

A Pedal Nation Event

THE BICYCLE SHOW

Presented By

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April 10 & 11th, 2010
Oregon Convention Center
Portland, Oregon

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Going Lean and Green on Electric Bikes

Phil Herzog, Hebb E-Bikes

PRESENTATION SUMMARY: There's a growing buzz on the streets of Portland and around the nation about electric bikes. Are they here to stay? Are they reliable? Is an e-bike in my future? Attend this inspiring and informative 60 minute presentation as e-bike expert and Pacific Northwest resident Phil Herzog discusses the future of e-bikes in Portland. He'll address such topics as: (a) What's in it for me? (b) A whole new way of commuting, (c) Instant, accessible recreation for everyone, (d) How do I get the right e-bike for me? and (e) Service and maintenance tips. Plus, there will be an interactive session with the audience.

BIOGRAPHY: Phil Herzog is the Vice President of Sales and Marketing for Hebb E-Bikes, one of the nation's top-rated electric bicycle brands. He is a passionate spokesperson and advocate for e-bikes and believes that electric bicycles may become as popular as mountain bikes within the next decade. Prior to joining Hebb, Phil held executive business development positions with several of Seattle's top advertising agencies. He has served on boards, such as the Seattle Direct Marketing Association and the American Advertising Federation. Herzog now speaks to groups across the country on business development topics and is a contributing author for DM News, American City Business Journals and Sales and Marketing Management Magazine. His company is also a member of the Light Electric Vehicle Association.