



## REINVENTION! *Online Women's Conference Breaks New Ground!*

At a time when COVID-19 closures and social distancing threatened to drive the motorcycle community apart, Dealernews Diversity columnist decided she wanted to be part of a solution. In addition to doing the White Paper in this issue (see page 24), she launched an online "Gathering Reinvented" conference — and pulled off a virtual miracle in less than 3 weeks!

"Our inaugural Women's Motorcycle Conference \*Online\* exceeded all expectations —mine and the participants," exclaims Clickenger. "We sold 350 tickets to people from nine different countries, had 25 different presenters, 2 panels and 3 networking sessions." The program exploded from a simple online meet-up to a two-day virtual trade show April 17-18, 2020.

Clickenger believes the reason it resonated so well was more than just collective cabin fever. "Here at Women's Motorcycle Tours, we're gathering women riders from all over the world together — virtually — under the guiding principles of unity, community and the freedom of the road. We offer education, insight, empowerment and connection, all online."

"It was an amazing conference and experience," says Jan Plessner, a presenter as well as a participant. "We had a good number of participants for a first of its kind event. The quality and diversity of presenters blew me away. I missed some of the sessions (working) and will be watching them off-line as soon as Alisa distributes the links!"

An executive recruiter and industry veteran, Plessner presented the workshop "Motorcycle Industry Hacks to Land Your Dream Job." "My presentation was well received, and a ton of the gals are reaching out to me with questions. During my Saturday morning presentation, I spilled the beans on topics like why some resumes suck, how to build a top-notch LinkedIn profile,

launching a confidential job search and what hiring managers want. I also busted some myths about the perfect job search.

Oh, and I think there would be interest if we put together a conference or dedicated a section of the next conference targeting dealership owners and managers with insider and 1st person experiences as well as information and steps on how to connect with more female riders and future riders. If you have any suggestions for topics, especially to those older school folks, I'd love to learn more," adds Plessner.

This time around, presenters included Wendy Crockett, 2019 Iron Butt Rally champion, Tricia Szulewski, editor of **WomenRidersNow.com**, Dee Jones (Momma D), author of **50 States of Consciousness**, Joanne Donn of **GearChic.com**, Brittany Morrow of **RocktheGear.org**, Porsche Taylor of **Black Girls Ride**, Annemarie Norman, Founder of **The Robby Fund** and Kirsten Midura, founder of **Engines For Change**.

"I am humbled that so many female leaders in the powersports industry stepped up right away to join our unprecedented online event," said Clickenger. "That these busy women are so generous with their time and willing to join with me to inspire and uplift other lady motorcycle riders is exactly why I love what I do and why I keep on doing it. This is what true community is all about."

While it may have been called a "women's conference" there really was something for every motorcyclist. "What an Inspiring event," said retired industry exec Frank Esposito. "The women who presented are warriors. Every story was unique and together presented a common theme of how being a motorcyclist had a magical spiritual value. I recommend that if you come across any of them, don't get in their way. They are on their own private journeys and nothing is going to stop them."

"We need more ladies to step in and help the industry by taking the opportunity to learn to ride and ride more!" says Jennifer Robison. "Many females that have the desire and money just need a push to join." But Alisa responds that, just like gender, the presentation is intended to be inclusive of curious rider women and those who prefer to be passengers, rather than the exclusionary old-boy rider groups. "That's what's so great about this event and the timing of it — for the cost of a takeout meal non-riding ladies can get a "feel" for the community and resources that are available to them.

"Our focus was 'Reinvention' this time, but there are so many other topics to look into," claims conference creator Clickenger. In addition to leading Women's Motorcycle Tours, she is also the author of *Boost Your Confidence Through Motorcycling: A Woman's Guide to Being Your Best Self On And Off The Bike* and preparing for the 2020 Suffragists Centennial Motorcycle Ride coming in August.

"The feedback has been amazing," concludes Clickenger. "Connecting online has proven a great way to #rideitout!"

She is already planning to up the ante for the next one, themed Level Up! Education. Insight. Empowerment. Connection. Sign up for exclusive updates and invitations to future conferences. <https://womensmotorcyclertours.com/conference/> 



Friday, April 17 2:00 PM

**Alisa Clickenger, Leader, Women's Motorcycle Tours**

Welcome Presentation

Join our Leader as she kicks off the inaugural Women's Motorcycle Conference Online. Alisa has reinvented herself from a shy housewife, to a globe-traveling two-wheeled adventurer, author, coach and powersports industry leader. She'll share her story to help set the stage on how to get the most out of your "Reinvention" conference experience.



Friday, April 17 3:00 PM

**Porsche Taylor, Black Girls Ride**

Refueling Your Passion, Finding Your Purpose

Porsche's journey has taught her that her purpose is to help educate and inspire a new generation of women to ride. Porsche will discuss how she found her strength, power, and passion through motorcycling.



Friday, April 17 4:00 PM

**Annemarie Norman, Founder, The Robby Fund**

Riding Till Dawn: Finding Light in the Darkness

Guidance for any sister who feels "stuck" or facing a challenge that seems unsurmountable. Annemarie will share her personal experiences with tragedy and pain, and how she flipped it all into a success story. Annemarie believes there's not a dark enough corner to stop anyone from achieving their goals, as long as they follow the motto: Never give up, never surrender!



Friday, April 17 5:00 PM

**Kirsten Midura, Founder, Engines for Change**

Revolutionary: Using Your Motorcycle as a Vehicle for Change

Whether addressing gender equality, social issues, or simply building stronger connections with each other, Kirsten will highlight and celebrate the motorcyclists who see changes that need to be made, and are rolling up their sleeves and doing it themselves. Are you the next Revvolutionary?



Friday, April 17 6:00 PM

**Karleen Eberle, CEO, Raven Rova**

Rolling Up Our Sleeves: Maker's Corner - Expert Panel

Karleen will join a discussion with four women who have reinvented safety apparel by creating their own brands.



Friday, April 17 7:00 PM

**Lori "Killgurl" Cannon, Killgurl.com**

The Trust Transformation: How Forgiveness Brought Lori Back to Motorcycling

Lori will share her experiences of learning to trust and love motorcycling again. Her journey has been both mental and spiritual, learning to forgive the rider who caused her crash, trust herself and those around her, and discover the light and love inside herself once again. Lori will close with a guided centering meditation exercise. All are welcome to participate.



Saturday, April 18 10:00 AM

**Jan Plessner, Owner, ACTION Recruiting**

Motorcycle Industry Hacks to Land Your Dream Employer

Looking for a new career? Jan will cover why most resumes suck, how to build a top-notch linked-in profile, launching a confidential job search, networking in 2020, the value of mentorships, what hiring managers want, myth busting in the motorcycle industry, gender equality (or not), and more!



Saturday, April 18 11:00 AM

**Sarah Merrell, Motorcycle Influencer and Writer, SportbikeSweetheart.net**

Reinvent Your Riding Through Education and Training

Have you dreamed of being a confident, skilled rider that glides effortlessly through even the most technical corners? What's stopping you? Improving your skill and technique will reveal a more confident rider who has fun without all the fear. Sarah will share tips and resources to becoming a better, faster, safer rider.

*Alisa is a two-wheeled world traveler, author, tour operator, and event producer. She has been featured in a variety of media outlets as a woman pursuing a life of adventure and helping others to access their inner wisdom and be free to lead lives they are passionate about. Her book **Boost Your Confidence Through Motorcycling: A Woman's Guide to Being Your Best Self On and Off the Bike** became an Amazon.com #1 Bestseller. In 2019 Alisa was also named to Dealernews TOP 100 People in Powersports. Her personal mission is to empower women through motorcycling and adventure while being a strong advocate for the powersports industry at large. Alisa's motorcycle touring company is [www.WomensMotorcycleTours.com](http://www.WomensMotorcycleTours.com).*