



BUSINESS LEADERS

CONFERENCE



ROAD AMERICA®

ELKHART LAKE • WI

America's National Park Of Speed

FRIDAY, NOVEMBER 3RD, 2023

ROAD AMERICA

N7390 WI-67, PLYMOUTH WI 53073

EVENT INFORMATION

Wisconsin ATV / UTV Association Business Leaders Conference

When?

Friday, November 3rd, 2023

Where?

Road America, Elkhart Lake Wisconsin
Tuft Center, Gate 6 (map on back page)
N7390 WI-67, Plymouth WI 53073

Inviting Leaders & Professionals from:

- Powersports Dealerships
- Restaurants & Bars
- Hotels
- Tourism Centers
- And all businesses or professionals involved with the Wisconsin powersports industry

Program Agenda:

11:00 a.m.

Lunch by Parker Johns: HICKORY SMOKED SANDWICH BUFFET

Each guest is served one sandwich. Choice of two meats and two sides.

Meats: Pulled Pork; Beef Brisket; Turkey; Spicy Andouille Sausage; Smoked Chicken Breast.

Served with ciabatta buns, pickles, and a choice of 3 BBQ sauces.

Meal Cost: \$30 per person.

12:00 p.m.

Livestreamed statewide raffle drawing in support of the economic impact study

Win exciting prizes! Up for grabs:

- A brand-new Chilton Trailer
- A set of Atturo Tires
- A Moose Off-Road Winch

1:00 p.m. - Meeting Commences

- Introduction around the room
- Keynote Speech: Anne Sayers - Secretary of the Wisconsin Department of Tourism
- WATVA Business Legislation Updates
- Important updates that will impact your business and customers.
- Town Hall Style Q & A
- Voice your opinions, share experiences, and ask questions.





End of Meeting, Take 3 Laps Around Road America:

An optional thrilling sunset ride around the Road America track.

\$30 per personal vehicle (licensed street vehicles only).



The Road America Sunset Cruise at Road America is a leisurely, low-speed, 3-lap experience of the iconic 4-mile track with your own vehicle. It is the perfect opportunity to experience one of the premier road courses in the country. This relaxing on-track opportunity is a bucket list experience for locals and fans world-wide!

What You Need to Know:

- Each participant must sign an insurance waiver
- The driver must possess a valid driver's license.
- Passengers (including minors with guardians) are allowed, provided they have a seat and seat belts.
- Trucks, Motorcycles, SUVs, and vans are allowed for Sunset Cruise, but CANNOT exceed 8 feet in height.
- Ensure your vehicle has at least 1/2 tank of fuel.

We will have a mandatory Drivers Meeting.

What To Do:

All drivers are expected to operate their vehicles in a responsible manner. Any driver deemed a danger to themselves, or others will be immediately removed from the track.

- NO passing is allowed.
- NO exceeding the max speed of 35 mph.
- NO switching of drivers or passengers during the event.

Why Attend The Business Leaders Conference?

The Wisconsin ATV / UTV Association and the NOHVIS Group Inc. are dedicated to fostering relationships and synergies between business and tourism leaders. This afternoon promises an enriching experience filled with updates, insights, and opportunities tailored for you and your business.

RSVP

To ensure your spot and help us with our preparations, kindly RSVP by 10/20.

Register here: <https://www.eventbrite.com/e/wisconsin-atv-utv-association-business-leaders-conference-tickets-705503298357>

Together, let's drive Wisconsin's ATV/UTV program to new heights!

Questions? Give us a call at 920-694-0583 or email us at info@watva.org

Register Here →





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