



REBECCA RUSCH SEA OTTER CLASSIC



The latest Uplift Industry Meetup comes to Sea Otter Classic in California! Powerhouse women leaders in the cycling industry are coming together for a live panel discussion and networking event.

This event was born from the desire and need for more women in the cycling industry to have an opportunity to connect, learn and elevate their impact.

For women working in the industry or wanting to work in the industry, this is for you. Mingle and meet for happy hour and stay for a panel discussion led by Uplift founder, Rachael Burnside. Industry trailblazers **Rebecca Rusch, Anne Marije Rook, Kate Veronneau, and Lisa Bourne** will share personal experiences on topics including navigating a predominantly male industry, advice and tips for building your impact, and making connections to carve new trails in the industry.

Our intent is to lift while we climb and shape the industry's future with more women in it.

- **Friday, April 19th 4-6pm (Come When You Can!)**
- Sierra Nevada Beer Garden
- **FREE RSVP Link:** <http://feistymedia.ac-page.com/sea-otter-women-in-the-industry-meetup>

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REBECCA'S SCHEDULE:

WEDNESDAY

- 9 AM - 5:30 PM - SEA OTTER SUMMIT

THURSDAY

- 8 PM - SMITH OPTICS / MIPS BREWERY BASH

FRIDAY

- 10 AM -12 PM - LIV CYCLING GRAVEL GROUP RIDE
- 1 - 2 PM - SMITH OPTICS BOOTH CONCUSSION PANEL WITH MIPS
- 4 - 6 PM - **UPLIFT INDUSTRY MEETUP** AT SIERRA NEVADA BEER GARDEN

SATURDAY

- 11:30AM - 12:30 PM - DISCOVER THE GRAVEL LESS TRAVELED: MAXIMIZING YOUR GRAVEL BIKE FOR EVERY ADVENTURE WITH REBECCA RUSCH AT LIV CYCLING/GIANT BOOTH
- 2 PM - REVELATE BIKE SETUPS WITH REBECCA & ERIC

SUNDAY

- 10 AM - 11:30 AM - MEET & GREET AT LIV CYCLING/GIANT BOOTH

IMPORTANT LINKS:

[UPLIFT FREE
RSVP LINK](#)

[UPLIFT
FLYER](#)

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