

## Todd Poquette

### Talk 1: I am not a Race Director...

The talk “I am not a Race Director” will focus on our style of event production. We don’t run races, we create experiences. I plan to talk about how it’s different and why it has been successful. This is a unique take on events, rules, awards, egos, and building community.

### Talk 2: 906 Adventure Team: Building Youth Resilience

Director of Adventure Todd Poquette shares why it’s critical now more than ever to help kids approach life as an epic adventure instead of a series of competitions that someone has to win and someone has to lose. This is an important conversation that has a lot more to do with life than it does riding bikes.



Todd Poquette is the founder of the 501(c)(3) Non-Profit 906 Adventure Team. Their mission is to empower people to discover the best version of themselves through outdoor adventure. 906AT supports nine youth Adventure Teams for boys and girls ages 5-17 in Michigan, Wisconsin, and Ohio. In 2022 their youth resilience programs reached more than 700 youth and trained 300+ volunteers to help youth develop a growth mindset, build confidence, and overcome obstacles by learning to embrace a “doing hard things.” Poquette also directs the Triple Crown Endurance Series (Polar Roll, The Crusher, Marji Gesick). He has become infamous for his ability to help people “find their limits. The events support administrative and operational expenses as well as local trails. Since 2015 906AT has donated more than \$220,000 to trail organizations.

When he’s not helping others find a way out of their comfort zone he works on getting out of his own. His most recent project, Project Adventrus 2.0, was a 1,650-mile human powered off-road circumnavigation of the Upper Peninsula by bicycle. The crew completed the mission in 17 days. Poquette distills his view on life this way: Life isn’t fair, the world isn’t safe, there is no finish line.

