



National Motorcycle Safety Training Summit

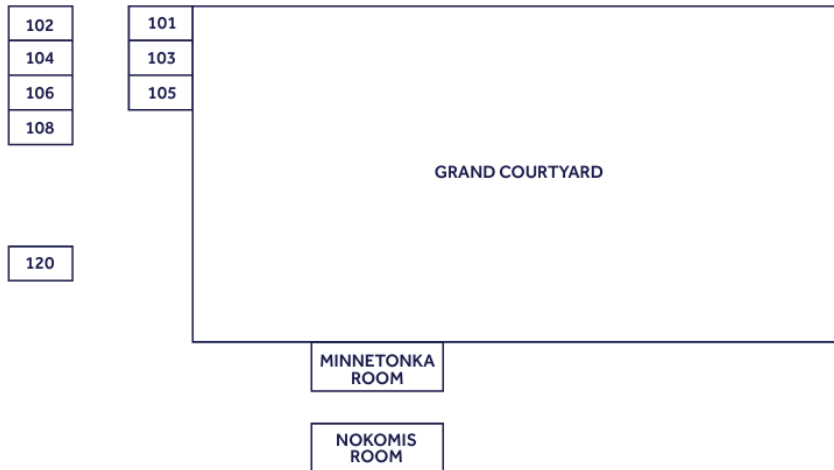
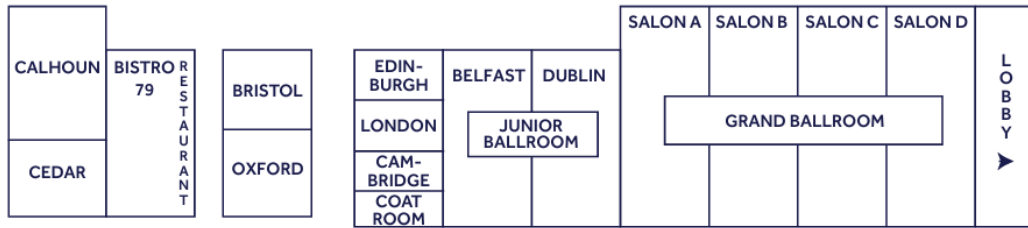
ONE MISSION

SHORT-TERM GOALS FOR LONG-TERM SAFETY



BLOOMINGTON, MINNESOTA
SEPTEMBER 16-19, 2026

DoubleTree by Hilton Minneapolis Airport Floor Plan & Parking Lot Range



General Summit Information

A Summit badge is required for all events and meal functions.
Please have your badge ready for display at all times.
Share your contact information via Badge QR Codes!

Exhibit Hall Hours

Wednesday, September 16, 2026
5:30 p.m. - 7:30 p.m.

Thursday, September 17, 2026
8:00 a.m. – 12:00 p.m.
1:30 p.m. – 5:00 p.m.

Friday, September 18, 2026
8:00 a.m. – 12:00 p.m.
1:30 p.m. – 3:30 p.m.

Complete your 2026 SMSA Summit Exhibitor Passport by visiting each exhibitor.

Submit completed passports at the Registration Table no later than 3:15 p.m. on Friday.

One completed passport submission will be drawn during the Friday Afternoon Break at 3:15 p.m.
(must be present to win).



Daily Evaluations

Give us your feedback. Complete the online daily evaluations for a chance to win a door prize.

Participant Certificates

Complete an online evaluation form to receive a *Certificate of Attendance* with instructional hours for:

- Professional Development Workshop (PDW)
- The Full 2026 Summit (Overall)

Upgrade Your Cones!

STATE OF THE ART

STATUS QUO



POWERED BY
Total Control
Motorcyclist Training Courses
800.943.5638

Total Control

Other guys

Size:	5"x5"x2"	4"x4"x2"
Colorfastness:	Excellent	May stain hands
Smells:	Like freedom	Toxic
Country of Origin:	USA	China
Friction Coefficient:	50% higher	Standard
Flexibility:	200% more	Standard

Is your range looking a little dingy due to old, dirty cones? Improve your students' ability to see the exercises like they were intended with a set of Total Control's Training Cones. These high-quality, domestically-produced training aids were designed for the rigors of high-performance riding schools where higher speeds required more conspicuous cones. The added visibility of our cones also makes it easier for visually-challenged students to see the path of travel, which can reduce mishaps on the range. Multiple state programs have made the switch and never looked back. Treat your students to a less stressful learning environment with the world's finest training cones today!

www.leeparksdesign.com



Special Thanks to the 2026 SMSA Summit Host and Sponsors!

2026 SMSA Summit Host

Visit the Minnesota Department of Public Safety Host Table located next to the SMSA Summit Registration Table for information on local activities and dining options.



2026 Host Planning Committee

Minnesota Department of Public Safety (DPS)

SMSA Communications and Outreach Committee

2026 SMSA Summit Sponsors

Gold Level



Silver Level



BOSCH



Bronze Level



In-Kind



Invented for life



Safety first.

Research shows that motorcycle riders are involved in accidents for two main reasons: They lose control over their motorcycle, or they are involved in collisions with other vehicles. We want Bosch technologies to help prevent such critical situations from occurring on the road in the first place.

<http://www.bosch-motorcycle.com>

Why have 2-wheel ABS on your motorcycle? Scan QR code for the answer.



Riding Requirements

**Rider/Motorcycle Participation Requirements are available at the SMSA Registration Table.
Please review the requirements if you plan to participate.**

Summit Networking Events

Summit Welcome Reception and Exhibit Opening

Wednesday, September 16, 2026

5:30 p.m. – 7:30 p.m.

Summit After-Hours Networking

Thursday, September 17, 2026

7:00 p.m.

SMSA Supporting Members' and Exhibitors' Meeting and Roundtable Discussion

Thursday, September 17, 2026

5:15 p.m. – 6:15 p.m.

SMSA Regional Roundtable Discussions – Discuss Regional Challenges and Discover Potential Solutions to Assist Your Program / School

Friday, September 18, 2026

3:30 p.m. – 5:00 p.m.

SMSA Individual Members' Meeting and Roundtable Discussion

Friday, September 18, 2026

5:15 p.m. – 6:15 p.m.

All Refreshment Breaks with Exhibitors and Professional Networking

All Lunches

Notes:



FUN FACT: Spam was developed by Hormel Foods Corporation in Austin, MN. Originally a combination of pork shoulder and ham, the name was born from a naming contest and is a portmanteau of "spiced ham."



Time & Location	Event Information
Don't Forget to Complete the Daily Evaluation!	
8:00 a.m. – 12:00 p.m. & 1:00 p.m. – 5:00 p.m. Grand Foyer  Daily Evaluation QR Code	Breakfast On Your Own SMSA Registration and Minnesota DPS Tables Open <i>Lanyards Sponsored by:</i> Motorcycle Safety Foundation <i>Shirts Sponsored By:</i> Bosch and MN Motorcycle Safety Program Daily Evaluation Link: https://forms.gle/wPR8KJPZYcgXAtnq7   
8:30 a.m. – 12:00 p.m. Junior Ballroom Please complete the evaluation form for this Workshop by following this link or using the QR Code. 	Professional Development Workshop Strengthening State Programs: Leveraging NHTSA Assessments and the SMSA Self-Assessment Tool <i>Michelle Atwell, Office of Safety Programs Chief, NHTSA</i> <i>Panel: State Assessment Recipients and Assessment Team Members</i> Solve the Problem Challenge: Your state has just completed a NHTSA Motorcycle Safety Program Assessment. The final report identifies three critical areas of opportunity for enhancement. 1. Program Management - o The state lacks a formal, data-driven motorcycle safety plan. - o Roles between the State Highway Safety Office, training providers, and licensing agency are unclear. - o No annual performance measures or evaluation cycle. 2. Motorcycle Operator Licensing - o Lack of access to testing facilities. - o Skills test pass/fail data is not tracked or analyzed. - o No formal process to ensure consistency across testing locations. 3. Motorcycle Rider Education and Training - o Training availability is inconsistent across regions. - o Instructor monitoring is irregular. - o No statewide quality-assurance process for training sites. - o Increase of motorcyclist training site incidents. In groups of 4-8, you will discuss best practices and other strategies that could be implemented to enhance these areas. Your group will design a 12-month Corrective Action Plan that addresses the three assessment findings. For state administrators, please share any strengths in these areas that your state has exhibited or plans to implement.
9:00 a.m. – 4:00 p.m. Salon A/B/C	Exhibitor Setup

Time & Location	Event Information	
1:30 p.m. – 4:30 p.m. Junior Ballroom	SMSA 2026 Annual Members' Business Meeting <i>Presided by: Sunshine Beer (ID), SMSA Chairperson</i> • Call to Order, Welcome, Opening Remarks, and Introduction of SMSA 2025-2026 Executive Committee • Roll Call • Membership Recognition • Review and Approval of 2026 Annual Members' Business Meeting Agenda and the Draft 2025 Annual Members' Business Meeting Minutes • Treasurer's Report • Review and Approval of Draft SMSA 2027 1-Year Plan and Proposed Budget • Review and Approval of SMSA 2026 Proposed Position Statement • NHTSA Motorcycle Safety Update • SMSA Committee Updates • Administrator and Member Roundtable Discussion • SMSA 2026 National Motorcycle Training Summit Highlights • SMSA 2027 National Motorcycle Training Summit Highlights • Future SMSA National Motorcycle Training Summit Locations • Special Recognition Outgoing Executive Committee Members • Introduction of the 2026-2027 SMSA Executive Committee • Highlights of 2026 Summit Welcome Reception Hosted by Harley-Davidson Riding Academy • Other Items of Interest and Adjournment All Summit attendees are encouraged to attend! Agenda and meeting materials provided at Members' Business Meeting.	
2:30 p.m. – 3:00 p.m. Junior Ballroom <i>*Summit Badge Required</i>	Afternoon Refreshment Break <i>Sponsored by: Affordable Home Services Insurance</i>	
5:30 p.m. – 7:30 p.m. Salon A/B/C <i>*Summit Badge Required</i>	Summit Welcome Reception and Exhibit Opening Meet and Network with other Attendees, Exhibit Opening <i>Sponsored by: Harley-Davidson® Riding Academy</i>	

Notes:



FUN FACT: Tater tot hotdish is considered the "national dish" of Minnesota. A comforting casserole featuring ground beef, cream of mushroom soup, and vegetables, topped with crispy tater tots.



Harley-Davidson® Riding Academy

Learn with Confidence. **RIDE** with Passion.

[H-D.com/LearnToRide](https://www.harley-davidson.com/learn-to-ride)



Thursday, September 17, 2026

Time & Location	Event Information
Don't Forget to Complete the Daily Evaluation!	
	Breakfast On Your Own.
7:30 a.m. – 8:15 a.m. Junior Ballroom	SMSA Newcomers' Meeting (For all new SMSA members and attendees. All are welcome to attend.) <i>Moderated by: Justin McDonald (NV), SMSA Western Region Representative</i>
8:00 a.m. – 12:00 p.m. Salon A/B/C	Exhibit Hall Open – Complete and submit your Summit Exhibitor Passport.
8:00 a.m. – 3:30 p.m. Grand Foyer	SMSA Registration and Minnesota DPS Tables Open Lanyards Sponsored by: Motorcycle Safety Foundation Shirts Sponsored By: Bosch and MN Motorcycle Safety Program Daily Evaluation Link: https://forms.gle/NFsPkf4eFXHoJBfn7   
8:30 a.m. – 10:00 a.m. Junior Ballroom	National Motorcycle Safety Training Summit Opening General Session One Mission: Short-Term Goals for Long-Term Safety <i>Moderated by: Sunshine Beer (ID), SMSA Chairperson</i> • Presentation of Colors <i>Minnesota State Patrol Honor Guard</i> • Pledge of Allegiance • Welcome to Minnesota • SMSA Summit Welcome <i>Michael Hanson, Office of Traffic Safety Director, Minnesota Department of Public Safety</i> • From Trends to Transformation: NHTSA's Roadmap for Safer Motorcycling <i>Michelle Atwell, Office of Safety Programs Chief, NHTSA</i> • SMSA Committee Member Recognition • SMSA State, Supporting, and Individual Member Recognition • Supporting Corporate Partner Remarks – Be Crash Free – Management Systems, Inc. – Total Control Training, Inc. • 2026 Sponsor and Exhibitor Recognition • Presentation of 2026 SMSA Awards
10:00 a.m. – 10:30 a.m. Salon A/B/C <i>*Summit Badge Required</i>	Mid-Morning Refreshment Break with Exhibitors and Professional Networking



Thursday, September 17, 2026

Time & Location	Event Information	
10:30 a.m. – 12:00 p.m. Junior Ballroom	General Session <i>Moderated by: Don Green, SMSA Vice Chairperson and Individual Member Representative</i> Forty Years Out of Date: Augmenting the “Hurt Report” for 21st Century Motorcyclist Safety Planning <i>Dan Petterson, Ed.D., Ex-Officio Board Member, Skilled Motorcyclist Association--Responsible, Trained, and Educated Riders (SMARTER)</i> Back from the Future – Visualizing a Path to Achieving Traffic Safety Goals <i>Eric Teoh, Vice President of Research & Statistics, Insurance Institute for Highway Safety (IIHS)</i>	
12:00 p.m. – 1:30 p.m. Salon A/B/C	Lunch and Networking *Summit Badge Required	
1:30 p.m. – 5:00 p.m. Salon A/B/C	Exhibit Hall Open – Complete and submit your Summit Exhibitor Passport for a special door prize to be drawn during the Friday afternoon break (must be present to win).	
1:30 p.m. – 3:00 p.m. Junior Ballroom	General Session <i>Moderated by: Brett Robinson, SMSA Executive Director</i> A Safer System for Motorcyclists: National Priorities, State Actions, and Emerging Solutions <i>Panel Discussion</i>	
1:30 p.m. – 3:00 p.m. Southeast Parking Lot	Outside Riding Activity LiveWire® Demo Rides <i>Experience the excitement and simplicity of LiveWire, where innovative design meets electric performance.</i>	
3:00 p.m. – 3:30 p.m. Salon A/B/C *Summit Badge Required	Afternoon Refreshment Break with Exhibitors and Professional Networking Sponsored by: The American Association of Motor Vehicle Administrators (AAMVA)	
3:30 p.m. – 5:00 p.m. Junior Ballroom	General Session <i>Moderated by: Colleen Anderson (PA), SMSA C&O Committee Chairperson</i> The Power of Perspective: How Advisory Boards Strengthen Motorcycle Safety Systems and the Role of All Stakeholders <i>Panel: SMSA Communications and Outreach Committee Members</i>	
5:15 p.m. – 6:15 p.m. Oxford/Bristol	SMSA Supporting Members’ and Exhibitors’ Meeting and Roundtable Discussion <i>Moderated by: Brandon Pate, SMSA Supporting Member Representative</i>	
5:00 p.m.	Dinner On Your Own	
7:00 p.m. Junior Ballroom	Summit After-Hours Networking A casual evening to mingle, laugh, and build connections—no training, just good company and good vibes. Sponsored by: Motorcycle Riders Foundation Awareness & Education	



REMS

EASY. AFFORDABLE. SCALABLE. SECURE.

Simply the best solution for managing, evaluating, and responding to your program needs.

PROVEN LONGEVITY

Serving the rider education industry with excellence since 1998.

- ✓ Rider Education Management System is a comprehensive server-based SaaS (software as a service) solution designed to meet the needs of rider education providers.
- ✓ **REMS** software evolves to meet changing needs in ways that are transparent and at no cost to the end-user.
- ✓ **REMS** evolves through frequent upgrades and enhancements that benefit all users. There is no software to download, no system to configure, and no cost for upgrades or enhancements.

KEY FEATURES

- Purpose Built for Rider Education
- Online Registration
- Credit Card Integrated Processing
- Integrated SMS & eMail
- Fleet Service Tracking
- Incident Reporting & Analysis
- Excel Spreadsheets
- Curriculum Neutral

MANAGING YOUR WORLD



REMSgov™

A powerful management solution for government entities; a system for maintaining statewide accountability and control of rider training data.



REMSdt™

A collection of administrative tools to manage rider education; an integrated; automated; and intuitive system; the power to manage your world.



REMSsz™

A collection of on-line sponsor centered tools to create and manage organizational knowledge in real-time.



REMSiz™

A collection of on-line instructor tools to create and manage organizational knowledge in real-time.



REMSsurvey™

A secure web site to create user defined Surveys that link to Students, Instructors, and Sponsor data.



REMSweb™

Provides you a complete web design, deployment, and hosting center dedicated solely to maximizing the **REMS** client experience.



877.308.7246

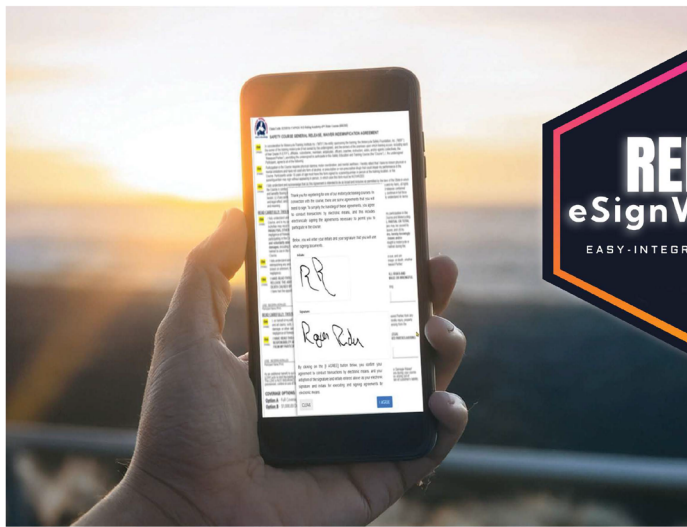


info@msi5.com



www.**GetREMS**.com





eSignWaivers™

eSignWaivers™ is an integrated component of the **REMS** ecosystem. It lets you deliver all your program's documents, course waivers, attendance guidelines and ground rules, location and venue specific waivers, etc.

The executed **eSignWaivers™** documents are seamlessly attached to the student. This feature simplifies the process management by enabling users to access and monitor the waiver status with a few clicks.

REMS provides the option to send automated reminders directly to students who have not yet signed the waiver.

KEY FEATURES

- 1 Legally Binding**
All **eSignWaivers™** documents are legally binding, cost-effective, and reduces paper waste, contributing to a greener planet.
- 2 Integrated**
Are integrated into student digital records and easy to organize, search, and retrieve, simplifying compliance and management.
- 3 Encrypted**
Offer encrypted storage and detailed audit trails, enhancing data security.
- 4 Accessible**
Signing is quick and can be done from anywhere improving customer service and making waiver management more efficient for schools.
- 5 Configurable**
Supports placeholders to display student and class specific information on the **eSignWaivers™**.
- 6 Intelligent**
eSignWaivers™ leverages **AI** and **machine learning technologies** for ID scanning and verification.

75%
Less
paperwork

100%
More Secure



REMSsms™

REMSsms™ is an integrated robust text messaging service that allows for auto messages to be sent upon student registration and up to 3 reminder messages per student per class.

The service includes the ability to **PUSH** messages on demand to groups of students and instructors. The **PUSH** uses data filters allowing you to select the desired group of recipients to send the text message.

- **Send automated reminders**
- **Push messages with a click**
- **Set schedules for reminders**
- **Optional confirm, re-schedule, cancel**

Coming Attraction 2027

REMSpayments™

By consolidating payments under the **REMS** platform, we can simplify your operations and help you focus more on what matters — training riders — while keeping fees low and support all in one.

- **Apple Pay & Google Pay**
 Offer students faster, more seamless checkout experiences.
- **Buy Now, Pay Later**
Make your courses more accessible with flexible financing options
- **All-in-One Platform**
Registration and payments under one roof, with one support team.
- **Competitive Rates**
Enjoy low fees without sacrificing features or flexibility.



1998 • 28 Years of Excellence • 2026



Friday, September 18, 2026

Time & Location	Event Information	
Don't Forget to Complete the Daily Evaluation!		
	Breakfast On Your Own.	
8:00 a.m. – 12:00 p.m. Salon A/B/C	Exhibit Hall Open – Complete and submit your Summit Exhibitor Passport for a special door prize to be drawn during the Friday afternoon break (must be present to win).	
8:00 a.m. – 3:30 p.m. Grand Foyer	SMSA Registration and Minnesota DPS Tables Open Lanyards Sponsored by: Motorcycle Safety Foundation Shirts Sponsored By: Bosch and MN Motorcycle Safety Program Daily Evaluation Link: https://forms.gle/cyk5tVwqZZqtmzeL7	  
 Daily Evaluation QR Code		
8:30 a.m. – 10:00 a.m. Junior Ballroom	Concurrent Session Moderated by: Brandon Cannon (MI), SMSA Secretary and At-large Member Recruiting/Retaining Coaches Donald Green, Ed.D., MAJ (RET), Rider Choices and Skilled Motorcyclist Association--Responsible, Trained, and Educated Riders (SMARTER) Instructor Retention and Culture: Keeping Your Best People on the Range Recruiting/Retaining Coaches Brandon Pate, Co-Owner, Riders First	
8:30 a.m. – 10:00 a.m. Salon D	Concurrent Session Moderated by: Jay Bock (MN), SMSA Central Region Representative Preliminary Findings of Colorado's Lane Filtering Law Erika Dubray, Highway Safety Lead, Colorado Department of Transportation Rear-End Crashes Involving Motorcycles Chanyoung Lee, Program Director, USF Center for Urban Transportation Research	
8:30 a.m. – 10:00 a.m. Southeast Parking Lot	Outside Riding Activity LiveWire® Demo Rides Experience the excitement and simplicity of LiveWire, where innovative design meets electric performance.	 LiveWire
10:00 a.m. – 10:30 a.m. Salon A/B/C	Mid-Morning Refreshment Break with Exhibitors and Professional Networking *Summit Badge Required	
10:30 a.m. – 12:00 p.m. Junior Ballroom	Concurrent Session Moderated by: Justin McDonald (NV), SMSA Western Region Representative Motorcycle Safety Materials for Driver Education (A Texas Review) Cathy Brooks, Project Specialist, Texas A&M Transportation Institute The Evolution of Motorcycle Assistance Technologies Brad Heiler, Global Customer Team Leader, BOSCH	

Friday, September 18, 2026

Time & Location	Event Information	
10:30 a.m. – 12:00 p.m. Salon D	Concurrent Session <i>Moderated by: Brett Robinson, SMSA Executive Director</i> Effective e-Bike Education and Training for the Rapidly Changing Micro-mobility Landscape <i>Lee Parks, President, Total Control Training, Inc.</i> Ride Smart: e-Bike Safety Essentials <i>Ax Axmaker, Chief Knowledge Officer, Be Crash Free (BCF)</i>	
10:30 a.m. – 12:00 p.m. Southeast Parking Lot	Outside Riding Activity LiveWire® Demo Rides <i>Experience the excitement and simplicity of LiveWire, where innovative design meets electric performance.</i>	 LiveWire
12:00 p.m. – 1:30 p.m. Salon A/B/C <i>*Summit Badge Required</i>	Lunch and Networking <i>Sponsored by: Management Systems, Inc. and Total Control Training</i>	 
1:30 p.m. – 3:30 p.m. Salon A/B/C	Exhibit Hall Open – Complete and submit your Summit Exhibitor Passport for a special door prize to be drawn during the Friday afternoon break (must be present to win).	
1:30 p.m. – 3:00 p.m. Junior Ballroom	Concurrent Session <i>Moderated by: Robert Willis (WA), SMSA At-large Member</i> AI Agents in Rider Training <i>Steve Kirsch, Chief Executive Officer, Be Crash Free</i> <i>Ax Axmaker, Chief Knowledge Officer, Be Crash Free</i>	
1:30 p.m. – 3:00 p.m. Salon D	Concurrent Session <i>Moderated by: Brandon Cannon, SMSA Secretary and At-large Member</i> "One Incident is Too Many" <i>Donald Green, Ed.D., MAJ (RET), Rider Choices and Skilled Motorcyclist Association--Responsible, Trained, and Educated Riders (SMARTER)</i> Risk Management and Liability: Protecting Your School, Your Students, and Your Certification <i>Brandon Pate, Co-Owner, Riders First</i>	
1:30 p.m. – 3:00 p.m. Southeast Parking Lot	Outside Riding Activity LiveWire® Demo Rides <i>Experience the excitement and simplicity of LiveWire, where innovative design meets electric performance.</i>	 LiveWire
3:00 p.m. – 3:30 p.m. Salon A/B/C <i>*Summit Badge Required</i>	Afternoon Refreshment Break with Exhibitors and Professional Networking *Exhibitor Passport Winner Announcement 3:15 p.m.*	

Friday, September 18, 2026

Time & Location	Event Information
3:30 p.m. – 5:00 p.m.	SMSA Regional Roundtable Discussions – Discuss Regional Challenges and Discover Potential Solutions to Assist Your Program / School (All are encouraged to attend)
Junior Ballroom	SMSA Eastern Region <i>Moderated by: Colleen Anderson (PA), SMSA Eastern Region Representative Elect</i>
Salon D	SMSA Central Region <i>Moderated by: Jay Bock (MN), SMSA Central Region Representative</i>
Oxford/Bristol	SMSA Western Region <i>Moderated by: Justin McDonald (NV), SMSA Western Region Representative</i>
3:30 p.m. – 5:00 p.m. Salon A/B/C	Exhibitor Breakdown
5:15 p.m. – 6:15 p.m. Oxford/Bristol	SMSA Individual Members' Meeting and Roundtable Discussion <i>Moderated by: Donald Green, Ed.D., SMSA Vice Chairperson and Individual Member Representative</i>
	Dinner on your own



REMSgov™ | STATEWIDE MANAGEMENT

THE WHOLE STATE. ONE CLEAR VIEW.

REMSgov — providing government agencies uniform accurate data for sites, Aegis QA™ management, incident reporting, student surveys. REMSgov securely manage sites, instructors, certificates, and more.

PURPOSE-BUILT FOR RIDER EDUCATION.



01 CENTRAL COMMAND

Statewide student, provider, instructor, and class data

02 CERTIFICATION CONTROL

Eligibility, CPR, First Aid and renewal tracking

03 VALIDATED RECORDS

Certificate authenticity and incident-data checks

04 REPORTING THAT MOVES

PDF, Excel and multi-year comparisons

05 REMSsz — the integrated Sponsor Zone is a web portal for state training providers to post all training data with validation.



IMAGINED-ENGINEERED-SUPPORTED
PROUDLY IN MIAMI FLORIDA, U.S.A.




877.308.7246



info@msi5.com



www.GetREMS.com



RIDESMART + CUSTOM eLEARNING SAFETY EDUCATION BUILT TO SCALE



From school programs and company training to vehicle safety and micromobility initiatives, Be Crash Free creates engaging online learning experiences tailored to your audience, voice, and outcomes



Ride Smart

Practical, easy-to-understand training for e-Bike and e-Scooter riders covering:

- ✓ Safety equipment
- ✓ Visibility & predictability
- ✓ Safe riding skills
- ✓ Riding in traffic
- ✓ Battery safety & charging
- ✓ Basic maintenance
- ✓ Laws and regulations and more...

Ideal for schools, communities employers, and public agencies



Custom eLearning



Your content. Your goals.
Endless opportunities

- ✓ Interactive, multimodal learning elearning
- ✓ Custom video production including AI
- ✓ Your branding
- ✓ Quizzes & knowledge checks
- ✓ Unique completion certificates
- ✓ Reporting and analytics



School Programs



Company Training



Vehicle Training



Scan to see an AI Demo Video!



IMPLEMENTATION

Easy to deploy
Flexible solutions
Program alignment



COMPLETION VERIFICATION

Completion records
Unique certification IDs
Custom Certificates



REPORTING

Participation summaries
Completion reports
Automated Reporting



CONSULTATION

Program planning
Safety education expertise
Ongoing support



Steve Kirsch, CEO



Steve.Kirsch@BeCrashFree.com



760-881-5257



BeCrashFree.com

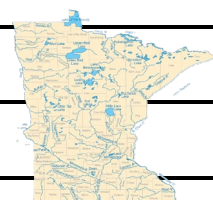
ONE PARTNER .
ENDLESS POSSIBILITIES.



Saturday, September 19, 2026

Time & Location	Event Information
Don't Forget to Complete the Daily Evaluation!	
	Breakfast On Your Own.
8:00 a.m. – 10:30 a.m. Grand Foyer  Daily Evaluation QR Code	SMSA Registration and Minnesota DPS Tables Open <i>Lanyards Sponsored by: Motorcycle Safety Foundation</i> <i>Shirts Sponsored By: Bosch and MN Motorcycle Safety Program</i> Daily and Overall Evaluation Link: https://forms.gle/wfzYVic6LEm86P5E9
	  
8:30 a.m. – 10:00 a.m. Junior Ballroom	General Session <i>Moderated by: Justin McDonald (NV), SMSA Western Region Representative</i> e-Bike Roundtable: What We've Learned and Where We're Headed <i>Interactive Workshop</i>
10:00 a.m. – 10:30 a.m.	Mid-Morning Break on Your Own
10:30 a.m. – 12:00 p.m. Junior Ballroom	Closing General Session <i>Moderated by: Sunshine Beer (ID), SMSA Chairperson</i> Shaping a Culture of Safety: How Leadership and Education Influence Safer Choices Present the issues, let's find solutions together! Engage in roundtable discussions on the current status of motorcyclist safety and initiatives for enhancements. • Collaboration of Motorcycle Safety Stakeholders • Safe System Approach • Leading by Example • Summit Takeaways: Valuable Insights and How They Can Be Applied Closing Session/Door Prizes
Don't Forget to Complete the Daily Evaluation!	

Notes:



FUN FACT: There are 69,200 miles of rivers and streams in Minnesota. That's enough to circle the equator 2 ¾ times!



A Special Thank You to Our SMSA State Members, Individual Members, and Supporting Members!

Supporting Corporate Partners:



Supporting Corporate Members:



Supporting Non-Profit Members:



Supporting Small Business Members:



www.motorcyclecoaster.com

Please Visit the SMSA 2026 Summit Exhibitors

Complete and Submit your 2026 SMSA Summit Exhibitor Passport for a chance to win a special door prize.



Acrisure provides specialized insurance solutions for motorcycle safety and training organizations. Nick Hastings, Client Advisor and lifelong rider, helps schools evaluate coverage and explore insurance options tailored to the unique risks of rider education.

Nicholas J. Hastings
nhastings@Acrisure.com
206-909-3411
<https://www.acrisure.com/>



With more than 30 years of experience in rider education, AHSI's specialized insurance solutions support motorcycle rider schools and programs nationwide. From risk management analysis to efficient claims handling and payment, coverage is designed to protect instructors, students and daily operations.

Janice Bagley
jbagley@ahsi.net
800-247-9718
<https://www.ahsi.net/>



The Can-Am Rider Education Program helps new 3W riders take their first step toward safe and responsible on-road riding. Through BRP's partnerships with experienced training providers across the United States and Canada, the program connects individuals with the knowledge and skills needed to begin their riding journey with confidence.

Cody Hawkins
cody.hawkins@brp.com
321-312-9764
<https://can-am.brp.com/on-road/us/en/learn-to-ride.html>



Breaking the norm. Shifting the paradigm. Shaping the edge of evidence-led motorcycle crash forensics.

Andre Doria, Ph.D.
Lee Parks
info@compasskinetics.com
(800) 801-3032
www.compasskinetics.com



Please Visit the SMSA 2026 Summit Exhibitors

Complete and Submit your 2026 SMSA Summit Exhibitor Passport for a chance to win a special door prize.



Ready to Lead the Pack?

Drivers Ed Solutions is excited to be part of the SMSA Summit! Stop by and see how driving schools are simplifying their day-to-day operations with smarter scheduling, online registration, automated communications, integrated websites, powerful reporting, and more. Come meet our team and see what DES can do for your school.

Maria Herbert

mariah@driversedsolutions.com

Kyle Herbert

kyleh@driversedsolutions.com

715-832-3670

<https://www.driversedsolutions.com/>



Harley-Davidson® Riding Academy

Committed to building safe, confident, passionate riders for over 25 years.

Learn more at <https://www.harley-davidson.com/us/en/content/motorcycle-training.html>.

Deb Eyre

Deb.Eyre@harley-davidson.com

Toni Rahlf

toni.rahlf@harley-davidson.com

414- 520-8258



LiveWire

LiveWire is America's first publicly traded electric motorcycle company and was born from Harley-Davidson's pioneering electric motorcycle development efforts.

For more than a decade, LiveWire has focused on advancing electric two-wheel technology and creating motorcycles that make riding more accessible, exciting, and relevant to new audiences. The S4 Honcho represents LiveWire's next chapter: a platform designed to welcome riders from every background into motorcycle culture.

Minshik Ahn

minshik.ahn@livewire.com

Jake Thuilliez

Jake.Thuilliez@livewire.com

<https://www.livewire.com/>



REMS™ isn't simply software. It is the operating system for modern rider education. For more than a quarter century, Management Systems Inc. has transformed the complexity of managing rider training into one powerful, integrated SaaS ecosystem. From student registration, scheduling and payments to instructor management, statewide reporting, eSignWaivers™, automated SMS communications, surveys, incident reporting, analytics and secure program data, REMS connects the people, processes and information that make rider education work. One system. One source of truth. An entire program working together. Built specifically for rider education and continuously evolving with the industry it serves, REMS gives programs the tools to automate the routine, protect critical information, strengthen accountability and see what is happening across their organization in real time, REMS delivers the scalability, security and intelligence to turn information into action.

Steven Zarbatany

spz@msi5.com

Jason Hooper

info@msi5.com

877-308-7246

<https://www.getrems.com/>



Please Visit the SMSA 2026 Summit Exhibitors

Complete and Submit your 2026 SMSA Summit Exhibitor Passport for a chance to win a special door prize.



MRF Awareness & Education's mission is to promote awareness and education in the motorcycle community to improve rider safety. To educate non-riders globally in the interest of all riders' safety.

Joy Mack

chair@mrfae.org

<https://mrfae.org/>



Total Control Training is the largest provider of advanced motorcycle training and the leader in basic motorcycle training in North America. Total Control Training brings a dimension that is missing from all other Traffic Safety Training programs in the world. It provides advanced psychological and mechanical instruction that combines with riding skill development to create smarter riders who make better choices while riding.

Lee Parks

lee@totalcontroltraining.net

Christie Ung

christie@totalcontroltraining.net

760-220-5045

<https://www.totalcontroltraining.net/>



We Don't Make Helmets. We Make Them Safer.

Snell certified helmets provide the best head protection current technology and materials can offer.

Hong Zhang

hong@smf.org

916-792-9338

<https://smf.org/>



Our motorcycle trailers are affordable, lightweight and easy to tow. Our motorcycle trailer rentals come equipped with an easy-access loading ramp, heavy-duty tie-down rings and a built-in motorcycle chock. The motorcycle trailer rental is great for quick hauls to the shop or a long round-trip.

Salvador Ceja

salvador_ceja@uhaul.com

714-785-2896

<https://www.uhaul.com/>



SMSA Executive Committee

Chairperson	Sunshine Beer (ID)	Vice-Chairperson	Donald Green
Secretary & At-Large-Member	Brandon Cannon (MI)	Treasurer & Supporting Member Representative	Brandon Pate, Riders First
Eastern Region Representative	Colleen Anderson (PA)	Central Region Representative	Jay Bock (MN)
Western Region Representative	Justin McDonald (NV)	At-Large-Member	Ray Pierce (MO)
At-Large-Member	Robert Willis (WA)		

SMSA Communications and Outreach Committee

Chairperson	Colleen Anderson (PA)			
Vice-Chairperson	Denise Hanchulak (AAMVA)			
State Members	Shaun Free (ID)	Lindsay Northness (ID)	Nicole Phillips (OK)	Steve Sakarapanee (TN)
Supporting Members	Joy Mack (MRF A&E)	Jeremy Venable (Be Crash Free)		
Individual Members	Ron Braaksma	Jose Griggs	Rick Massic	Johanna Noble
	Edith Peters	Terra Sampson	DeAnna Ward	Hank Waters

SMSA Motorcycle Safety Program Committee

Chairperson	Jay Jackson			
Vice-Chairperson	Cathy Brooks			
State Members	Brandon Cannon (MI)	Shaun Free (ID)	Steve Haataja (MN)	Tawney Massey (UT)
	Quinn Passmore (MI)	Casey Redder (MT)		
Supporting Members	Lee Parks (Total Control)	Ron Braaksma (MRF A&E)	James Cooper (Riders First)	
Individual Members	Kathleen Baker	Paul Graves	Jose Griggs	Chris Horton
	Johanna Noble	John Sears	Bob Simpson	DeAnna Ward
	Hank Waters	Alan Wood	Lenny Young	

SMSA Policy and Research Committee

Chairperson	George Tart			
Vice-Chairperson	Dr. Xu Simon			
State Members	Jay Bock (MN)	Hanna Braziel (OR)	Brandon Cannon (MI)	Brian Christiaansen (SD)
	Erika Dubray (CO)	Ray Pierce (MO)	Robert Silvagni (DE)	Robert Willis (WA)
Supporting Members	Brandon Pate (Riders First)			
Individual Members	Cathy Brooks	Jon Eaton	Paul Graves	Dr. Don Green
	Johanna Noble	Dr. Dan Petterson	John Sears	Eric Teoh
	DeAnna Ward			



LEAD THE PACK

TAKE OUR HIGH-PERFORMANCE SOFTWARE FOR A SPIN



- ✓ Online Registration
- ✓ Modern, Mobile-Friendly Websites
- ✓ Real-Time Availability Calendars
- ✓ Automated Waitlists Notifications
- ✓ SMS & Email Reminders
- ✓ Online Payments with Lower Fees
- ✓ Customized Driving Evaluations
- ✓ Advanced Reporting & Analytics

Drivers Ed
Solutions



SCHEDULE A DEMO TODAY

www.driversedsolutions.com



Save the Date!

SMSA 
SUMMIT

Billings MT

September 15-18, 2027

