compliance requires from dealers.
- **ICBC & RoadSafety BC – Sarah McKinney**
Updates on the Graduated Licensing Program and what 2026 changes mean for your customers.

3:15pm Networking Break – Sponsored by Yamaha Motor Canada Inc.

- **Industry Panel: Global Shifts, Local Impacts**
With Santander Consumer, Federated Insurance, LMG Finance – tackling interest rates, tariffs, fraud risks, and climate-driven insurance changes.
- **BCPDA & Mark Sheffield Conference Wrap-Up Q&A** - Kristin and Sheffield take questions from the audience on any area of the industry they wish to learn more about or better understand.

Learn more about our guest speakers and panelists here:

<https://motorcyclepowersportbc.org/summit25/speakers/>