



## 5 STAR RETAILERS

**HAVE MADE THE TOP 100 LIST FOR FIVE YEARS IN A ROW, FROM 2007 THROUGH 2011.** TO RECOGNIZE THEM FOR THEIR OUTSTANDING EFFORT AND ACHIEVEMENT OVER THIS TIME, WE BROKE THEM OUT INTO A SEPARATE CATEGORY. WE ASKED THEM TO SHARE THEIR SECRETS TO PROVIDING A CONSISTENT RETAIL EXPERIENCE.



### BELMONT WHEELWORKS BELMONT, MA

Number of locations: 3

Years in business: 34

Square footage (main location): 21,000

Number of employees at height of season: 96

Owner: Clint Paige; Managers: Clint Paige, Peter Mooney, Jason Paige, Colin Eggleton

What Sets You Apart: The passion of our people and our respect for the customer and the sport of cycling.



### BICYCLE HAUS SCOTTSDALE, AZ

Number of locations: 1

Years in business: 8

Square footage: 2,500

Number of employees at height of season: 7

Owners: Kale and Shasta Keltz; Manager: Craig Abraham

What Sets You Apart: Bicycle Haus is a unique boutique shop with a strong focus on ultimate customer service, featuring unique products and a fun atmosphere. Our staff is extremely friendly and knowledgeable, finding the right fit for each customer, and through our focus on community and local rider support we meet some amazing cyclists. We're budgeting more and more for local charities and gave our largest number of donations this past year, a truly fulfilling part of our business. Our race team stays competitive in many local and national races, and we pride ourselves on being a shop where cyclists want to hang out.



### BICYCLE SPORT SHOP AUSTIN, TX

Number of locations: 3

Years in business: 29

Square footage: 33,300

Number of employees at height of season: 130

Owner: Hill Abell and Laura Agnew; Managers: Marty Muehlegger, Ryan Amey, Josh Brown, Dylan Coates

What Sets You Apart: Leadership training and clear expectations for our staff, continuous process improvement, a progressive staff compensation system, accurate financial forecasting and strategic planning on the business side, plus unique events and promotions that give our customers a reason to ride more often and keep us top of mind when they need bikes and equipment.



### BICYCLE VILLAGE DENVER, CO

Number of locations: 5

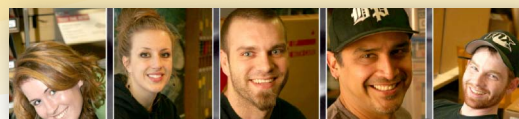
Years in business: 25

Square footage (main location): 25,000

Number of employees at height of season: 100

Owner: Vail Resorts; Managers: C.B. Dushane, Bruce Douglas

What Sets You Apart: We provide passion for cyclists while providing world-class customer service. We are cyclists for cyclists! We're a premier bike chain, offering the best of bikes and accessories for cyclists, triathletes, and recreational riders, complemented by professional service and bike fitting. We understand that a bike is more than the sum of its parts: Cycling is a way of life that represents good health, fun, freedom, personal expression, a love for the outdoors, and respect for the environment. Our knowledgeable staff helps everyone, whether recreational riders or fierce competitors, to find the bicycle, accessories and cycling apparel suited to the individual.



### BICYCLES PLUS FOLSOM, CA

Number of locations: 1

Years in business: 23

Square footage: 6,500

Number of employees at height of season: 15

Owner: John Crews; Manager: Brad Winter

What Sets You Apart: Our staff wants to be here. It's not just about a paycheck; it's a way of life for our staff, and it shows in their performance. For 22-plus years, customers have come back because our staff treats them like family. The founder and owner, BMX Hall of Fame member John Crews, also co-founded Ride for a Reason charity ([www.RFAR.org](http://www.RFAR.org)).



### BIG SHARK BICYCLE CO. ST. LOUIS, MO

Number of locations: 4

Years in business: 19

Square footage: 18,000

Number of employees at height of season: 70

Owner: Michael Weiss; Managers: Dirk Sprogogoe, Jason Torbitzky, Tim Kakouris, Kevin Jokisch

What Sets You Apart: Big Shark's goal is to make St. Louis an awesome place for cycling. We promote as many cycling events as we can across the spectrum from training series through bike rodeos to UCI events. We feel that as we help create a culture and activities, the business, expertise and loyalty will follow. Internally, we try to hire intelligent, kind people who have a passion for what we do and treat our clientele with a sense of humor and respect. We're very proud of our staff and are grateful for the contribution they all make.

# 5 STAR RETAILERS



## BIKEBEAT VIRGINIA BEACH, VA

Number of locations: 4  
 Years in business: 13  
 Square footage (main location): 4,000  
 Number of employees at height of season: 40  
 Owner: David Wilson; Managers: Chris Scales, Rick Young, Don Peterson, Fran Lenahan

**What Sets You Apart:** We live the BikeBeat Mission Statement: "Committed to building a more bicycle friendly environment and providing our community with quality cycling products, unyielding customer service, and a passion for bicycling's abundant opportunities." Recognition as a 5 Star Retailer is a huge honor, and we attribute this achievement to an awesome, dedicated staff of knowledgeable cycling enthusiasts who bring added value to every customer interaction. We're fortunate to sell an empowering product, the bicycle, and continually promote its safe use through involvement in regional bikeways and trail development, organized rides, commuter support, in-store classes, and safe riding workshops for youths.



## BIKE GALLERY PORTLAND, OR

Number of locations: 6  
 Years in business: 37  
 Square footage (main location): 10,000  
 Number of employees at height of season: 125  
 Owner: Jay Graves; Managers: Brandon Bruins, James Emond, Joan Martocello, John "Clue" Cloutier, Kelly Aicher, Shannon Skerrit

**What Sets You Apart:** Founded in 1974 with one simple mission—to get more people on bikes, more often—Bike Gallery has since grown to six neighborhood stores while remaining a locally owned business. We don't take ourselves too seriously, and we believe that cycling should be fun—because if it's not, customers won't continue it. Recognizing that "cycling fun" means something different to everyone, we listen carefully to each customer to help match them with their perfect cycling gear. Bike Gallery cultivates a culture of giving back to the community, and aggressively supports charitable organizations that are aligned with our values and environmentally friendly business practices.



## BREAKAWAY BICYCLES PORTAGE, MI

Number of locations: 3  
 Years in business: 37  
 Square footage (main location): 9,000  
 Number of employees at height of season: 35  
 Owners: Paul Wells, Ken Polidan, Eric Moe; Managers: Jason Rutgers, Jason Lechner, Richard Neumann

**What Sets You Apart:** Breakaway Bicycles has always stressed face-to-face customer service and maintained an extensive sales and service staff. Our new-bike assemblies and repairs are meticulously done, and we have an excellent reputation. We sell the top brands from companies proven to stand behind their products, and stock extensive inventory. We appreciate our repeated selection for the Top 100 award and believe it is due to our commitment to our customers and manufacturers. We support all local and regional bike events, and have invested in the sport throughout our 37-year history.



## CENTER CYCLE RENTON, WA

Number of locations: 1  
 Years in business: 37  
 Square footage: 8,200  
 Number of employees at height of season: 8  
 Owner and manager: Dave Groom

**What Sets You Apart:** First, we're all passionate riders—road, mountain, freeride, downhill, mountain endurance and cyclocross. Our employees volunteer as trail builders at local mountain bike parks, plus we sponsor and support road, tri and 'cross teams. We've created a relaxed store environment where customers can enjoy themselves while we help find them the right bike. The staff's like family, working and riding together, and we try to pass that camaraderie on to customers. And the staff's experienced: The owner has nearly 30 years in the business, and all of our mechanics have 20 or more.



## CENTURY CYCLES ROCKY RIVER, OH

Number of locations: 3  
 Years in business: 19  
 Square footage (main location): 3,600  
 Number of employees at height of season: 39  
 Owner: Scott S. Cowan; Manager: Mike Petcher

**What Sets You Apart:** "Define your life. Ride a bike" is more than our trademarked slogan. It's our mantra. Century Cycles is defined by a commitment to spreading the bicycling message via innovative events and promotions—including one of America's most successful bike-to-school programs, which will reach more than 4,000 students in 2012. Our staff is passionate and experienced—almost all full-time employees have been here five years or more. Most of all, Century Cycles is defined by a loyal customer base that we thank annually with a free appreciation party featuring special guests such as the legendary Bob Roll and "Frazz" cartoonist Jef Mallett.

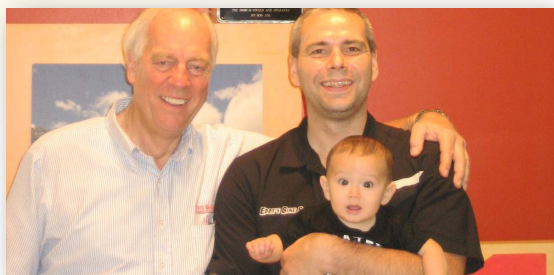


## CONTENDER BICYCLES SALT LAKE CITY, UT

Number of locations: 1  
 Years in business: 12  
 Square footage: 7,800  
 Number of employees at height of season: 15  
 Owners: Alison and Ryan Littlefield; Managers: Shaun Brigdon, Reed Wycoff, Patrick Ramirez

**What Sets You Apart:** Contender focuses on providing a super-high level of service and expertise with a friendly and welcoming attitude. We have an excellent location and offer great brands to support the relationships we've built with our customers, and try hard to build the Contender brand more so than that of a particular bike or accessory. Additionally, we strive to partner with vendors who support our efforts and who operate with a long-term-oriented business mindset.

# 5 STAR RETAILERS



## EDDY'S BIKE SHOP STOW, MONTROSE, N. OLMSTEAD & WILLOUGHBY HILLS, OH

Number of locations: 4  
Years in business: 71  
Square footage: 35,000  
Number of employees at height of season: 25  
Owner: Jim Ruggles; Manager: Jim Ruggles Jr.

**What Sets You Apart:** Our desire to be the best bike shop for cyclists of all abilities. We cater not only to competitive riders, but also to those seeking out cycling as a new endeavor—and everyone in between.



## ERIK'S BIKE SHOP BLOOMINGTON, MN

Number of locations: 18  
Years in business: 34  
Square footage (main location): 6,000  
Number of employees at height of season: 200  
Owner: Erik Saltvold; Manager: Dave Olson

**What Sets You Apart:** We invest in our employees. We engage our employees. We promote from within. Offering in-depth training, open communication and multiple career opportunities to our employees has not only helped our company to grow, but also has given our people opportunities to grow as well.



## FREEWHEEL BIKE MINNEAPOLIS, MN

Number of locations: 3  
Years in business: 37  
Square footage: 18,000  
Number of employees at height of season: 75  
Owner: Kevin Ishaug; Manager: Jake Helmbrecht

**What Sets You Apart:** We have focused our business on challenging the norms of the bicycle industry and retail at large. We recruit new staff based on passion and potential, and maintain a benefits package that is more complete than typically found in retail. Most important, we constantly provide our staff with fresh challenges and ensure they have the tools they need to improve the business. Having a staff of committed cyclists who are engaged in the evolution of the business allows us to support dozens of events, stay on top of product trends and provide the absolute best retail experience for our customers.



## GENEVA BICYCLE CENTER GENEVA, NY

Number of locations: 1  
Years in business: 16  
Square footage: 9,000  
Number of employees at height of season: 6  
Owner: Jim Hogan

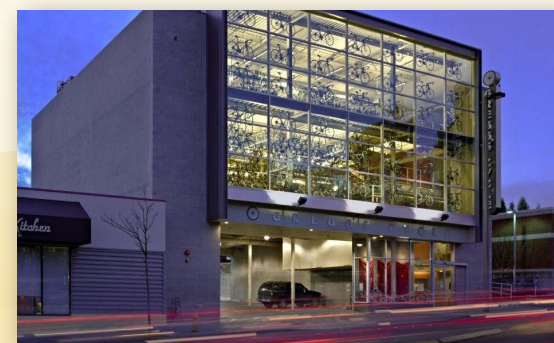
**What Sets You Apart:** First of all, none of us ride and we hate all of our customers. It's become apparent that fitting bikes is all "smoke and mirrors." Our entire knowledge of bicycles is keenly derived from online forums where all the really smart people hang out. Besides, why ride when you can drive? Lastly, 29-inch wheels and aero road bikes are fads—just like computers, eating food, and the Interweb. If you all just used Google a little more often, you'd know all this cool stuff.



## GOODALE'S BIKE SHOP NASHUA, NH

Number of locations: 3  
Years in business: 40  
Square footage (main location): 50,000  
Number of employees at height of season: 103  
Owner: Brad Hill; Managers: Rob Bingham, Lincoln Phillips, Jim Esson, Seth Ustaitis

**What Sets You Apart:** We stock it! We rarely have to special-order product for our customers. We make very large pre-season purchases to ensure we have what our customers want, when they want it. Our bicycle selection is vast, so during the late summer when some shops are scrambling to find that bike their customer wants, we most likely have it. Having such a large, complete inventory gives our employees confidence in the products they sell, and our customers peace of mind in the products they purchase.



## GREGG'S CYCLE SEATTLE, WA

Number of locations: 3  
Years in business: 79  
Square footage: 37,000  
Number of employees at height of season: 110  
Owners: Stan and Judy Gregg; Manager: Marty Pluth

**What Sets You Apart:** An important mission for Gregg's Cycle has been to develop a highly skilled managerial team that not only enjoys the cycling industry, but also is enthusiastic and effective in executing our business and customer service visions. The combined service of our top seven senior managers is 142 years with Gregg's—more than 20 years each. Much of the credit for our listing in this poll every year since its inception is due to this team.



## HELEN'S CYCLES SANTA MONICA, CA

Number of locations: 6  
Years in business: 75  
Square footage (main location): 11,000  
Number of employees at height of season: 99  
Owner: Jay Wolff; Manager: Brad Edwards

**What Sets You Apart:** This year we are celebrating 75 years of service to the L.A. cycling community. We are extremely proud of this accomplishment, and extend our sincere gratitude to our dedicated staff and loyal consumers.

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## KESWICK CYCLE CO. GLENSIDE, PA

Number of locations: 3  
Years in business: 78  
Square footage (main location): 10,000  
Number of employees at height of season: 25  
Owners: Brian Hackford, David Kaplan; Managers: Tom Tompkins, Mike Pudlinski, PJ Clark, Brad Transue, Evan Perrone, Jayson Cisak

**What Sets You Apart:** Keswick Cycle, in business since 1933, has consistently set the benchmark for excellence in sales and service. Keswick supports the sport of cycling through club sponsorships that include, but are not limited to, the Bicycle Coalition of Greater Philadelphia, Sturdy Girl Cycling, a grassroots mountain bike team, two triathlon clubs, an elite triathlon team and four local road cycling clubs.



## LANDIS CYCLERY TEMPE, AZ

Number of locations: 4  
Years in business: 100  
Square footage (main location): 9,000  
Number of employees at height of season: 40 (year-round)  
Owners: Richard and Robert Landis

**What Sets You Apart:** Landis Cyclery is engaged in the cycling community, sponsoring clubs, races, charity rides, bike rodeos, health fairs, spin classes and maintenance clinics. We take advantage of educational opportunities that will set our staff apart from the rest of the competition. And we have experience: Third- and fourth-generation family members are active in management and daily operations.



## LANDRY'S BICYCLES NATICK, MA

Number of locations: 4  
Years in business: 89  
Square footage (main location): 18,000  
Number of employees at height of season: 75  
Owners: Peter, Jeanne and Tom Henry and Landry's ESOP Trust; Managers: Peter Henry, CFO, and Tom Henry, CEO

**What Sets You Apart:** We focus relentlessly on the quality and promptness of our services. The public has proved over and over—in good economic times and bad—that they are willing to pay more for excellent services. We also focus on inventory turns, keeping our cash flow and profit margin healthy so that we can invest in developing a superior staff dedicated to taking exceptional care of our valued customers. This past year, Landry's Bicycles became an employee-owned company, so all full-time staff now have a stake in our business and a vested interest in being the best that they can be.



## LIBERTY BICYCLES ASHEVILLE, NC

Number of locations: 1  
Years in business: 31  
Square footage: 8,000  
Number of employees at height of season: 16  
Owners: Mike and Claudia Nix; Manager: Sam White

**What Sets You Apart:** Liberty Bicycles is proud of its record as an advocate for bicycling, having received the BRAINY award as bicycle advocate of the year in 2007 and the Clay Mankin Award in 2010. We are active in the local community, supporting major cycling events as well as local clubs and race teams. Liberty Bicycles' staff is very experienced, and focused on making every customer a happy bicyclist.



## MACK CYCLE & FITNESS MIAMI, FL

Number of locations: 1  
Years in business: 55  
Square footage: 4,000  
Number of employees at height of season: 20  
Owner: Mary Jane Mark; Managers: Andre Quirino, Ricardo Rix

**What Sets You Apart:** We are involved in almost every cycling event in Miami, ranging from triathlons, cyclocross and family events to being the presenting sponsor of the MS ride. We are also well known for involvement in all the local advocacy groups as well as our own advocacy efforts. We fit well in our community: Mack Cycle has employees from eight different countries to serve a clientele that is even more diverse.



## MARTY'S RELIABLE CYCLE RANDOLPH, NJ

Number of locations: 3  
Years in business: 34  
Square footage (main location): 5,000  
Number of employees at height of season: 30  
Owners: Marty and Jesse Epstein; Manager: Jesse Epstein

**What Sets You Apart:** "Saving the World With Bikes" is our store mission statement, and our guidelines are the principles of sustainability—people, planet and profit or social equity, a healthy economy and a commitment to the environment. We built our business on a commitment to our communities, and our focus on integrating bicycles into the lifestyle of our customers, their families and their communities has made our stores into leading retailers. The culmination of this year's work will be Gran Fondo NJ, which will exemplify our mission.

# 5 STAR RETAILERS



## MIKE'S BIKES SAN RAFAEL, CA

Number of locations: 9  
Years in business: 47  
Square footage: 65,000  
Number of employees at height of season: 200  
Owners: Ken Martin, Matt Adams; Manager: Mike Coronis

**What Sets You Apart:** Mike's occupies a unique space in the market where we're able to provide the selection and the resources of the national chains, along with the high service standards of a great local shop. We're all about delivering great customer experiences, and we don't do anything that doesn't further that goal.



## MONTGOMERY CYCLERY CINCINNATI, OH

Number of locations: 5  
Years in business: 46  
Square footage (main location): 12,000  
Number of employees at height of season: 50  
Owner: Thomas Mueller; Manager: Jeff Sellers

**What Sets You Apart:** Our goal is to serve our communities by providing people of all ages, skill levels and experience with quality bicycles and fitness equipment. We believe that all customers are different, and we add extra value to our products by listening to and addressing individual customer needs.



## NEWBURY PARK BICYCLE SHOP NEWBURY PARK, CA

Number of locations: 1  
Years in business: 46  
Square footage: 5,500  
Number of employees at height of season: 20  
Owners: Mike Cicchi, Benjamin Cox; Manager: Shane Kelley

**What Sets You Apart:** This has been a family-owned and -operated business for 46 years. We know our customers, our staff and our community on a personal basis, and we use this hands-on, personal approach to ensure that we have the greatest total value of any shop in the cycling industry.



## ORANGE CYCLE WORKS ORLANDO, FL

Number of locations: 1  
Years in business: 39  
Square footage: 12,000  
Number of employees at height of season: 23  
Owners: Howard Larlee, Deena Breed; Manager: John Salmons

**What Sets You Apart:** We are a destination store with an exceptionally large selection of accessories and clothing. Our ideal customer is anyone who wants to ride a bicycle. We have two dedicated buyers. They order every day, and customers can often receive their item in a few days. This gives the customer many choices, and an excuse to make another visit to the bike store.



## PEDAL POWER MIDDLETOWN AND VERNON, CT

Number of locations: 2  
Years in business: 16  
Square footage: 15,000  
Number of employees at height of season: 21  
Owners: Gary Nicol, Bill McEnery; Managers: Steve Davis, Spencer Gates, Matt Lolli, Dean Whipple

**What Sets You Apart:** We strive to keep the customer experience professional, reliable, honest and fun. From the moment customers walk in the door, they can see we're different: The stores are clean, organized and easy to shop. Additionally, our highly trained personnel love cycling and treat every customer with respect. Our stores are just fun places to be.



## PENN CYCLE AND FITNESS BLOOMINGTON, MN

Number of locations: 7  
Years in business: 54  
Square footage: 70,000  
Number of employees at height of season: 140  
Owner: Pat Sorensen; Manager: William Randen

**What Sets You Apart:** As one of America's largest Trek dealers, we always have a large selection of bikes built and ready to ride every day. Our seven-store buying power allows us to make off-season special purchases on bikes and more, so that we have great deals all the time. We also have a great, experienced staff to take care of our customers—all trained to sell a cycling lifestyle, not just a new bike. It really is a team effort.

# 5 STAR RETAILERS



## PLANO CYCLING & FITNESS PLANO, TX

Number of locations: 1  
Years in business: 39  
Square footage: 15,000  
Number of employees at height of season: 30  
Owner: Rick Gurney; Manager: Kyle Carlson

**What Sets You Apart:** What sets Plano Cycling apart from others is the handling of details for each customer on an individual basis. Hiring individuals that follow these practices is most important. We do not accept mediocrity in our business practices, because we compete with other great retailers. In addition, we sponsor, support and participate in as many cycling-related events as possible, and we offer a number of clinics throughout the year.



## RICHARDSON BIKE MART RICHARDSON, TX

Number of locations: 3  
Years in business: 31 under current ownership, 49 total  
Square footage (main location): 40,000  
Number of employees at height of season: 132  
Owner: Jim Hoyt; Managers: Jim Hoyt, Ken "Woody" Smith, Joe Howard, Rodney Crowe, Louis Boudreaux

**What Sets You Apart:** Stocking lots of inventory in our bicycle, clothing and accessories departments allows us to meet the customers' needs. Upgrading our bicycle fit department with the RETUL system helped boost our high-end bicycle sales, and carrying the top brands in the business is another factor: "High-tech bikes and old-fashioned service" is our mantra. With three locations, maintaining sales and margins in this tough economy has been challenging of late, but we've been fortunate. Having an excellent sales and service staff of long-term employees has been the backbone of this success.



## RIVER CITY BICYCLES PORTLAND, OR

Number of locations: 1  
Years in business: 16  
Square footage: 13,500  
Number of employees at height of season: 60  
Owner: David Guettler; Manager: Barry Haw

**What Sets You Apart:** River City Bicycles is the United Nations of the bike industry, unapologetically an independent bicycle dealer untethered to any master except the will of the people. We employ an impressively eclectic blend of staff members who eagerly accommodate virtually any cycling-related request, promoting cycling as a way of life. We insist upon a business dynamic that facilitates sustainable cooperation between suppliers and retailers and mandates a healthy, enjoyable and memorable experience on the sales floor for every customer. We embrace the fact that since customers dictate demand and retailers serve customers, suppliers must serve the needs of retailers first and foremost.



## ROSWELL BICYCLES ROSWELL, GA

Number of locations: 1  
Years in business: 25  
Square footage: 10,000  
Number of employees at height of season: 33  
Owner: Todd L. Kaib; Managers: Taylor Kaib, Laurie Kaib, Laim Bennett, Raul Lopez

**What Sets You Apart:** Store consistency—the same owner and same location for 25 years, plus 12 employees with more than a decade's experience each. Community outreach starts with our full-time event coordinator; we're at more than 100 events annually. The owner has served on a mayor-appointed board for 14 years, and with help from the city government, Roswell has staged a pro bike event and family cycling festival for eight years running. We put together a city-sponsored bike group that has received LAB's Cycling-Friendly City award for multiple years, and we've helped the city fund mountain bike trails and pump tracks to get local kids riding.



## SID'S BIKES NEW YORK, NY

Number of locations: 2  
Years in business: 42  
Square footage: 6,500  
Number of employees at height of season: 35  
Owner: Allen Schulmann; Manager: Jay Tarrant

**What Sets You Apart:** Caring about what we're doing is the best way to sum up our company ethos. We care about what our customers think about us, which leads to positive word-of-mouth and a positive online reputation. We care about our vendors, that they work with us as partners to improve our shops and their brand image. And we care about the team; we all enjoy working together as a big family. This really works well for us.



## SKIRACK BURLINGTON, VT

Number of locations: 1  
Years in business: 42  
Square footage: 12,000  
Number of employees at height of season: 55  
Owners: Karen George, Spike Clayton, Zandy Wheeler; Managers: Spike Clayton, Tom Labarge

**What Sets You Apart:** Passion for cycling is evident in all our staff, and we continually emphasize our ultimate goal: for customers to make cycling an important part of their lifestyle. Our propensity to try new things helps us grow as individuals and a company. We volunteered as host shop to the USAT Nationals here this year, a huge, energizing challenge. We also asked four other local shops to join together to raise funds to deal with a natural disaster that affected an important recreation path. Both are examples of what we do to grow as a store and be relevant inside our community.

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## **SPOKES ETC.** VIENNA, VA

Number of locations: 5

Years in business: 25

Square footage: 37,000

Number of employees at height of season: 110

Owners: Jim Strang, Bob Fadel; Managers: Steve Beheler, Jeff Palmer, Joe Chaale, Alexander Castro, Chris McGibbon

What Sets You Apart: The high-performance, dedicated and professional staff that we have been able to develop over the past 25 years gives us a truly competitive edge over our competition.



## **THE OFF RAMP** SANTA CLARA, CA

Number of locations: 2

Years in business: 39

Square footage (main location): 5,000

Number of employees at height of season: 20

Owners: Dennis Upoff, Bill Kuckens; Managers: Anthony Magee, Rec Luguardo, Cosimo Rumore

What Sets You Apart: We work very hard at keeping the largest selection of newest bicycles on the floor and treat customers fairly—a winning formula at keeping customers coming back. We work very closely with all our suppliers and always take advantage of distributor promotions, discounted product, discounted terms, programs, etc. This helps us give our customers a better value and helps us with our bottom line.



## **TWO WHEEL TANGO** ANN ARBOR, MI

Number of locations: 3

Years in business: 13

Square footage: 24,000

Number of employees at height of season: 30

Owners: Dennis Pontius, Leslie Isaacs; Managers: Jess Bratus, Al Manes, Jimmy Ragget, Rich Morris

What Sets You Apart: We strive to make sure that Two Wheel Tango has a personality that ensures customers have an interesting experience when they come into the store. Customers have many choices about where they can shop, so we strive to make our shop the most interesting by having a large selection, a well-trained staff and an attention-grabbing environment.



## **UNIVERSITY BICYCLES** BOULDER, CO

Number of locations: 1

Years in business: 27

Square footage: 10,000

Number of employees at height of season: 55

Owner: Doug Emerson; Manager: Lester Binegar

What Sets You Apart: We are a worldwide tourist destination because of our customer service, location and museum.



## **WHEAT RIDGE CYCLERY** WHEAT RIDGE, CO

Number of locations: 1

Years in business: 38

Square footage: 30,000

Number of employees at height of season: 68

Owners: The Kiefel Family; Manager: Ron Kiefel

What Sets You Apart: Eugene Kiefel started this company in 1973 with just 750 square feet and a smile. Realizing that any local bike shop can provide the merchandise, he knew that singularly exceptional customer service would be the key to his success and differentiate him from the competition. Today, company president Ron Kiefel and his staff operate out of a 30,000-square-foot building at the same location with the same philosophy.



## **WHEEL & SPROCKET** HALES CORNERS, WI

Number of locations: 6

Years in business: 38

Square footage: 69,000

Number of employees at height of season: 175

Owner: Chris Kegel; Manager: Liza LeClaire

What Sets You Apart: One of our core values is to share the love of cycling with our community. We're involved at the local and national level, so you'll find us at weekend and weeklong cycling events throughout the season. From family recreational riders to triathletes and pro racers, we work hard to earn their business. Another core value is continuous improvement, from inventory management to sales profitability. Our team works together to better serve our customers while continuously looking for ways to strengthen our bottom line.

# TOP 100 RETAILER 2011



BROUGHT TO YOU BY:

**Bicycle Retailer**  
AND INDUSTRY NEWS

## THE TOP 100 RETAILERS

FOR 2011 WERE SELECTED BECAUSE THEY EXCEL IN THREE AREAS: **MARKET SHARE, COMMUNITY OUTREACH AND STORE APPEARANCE**. HOWEVER, EACH STORE HAS ITS OWN UNIQUE FORMULA FOR SUCCESS. WE ASKED EACH STORE OWNER TO SHARE WHAT THEY BELIEVE SETS THEM APART FROM THEIR PEERS.



### ABSOLUTE BIKES FLAGSTAFF AND SEDONA, AZ

Number of locations: 2  
Years in business: 22  
Square footage: 5,500  
Number of employees at height of season: 25  
Owner: Ken Lane; Manager: Anthony Quintile

**What Sets You Apart:** We have a strong commitment to our communities. We are huge supporters, financially and with volunteer time, of the local bike advocacy group, and also support several trail work events, Flagstaff Bike to Work Week and Safe Kids Bike Rodeos. We promote three regional charity cycling events, a great model that leverages our marketing money through events for our customers while benefitting our communities and gaining recognition for our brand. We're committed to adding value in our stores as well: If folks aren't having a good ride on a bike we built, serviced or fitted, we haven't succeeded yet.



### AGEE'S BICYCLE RICHMOND, VA

Number of locations: 3  
Years in business: 101  
Square footage (main location): 6,000  
Number of employees at height of season: 23  
Owners: Bill, Monty, Annie and Bill Jr. Agee; Managers: Bill and Monty Agee

**What Sets You Apart:** We have built our business by having direct family involvement in the day-to-day activities of our retail operations. This allows us to pay close attention to customers' needs and see that those needs are met. We have been very active in the cycling community for decades by being instrumental in starting the local cycling club in the 1960s and being a longtime supporter of all levels of cycling events.



### ATLANTA CYCLING ATLANTA, GA

Number of locations: 2  
Years in business: 30  
Square footage: 10,000  
Number of employees at height of season: 28  
Owner: Don Dutton; Manager: Todd Melton

**What Sets You Apart:** For 33 years Atlanta Cycling has kept cyclists of all levels on the brands of bikes they know and respect, bringing the joy of cycling to more people. With a top-tier staff that is both knowledgeable and professional, Atlanta Cycling provides customer service that is second to none, giving their customers the confidence that they made the right decision bike after bike and year after year.



### BAY AREA BICYCLES CORPUS CHRISTI, TX

Number of locations: 1  
Years in business: 25  
Square footage: 4,500  
Number of employees at height of season: 9  
Owners: Thomas and Rosemary Neagli; Manager: Thomas Neagli

**What Sets You Apart:** We strive to be the best shop for everyone, whether a racer, triathlete, cardiac patient or someone who just wants a little fun and exercise to lose weight. Bay Area Bicycles takes advantage of leading technology and educational opportunities that set our store associates apart from the rest. We've earned a reputation for continuously giving back to our community to keep the momentum growing for the future of cycling in South Texas.



### BENIDORM BIKES CANTON, CT

Number of locations: 1  
Years in business: 14  
Square footage: 3,000  
Number of employees at height of season: 11  
Owner: Doug Tanner; Managers: Jan Tanner, Pete Downs

**What Sets You Apart:** Benidorm Bikes is determined to be better each year. We share our passion for cycling with each customer and try to develop long-lasting, professional relationships. The staff's depth of knowledge and attention to detail is extended to every customer. Quality selection and professional guidance, in an uplifting environment, offers our customers a unique and confident experience, and our thorough bike fitting service lends additional credibility. The staff receives weekly product training, and we're active within our community through charity rides, school events, club rides and cycling teams. We love cycling and seeing people get the most from their riding.



### BICYCLE CENTER BROOKFIELD, CT

Number of locations: 1  
Years in business: 17  
Square footage: 2,700  
Number of employees at height of season: 7  
Owner: Shawn P. Emmerson; Manager: Devöne Champagne

**What Sets You Apart:** Every shop is going to answer "customer service," but we *want* to be your bike shop. We are just as pleased to sell a tricycle as a carbon road bike. If we have a good time and love what we do, it is infectious and our customers will benefit. Too many people get into this industry because they love riding bikes; that is a great start, but more important, you have to facilitate that same love to your community.



# TOP 100 RETAILERS



## BICYCLE GARAGE INDY INDIANAPOLIS, IN

Number of locations: 3  
Years in business: 28  
Square footage: 33,400  
Number of employees at height of season: 80  
Owner: Randy Clark; Managers: Toby Holsman, Paul Crimmins, Tim Gale, Tony Simeone, Lavina Kautz, Connie Szabo Schmucker, Jay Hardcastle, Carl Bruhn

What Sets You Apart: Bicycle Garage Indy makes a large commitment to improving bicycling in the Indianapolis area through community involvement and advocacy. For example, we just opened a 19,000-square-foot, full-service bicycle commuter hub in cooperation with the City of Indianapolis and the YMCAs of Greater Indianapolis, complete with parking, showers, rentals, repairs and more. We continually work to educate and excite people about bicycling, routinely providing clinics, classes, group rides, special events and ride sponsorships. In 2010, we established our BGI Corporate Wellness Division to add cycling to corporations' employee wellness programs—and have lured 2,000 people back onto bicycles.



## BICYCLE TRIP SANTA CRUZ, CA

Number of locations: 1  
Years in business: 38  
Square footage: 6,700  
Number of employees at height of season: 15  
Owner: Berri Michel; Manager: Aaron Jacobs

What Sets You Apart: Bicycle Trip is a market leader owing to our ongoing and everyday challenge to manifest best practice. Our building and grounds, product, people, policies and practices are all born out of this focus. We draw inspiration from outside the bicycle industry and from other market-leading bicycle shops that share this rare commitment. We believe in cultivating community and promoting cycling as a solution to societal challenges. Bicycle Trip is the proud founder and a sponsor of ProjectBikeTrip.org, which works to enhance lives, create opportunities and build sustainable communities through bicycle education in schools—like "Auto Tech," but for bicycles.



## BICYCLE HABITAT NEW YORK, NY

Number of locations: 2  
Years in business: 33  
Square footage: 8,700  
Number of employees at height of season: 50  
Owner: Charlie McCorkell; Managers: Libby McComb, Derek DeBoer, Matt Bigler-McCorkell, Eric Schofield

What Sets You Apart: Bicycle Habitat is a store owned and operated by bike enthusiasts who are also community enthusiasts. We have a history of advocacy, and we've taken stands for community interests even when doing so seemed risky or not without consequence. We want our customers to love their biking experience, whether on the road or on the trails, and we believe improving the city and our lifestyles is the best way to help us all get there.



## BICYCLE WAREHOUSE SAN DIEGO, CA

Number of locations: 8  
Years in business: 19  
Square footage: 57,600  
Number of employees at height of season: 40  
Owners: Debbe and Mike Simmons; Manager: Gordon Klerks

What Sets You Apart: Our commitment to creating a successful business. Our dedicated team members are our primary reason for success. They provide an outstanding shopping experience for our guests. We have a strong service culture with a clear mission and specific goals. We manage our efforts toward these goals every day and celebrate our successes.

## BICYCLE ONE INC. COLUMBUS AND PICKERINGTON, OH

Number of locations: 2  
Years in business: 37  
Square footage (main location): 2,400  
Number of employees at height of season: 18  
Owner: Don Frazier; Manager: Bret Reymond, John Frazier

What Sets You Apart: We carry multiple brands; we're not a captured dealer. We have the sense of community that comes with being a locally owned business that has been around for 37 years.



## BICYCLES ETC. JACKSONVILLE, FL

Number of locations: 2  
Years in business: 17  
Square footage: 8,000  
Number of employees at height of season: 16  
Owner: Michael Scarbrough; Managers: Sean Manago, Chuck Rotundo

What Sets You Apart: We are a family-owned store and service the beginner to the pro with great service, a great selection and great prices. Every customer is treated like a family member, so word-of-mouth is very important to us. Also, we carry multiple brands, including Trek, Cannondale, Phat Cycles, Redline and Mirraco, so our customers have several options instead of just one. And the most important part of our business is our staff. We have the best in our market and would not be on the Top 100 list without them.



## BICYCLES PLUS COPELL, TX

Number of locations: 3  
Years in business: 16  
Square footage (main location): 5,000  
Number of employees at height of season: 40  
Owner: Marcia Gorczyca; Manager: Craig Petersen

What Sets You Apart: Our endless commitment to take care of each and every customer who walks through the door, regardless if they happen to need something as simple as a tube all the way to a high-end carbon road bike. We also work very hard to establish a bike culture within our stores that permeates everything we do. The end goal is to be considered the best bike shop in Dallas/Fort Worth, with the most courteous and professional staff.

# TOP 100 RETAILERS



## BIKE BARN HOUSTON, TX

Number of locations: 6  
Years in business: 28  
Square footage: 48,000  
Number of employees at height of season: 95  
Owners: Lee Neathery, Neil Bremner; Managers: Sean Rutherford, Stephen Dommert, Mark Chambers, Brad Swaim, Steve Medley, Curt Culliton

What Sets You Apart: We welcome new riders to the sport and provide an atmosphere that is engaging for new and seasoned riders alike.

## BIKE DOCTOR OF WALDORF WALDORF, MD

Number of locations: 1  
Years in business: 16  
Square footage: 10,000  
Number of employees at height of season: 40  
Owner: Chris Richardson; Managers: Chris Richardson, Theresa Richardson, Chris Wells, Kenny Walker

What Sets You Apart: Customer service is probably the most significant thing that sets our store apart from others. We pride ourselves in making each customer's experience a very positive one. We go above and beyond to make sure all of our customers' wants and needs are met or exceeded.



## BIKE N HIKE PORTLAND, OR

Number of locations: 6  
Years in business: 40  
Square footage (main location): 10,000  
Number of employees at height of season: 45  
Owner: Kevin Chudy; Manager: Josh Bartlemay

What Sets You Apart: Bike N Hike is driven by principles. Our business's long-term commitment to our customers, community, employees and vendors demonstrates a model of sustainability to guide our business today and for the next 100 years. Originating with great management and executed by exceptional employees, we strive to be the best bicycle shop in the country.



## BIKE RACK (INDIAN CYCLE, FITNESS AND OUTDOORS) RIDGELAND, MS

Number of locations: 2  
Years in business: 38  
Square footage: 6,000  
Number of employees at height of season: 11  
Owners: Jim Ballard, Tom Martin; Manager: Jayce Powell

What Sets You Apart: That would be our employees. Each of us is on fire for riding a bike, and we love to see others get involved. Seeing new cyclists' progress brings smiles to our faces. We are the only Bicycle Friendly Business (selected by the League of American Bicyclists) in Mississippi. Members of our staff have been to various mechanics and bike-fitting schools and serve on the City of Ridgeland Bicycle Task Force as well as the Regional Leadership Advisory Committee for IMBA-SORBA. We love to be involved, and are blessed to work in an industry that is such a passion for us.



## BIKE TECH MIAMI, FL

Number of locations: 3  
Years in business: 25  
Square footage: 13,000  
Number of employees at height of season: 25  
Owner: Arnie Freire; Managers: JC Espinel, Eduardo Diaz

What Sets You Apart: What sets us apart from most other shops is our staff: They are a highly motivated and knowledgeable group. Our stores are well stocked and clean, comfortable places to shop. Our No. 1 goal is to offer the best customer service possible.



## BIKE WORLD WEST DES MOINES, URBAN DALE & AMES, IA

Number of locations: 3  
Years in business: 33  
Square footage: 25,000  
Number of employees at height of season: 50  
Owner: Forrest Ridgway; Managers: Joe Newendorp, Justin Sheldon, Steve Lauber

What Sets You Apart: At Bike World, we have a friendly, fun and knowledgeable staff. Our stores promote a comfortable and well-organized shopping environment. Internally, we emphasize and maintain a good margin on quality products.

## BIKE ONE OKLAHOMA CITY AND NORMAN, OK

Number of locations: 2  
Years in business: 23  
Square footage: 19,000  
Number of employees at height of season: 13  
Owners: Mark and Janet Otto; Managers: Mark Otto, Alex Meek, Tommy Duvall

What Sets You Apart: We consistently conduct business in an old-fashioned way that focuses on customer care and financial integrity, lessons I (Mark Otto) absorbed when I started working in a bike shop as a kid in '69. We really care about our customers, recognize that each one's needs are unique, and remember that their latest experience here determines whether they come back and refer others. My wife Janet and I started this store together 23 years ago with a truckload of used bikes backed by that philosophy, and with her handling the finances and my working in the front with customers. It's guided us ever since.

# TOP 100 RETAILERS



## BIKESOURCE DENVER, CO; KANSAS CITY, KS; COLUMBUS, OH; CHARLOTTE, NC

Number of locations: 9

Years in business: 26

Square footage: 6,000-22,000, with emphasis on larger footprints

Number of employees at height of season: 250

Owner and president: Marc Eisenberg; Managers: Bob Copeland, Hans Kaufenberg, Jeramia Johnson, Mark Neace, Craig Stoeltzing, Dan Ersley, Andy Jenkins, Eric Gott, John Hennessy

**What Sets You Apart:** BikeSource strongly supports events of all sizes and scope that support cycling. They're the industry's lifeblood and help us ensure that people have a great time—we want people to become cycling addicts. We sponsor local race teams and clubs that represent the cycling community well; this supports grass-roots racing and provides firsthand feedback from riders about our products. As a business, we strive for the highest level of professionalism, from the career professionals we hire to how we approach each customer. We're particularly proud of our service centers; service is a major driver for our business and solidifies strong customer relationships.



## BOKOO BIKES MINNETONKA, MN

Number of locations: 1

Years in business: 11

Square footage: 12,000

Number of employees at height of season: 15

Owner: Eduardo Vigil; Manager: Jeremy Budd

**What Sets You Apart:** We provide an environment that offers a unique cycling experience to men, women and especially to kids. We train our staff not only to be knowledgeable about product, but also to be passionate about the work they do. This translates into a happier staff, more satisfied customers—and higher revenues. Bokoo Bikes is the largest Giant dealer in the Midwest. We are grateful to our customers for this great honor and are proud to support the local community with the Giant brand.



## BLOOMINGTON CYCLE & FITNESS BLOOMINGTON, IL

Number of locations: 1

Years in business: 3

Square footage: 3,800

Number of employees at height of season: 9

Owners: Scott and Caryn Davis; Manager: Adam Stojentin

**What Sets You Apart:** Our customers say that we "sell biking, not just bikes." Everyone working here has a passion for cycling and our mechanics are top-notch. We have developed a supportive cycling community, the highlights of which are our road/mountain/cross teams, and an outstanding weekly ladies-only ride. The shop is a part of our family, and we strive for every customer, no matter their interest, to feel valued and inspired.

## BRICK WHEELS TRAVERSE CITY, MI

Number of locations: 1

Years in business: 37

Square footage: 10,000

Number of employees at height of season: 19

Owner: Tim Brick; Managers: Kristi Messing, Betty Clement, Josh Beery

**What Sets You Apart:** Our goal has always been to create cyclists as much as it is to sell bicycles. Being in a small town, we feel it's as important to have training wheels as it is to have carbon wheels. In 37 years, I have never hired an employee who couldn't remember their first bike. We treat a kid's sale as a big step in a child's life, and take a leading role in local bicycle advocacy.



## CAYUGA SKI & CYCLERY ITHACA, NY

Number of locations: 1

Years in business: 15

Square footage: 2,500

Number of employees at height of season: 6

Owner: Jeff Inman; Manager: Jay Hodgson

**What Sets You Apart:** Our customer service and knowledge—we have a very experienced staff that has a passion for cycling and skiing. Cayuga Ski & Cyclery has a professional service department that takes pride in its work, plus we sell quality bicycle brands and carry a good selection of apparel, footwear, parts and accessories. We specialize in fitting services for cycling and skiing, making sure that equipment purchased from us fits and performs to the customer's expectations. We like giving back to the cycling community with support for pathways, Rails to Trails, club rides, charity events and race support.



## BOB'S BIKES BIRMINGHAM, AL

Number of locations: 1

Years in business: 37

Square footage: 4,800

Number of employees at height of season: 7

Owner: Roger Byrd; Manager: Joey Steele

**What Sets You Apart:** It's great to be involved in such a health-oriented business, and to offer products that can enhance our customers' enjoyment of cycling. All of us enjoy bicycling and enjoy helping our customers increase their experience of it as well. We carry the most notable brands and selections in all the aspects of the industry, with Specialized and Giant. Professional service and repair are also key ingredients to being in the Top 100.



## CAHABA CYCLES BIRMINGHAM, AL

Number of locations: 4

Years in business: 30

Square footage: 20,000

Number of employees at height of season: 25

Owners: Faris Malki, Kal Malki, Barbara Malki; Managers: Jon Bourque, Jonathan Robbins, John Pugh, John Dikis

**What Sets You Apart:** We really try to reach out to our customers in several ways. For example, we do the annual "Tour de Cahaba" ride that brings out 350 of our best customers. We provide a great 75-mile ride that tours each store, then we hook everyone up with lunch, beer (and Cokes) and a bunch of swag. Everyone has a great time and it keeps getting bigger every year.

# TOP 100 RETAILERS



## CHAIN REACTION BICYCLES AUGUSTA, GA

Number of locations: 1  
Years in business: 21  
Square footage: 4,500  
Number of employees at height of season: 8  
Owners: Phil and Eileen Cohen; Managers: Brad Harman, Alex Lee

**What Sets You Apart:** Our people make our shop what it is. Even if you have the best building, the best location and the best merchandise, if you have a mediocre staff you'll only have an average shop. We've been fortunate to have hired great people. All employees understand that job one is to take care of the customers, whatever that entails. They do this while being passionate and friendly, whether showing a \$300 comfort bike or a \$6,000 tri model. Eileen and I genuinely care, and so do our employees. Our customers appreciate this level of service and reward us with their loyalty.



## CHAINWHEEL DRIVE CLEARWATER, FL

Number of locations: 2  
Years in business: 39  
Square footage: 10,000  
Number of employees at height of season: 22  
Owners: Tom and Dottie Jessup

**What Sets You Apart:** Like our motto says, "We make cycling fun!" We are passionate about cycling and enjoy promoting its fit and healthy lifestyle. For 39 years we have spread the love of cycling throughout our community by supporting a wide variety of cycling events and charitable causes. We take a balanced approach to our business and remain forward-looking, offering a great selection of best-in-class cycling products and services from multiple sources for our customers.

## CHAINWHEEL LITTLE ROCK, AR

Number of locations: 1  
Years in business: 40  
Square footage: 9,200  
Number of employees at height of season: 15  
Owners: Patrick Barron, Bruce Thalheimer; Manager: Patrick Barron  
What Sets You Apart: Staff.



## CITY CYCLE JACKSONVILLE, FL

Number of locations: 1  
Years in business: 6  
Square footage: 2,500  
Number of employees at height of season: 3  
Owner: Drew Johnson; Manager: Alice Gould

**What Sets You Apart:** We carry a great selection of the top name-brand products that people want—and back them up with great service.

## CHAMPION CYCLING JACKSONVILLE, FL

Number of locations: 3  
Years in business: 33  
Square footage (main location, with warehouse): 8,000  
Number of employees at height of season: 25  
Owner: Brian Corcoran, Phillip Foreman; Managers: Jim McDonald, Jeff Bennett, David Ouellette

**What Sets You Apart:** We do everything ourselves—lace wheels, cut spokes, service shocks. We're a full-service bike shop supplying all sorts of needs for all sorts of cyclists, from the amateur to the pro.

## CITY BIKES AVENTURA (MIAMI), FL

Number of locations: 1  
Years in business: 10  
Square footage: 2,500  
Number of employees at height of season: 6  
Owner and manager: James Diaz

**What Sets You Apart:** City Bikes handles a wide range of bikes, from kids', comfort, cruiser and 'cross through urban, mountain, road, tri and track, with an extensive lineup of major brands like Trek (we're a top-50 Trek dealer this year) and Cannondale, as well as other notable American and high-quality import brands. We're also involved in area events; for instance, we're the official store for this fall's Rohto Ironman in Miami.



## CYCLE WORLD MIAMI, FL

Number of locations: 1  
Years in business: 31  
Square footage: 10,000  
Number of employees at height of season: 13  
Owners and managers: Owen and Joan Lee

**What Sets You Apart:** Cycle World is a family-oriented store with a helpful and friendly staff, all of whom enjoy riding. Mountain or road, beginner or pro—doesn't matter. We cater to all cyclists without being overwhelming; whether they're eyeing a \$400 cruiser or a \$4,000 road bike, everyone gets our personalized service. We have been in business for 31 years, and we pride ourselves in our outstanding selection of bicycles and accessories.



## CYCLES DE ORO GREENSBORO, NC

Number of locations: 1  
Years in business: 36  
Square footage: 8,000  
Number of employees at height of season: 16  
Owner: Dale Brown, president, Managers: Charles Gibson, Steve Lyster

**What Sets You Apart:** We strive to be an integral, interactive part of our community. We achieve this through organizing and sponsoring many events, rides, races, clinics, charity fundraisers, club meetings and more. We provide the activities that allow our customers to use and enjoy the products they obtain from Cycles de Oro.

# TOP 100 RETAILERS



## DANNY'S CYCLES SCARSDALE, NY

Number of locations: 4  
Years in business: 44  
Square footage: 8,400  
Number of employees at height of season: 70  
Owners: Steve Kahn, Howard Chung; Manager: John Viscogliosi

**What Sets You Apart:** After much thought this year about what sets us apart from other shops, all I can come up with is this: We always remind ourselves how much fun this business can be and convey those feelings to our customers. (Plus I guess we are just lucky.)



## DAVID'S WORLD CYCLE ORLANDO, FL

Number of locations: 7  
Years in business: 22  
Square footage: 33,000  
Number of employees at height of season: 60  
Owner: David Sanborn; Manager: Yvette Sanborn

**What Sets You Apart:** Involvement in the cycling community. Simply put, we are at everything cycling-related in our community. From a bike rodeo at a local elementary school to a club century or triathlon, we are the shop that is there from start to finish. We love the bicycle and want everyone else to love the bicycle as much as we do. We provide a clean, professionally merchandised retail experience with trained staff in uniforms with name tags.



## DNA CYCLES SCOTTSDALE, AZ

Number of locations: 3  
Years in business: 8  
Square footage (main location): 5,200  
Number of employees at height of season: 20  
Owners: Don and Amber Eldridge; Managers: Don Eldridge, Jon Harlow, Dan Goodspeed, Craig Morton

**What Sets You Apart:** DNA Cycles is the new style of bicycle retailer—a mom-and-pop store with national retail-level store interiors and selection. Customers want to buy from the local guy and receive the small-guy service, but don't want to sacrifice box store-level selection and high-end retail feel. DNA Cycles blends the big guy with the little guy and delivers a package that customers find irresistible. People know DNA Cycles' Specialized concept stores will have what they need in stock today, and we'll know their name when they walk in the door.



## DON'S BICYCLE STORE RIALTO, CA

Number of locations: 1  
Years in business: 52  
Square footage: 4,600  
Number of employees at height of season: 10  
Owners: Daphnee, Scott and Wayne McAfee; Manager: Ben Shawver

**What Sets You Apart:** Customer service. We don't use the word "no" very often to any of our customers. We pick up. We deliver. We drive hours to buy a bike from another store to complete a bike sale. No sale is too small or too big. We do what others don't, and won't.



## EARL'S CYCLERY & FITNESS BURLINGTON, VT

Number of locations: 1  
Years in business: 58  
Square footage: 10,000  
Number of employees at height of season: 30  
Owner: Roger Frey; Managers: Joe Drennan, Jarrod Ogden, Tyler Jeppesen, Richard Tom, Andrew Boczar

**What Sets You Apart:** Earl's is recognized as a leader in bicycle advocacy in Vermont. Our passion for all forms of cycling is apparent to customers, and they respond by patronizing our store. We have an experienced, friendly staff of 10 full-timers and 20 part-timers who create the best of shopping experiences. We stock every category of bicycles—the largest inventory of any shop in Vermont, including the largest inventory of women's bicycles. We are 85 percent bicycle and 15 percent fitness equipment, so we are dedicated to largely one profit center, in contrast to other multisport stores.



## EAST RIDGE BICYCLES CHATTANOOGA, TN

Number of locations: 1  
Years in business: 28  
Square footage: 8,000  
Number of employees at height of season: 6  
Owner: Dave Mansfield; Manager: Garth Mansfield

**What Sets You Apart:** We're proud to offer today's educated consumer a choice of leading brands. Representing lines like Giant, Haro, Cervélo, Litespeed, Look and several others has helped position our store differently than most of our competition. Having a competitively priced selection of bikes and accessories has been a key part of our success, and continual support for area bicycle rides and charity events has helped maintain our store as one involved in the community. We look forward to maintaining a diversified inventory and serving the cycling needs of our community for 2012.



## FREE-FLITE BICYCLES MARIETTA, GA

Number of locations: 3  
Years in business: 33  
Square footage: 17,500  
Number of employees at height of season: 35  
Owners: Dan and Christine Thornton; Managers: Chris Willis, Laura Andrews, Pat Minardi, Jonathan Vejjajiva

**What Sets You Apart:** Our dedicated and experienced team sets the bar high and delivers customer service that is above and beyond our competition's. Our customers' experience doesn't stop with the purchase: We continue supporting them by providing education, best-in-class service departments, event support, group rides, news and updates about product and the cycling community, and more. We partner with companies that design great products, support us as independent retailers and advocate for growing cycling. We believe that more places to ride means more opportunities to grow, and we look for many ways to be a voice in helping that happen.

# TOP 100 RETAILERS



## FRESHBIKES ARLINGTON, VA

Number of locations: 2  
Years in business: 5  
Square footage (main location): 6,900  
Number of employees at height of season: 25  
Owner: Scott McAhren; Manager: Jason Walder

**What Sets You Apart:** Our knowledgeable and talented staff, teamed with an incredible collection of unique and exclusive product from some top names in the industry, all mixed with everyday consumables, creates a wonderfully vibrant shopping experience. Strategically supporting local events and rides—or creating them—has also been a staple. We're always willing and eager to listen and react to our customers' changing needs and have chased niches within the market to satisfy demand.



## GORHAM BIKE AND SKI PORTLAND, ME

Number of locations: 2  
Years in business: 15  
Square footage: 6,500  
Number of employees at height of season: 15  
Owners: Jamie Wright, Tim Corcoran; Manager: Dave Palese

**What Sets You Apart:** Gorham caters to riders of all abilities and types. From kids getting their first bike to athletes competing at the highest level, we do it all. Our people and customer service set us apart, creating a low-stress, comfortable experience for everyone who comes in—we don't talk down to people or try to sell unneeded products. We train our staff to get to know our customers, find out what they're going to do, narrow the options and suggest what will give them the best experience. We like to say, "We don't sell anything here; we engage, educate and present options."



## FULL CYCLE BOULDER, CO

Number of locations: 3  
Years in business: 29  
Square footage: 10,000  
Number of employees at height of season: 40  
Owner and manager: Kaj Gronholm

**What Sets You Apart:** Full Cycle's motto is to inspire everyone in our community to ride more often, and to get everyone excited about riding regardless of skill level or ability. This permeates everything we do, from our huge women's noncompetitive riding club (Venus de Miles) to our staff's mission to encourage each rider whether they're buying a new bike or fixing up an old one. We make sure our staff has the personality and knowledge to fulfill this plan, and we have the gear and bikes necessary. We daily turn non-cyclists into cyclists and cyclists into enthusiasts; it's a lot of fun.



## GRAY GOAT SPORTS INDIANAPOLIS, IN

Number of locations: 1  
Years in business: 9  
Square footage: 8,000  
Number of employees at height of season: 15  
Owner: Brian D. Goozee; Manager: Brad "Freddie" Demott

**What Sets You Apart:** Bike shops aren't about bikes—or helmets, shoes or pedals. That's just "stuff" you can get anywhere, and "stuff" isn't what makes a great store. A great shopping experience starts with a store's people and how they help their clients, and Gray Goat's expert staff makes great experiences possible. Our staff travels the country to learn about the latest in cycling products, fitting sciences and retail practices—all to make our customers' experience the best it can be. We support local advocacy and events to expand local riding opportunities. What we deliver can't be put in a box—big or otherwise.

## GEORGE'S CYCLES & FITNESS BOISE, ID

Number of locations: 4  
Years in business: 40  
Square footage: 25,000  
Number of employees at height of season: 55  
Owners: Tom Platt, Mike Cooley; Managers: Sandy Rust, Ben Buschbacher, John Hocking, Jason Bauer

**What Sets You Apart:** Passion—we started in the bike business because we loved cycling. We run our business on four key values that we believe in: delivering superior quality; exceeding our customers' expectations; maintaining integrity as the foundation of everything we do; and recognizing the importance of our organization and its people. We feel that we exemplify those values more so than our competition—and we still love to ride.



## GUS' BIKE SHOP NORTH HAMPTON, NH

Number of locations: 1  
Years in business: 40  
Square footage: 3,200  
Number of employees at height of season: 10  
Owners: Jeff and Leslie Latimer; Manager: Jeff Latimer

**What Sets You Apart:** Our customers constantly tell us they appreciate our friendly staff and great service. Our shop just celebrated its 40th year, so we have deep roots within the community; they support us and we support them. Gus' is home shop to Seacoast Rip Tide Triathlon Club, University of New Hampshire cycling team and our own Raleigh/Gus' Cyclo-cross team. Up to 10 rides a week start here, a couple of them coached, and we have weekly 'cross clinics on a practice course we set up. It's great working here and seeing our customers' smiles. We're always telling them, "Happy new bike day."



## GUY'S BICYCLES INC. FEASTERVILLE, PA

Number of locations: 1  
Years in business: 40  
Square footage: 6,000  
Number of employees at height of season: 18  
Owners and managers: Robert Burke, Suzanne Pacitti

**What Sets You Apart:** This year marks Guy's Bicycles' 40th anniversary, and few things are more rewarding than working with third-generation customers. Since the start, our primary focus has been to listen to our customers, help them decide what products will work best and strive to go above and beyond when it comes to customer service. We support two teams and several clubs, and help more than a dozen charity rides. We're grateful for a dedicated staff and believe we provide an atmosphere that encourages them to grow—staying current with changing technology while maintaining appreciation for family customers.

# TOP 100 RETAILERS



## INCYCLE SAN DIMAS, CHINO, RANCHO CUCAMONGA, PASADENA, CA

Number of locations: 4  
Years in business: 20  
Square footage: 30,000  
Number of employees at height of season: 70  
Owners: Mark Smits, Dominic Galenti

**What Sets You Apart:** Our selection, customer service and involvement in and around our surrounding communities. We also are a rider-owned company; as owners we still work our sales floors and try our best to stay in touch with the ever-changing markets.



## JACK & ADAM'S BICYCLES AUSTIN, TX

Number of locations: 1  
Years in business: 8  
Square footage: 3,000  
Number of employees at height of season: 18  
Owner: Jack Murray; Managers: Drew Wolff, Angie Balentine, Eddie Martinez, James Balentine

**What Sets You Apart:** We try to make Jack & Adam's feel like it's owned by the people, a place where customers feel connected and like it's more than just a place to shop. We build this community by offering free workouts six days a week, producing almost 20 multi-sport, running and cycling events each year, and sponsoring countless other events. In addition, customers join this community through our active online social network. So whether in the store, at races or online, we strive to make Jack & Adam's an escape from the daily grind by creating and sustaining a great community.



## JAX BICYCLE CENTER IRVINE, CA

Number of locations: 8  
Years in business: 30  
Square footage (main location): 8,000  
Number of employees at height of season: 88  
Owners: Dave and Elizabeth Hanson; Manager: Jonathan Chang

**What Sets You Apart:** Our commitment is that you'll love your cycling experience. We have assembled the most friendly, most knowledgeable client and service advisers to serve you every day. We have partnered with Trek, the largest bicycle manufacturer in the U.S., to offer you a great selection of bicycles and bicycle products. Our eight locations are conveniently located throughout Southern California for your shopping ease. We're very proud of the relationships we have made over the 40 years we have served the Southern California area.



## KNAPP'S CYCLERY LAWRENCE TOWNSHIP, NJ

Number of locations: 2  
Years in business: 67  
Square footage: 6,000  
Number of employees at height of season: 13  
Owners: Pete and Stephanie Garnich; Manager: Stephen Busz

**What Sets You Apart:** There is no secret, just constant evaluation of ourselves and our customers, then adapting accordingly: Customer service is the most important part of our success. We stay busy outside the store in community days, health fairs, charity rides, clinics, corporate events, rides, etc. We love getting kids out on bikes and growing cycling as a culture wherever possible. We "ride to live," and there's a certain vibe in our store, hard to put into words but often noticed by our customers. This energy reaches cyclists and non-cyclists equally, and they leave knowing they want to be a part of it.



## KOZY'S CYCLERY CHICAGO, IL

Number of locations: 4  
Years in business: 65  
Square footage: 10,000  
Number of employees at height of season: 75  
Owners: Ron and Paul Kozy; Managers: Raquel Reyes, Sue Jiminez

**What Sets You Apart:** Kozy's success is our ability to cater to everyone. We do not have a niche market—why limit your audience? I run our bicycle shops as a business, not as an outlet for my own hobbies or interests, and seek employees who appeal to everyday people—which usually excludes hiring people who have been in the bike industry before. I also believe in giving our customers choices. We do not push one brand over another. Each product has its own benefits; we explain them and let the consumer choose.



## LAKESHORE CYCLERY & FITNESS STORM LAKE, IA

Number of locations: 1  
Years in business: 26  
Square footage: 20,000  
Number of employees at height of season: 7  
Owners: Larry and Deb Godfredson; Manager: Jesi Wiltse

**What Sets You Apart:** Our store is unique in that we regularly stock 450 bicycles and pull customers from hours away—even though Storm Lake is a town of only 10,000 people. We pride ourselves and built our reputation on "big-town store size, small-town personal service." We go the extra mile, so when customers leave they know exactly what they bought, why they bought it and how to use it, then will go home and tell all their friends where to get it. Our passion is bicycling, and our goal is to provide our customers with the bicycling adventure that is right for them.

## LE JOUET SCHWINN CYCLERY METAIRIE, LA

Number of locations: 1  
Years in business: 43  
Square footage: 6,600  
Number of employees at height of season: 12  
Owner: Buddy Wood

**What Sets You Apart:** Our customer service. We are a single local store so we can help people a lot easier and be more interactive with customers. I don't need any accolades. I try hard every day but I'm not into ratings.



## LEE'S CYCLERY AND FITNESS FORT COLLINS, CO

Number of locations: 3  
Years in business: 48  
Square footage: 22,000  
Number of employees at height of season: 45  
Owner: A.B. Solsky; Manager: John Crowninshield

**What Sets You Apart:** As at all the great bicycle shops listed here, our staff does whatever it takes to make our customers happy. We have a passion for cycling and a commitment to our clientele, actively supporting or hosting events, races, charity rides, maintenance clinics and Bike 101 classes. We have woven ourselves into the fabric of the community and do everything we can to support the schools, Colorado State University, religious organizations and nonprofits throughout Northern Colorado. We're grateful for the privilege of serving our friends and sharing the cycling lifestyle with everyone—and helping to make Fort Collins one of America's best cycling towns.

# TOP 100 RETAILERS



## **MCGHIE'S SKI, BIKE AND BOARD** **LAS VEGAS, NV**

Number of locations: 2  
Years in business: 47  
Square footage: 15,000  
Number of employees at height of season: 25  
Owners: Randy and Maria McGhie; Manager: Shawn Tyrone

**What Sets You Apart:** We know what it takes to attract and maintain a very loyal customer base. We built our store from the ground up to be a specialty bicycle store. It is well lit and professionally merchandised, and we are very active in the local cycling community.



## **MELLOW JOHNNY'S** **AUSTIN, TX**

Number of locations: 1  
Years in business: 3  
Square footage: 18,000  
Owner: Lance Armstrong; Manager: Craig Staley

**What Sets You Apart:** In the heart of downtown Austin, Mellow Johnny's lives in a historic warehouse building on Nueces Street. It's more than a retail box; Lance and his friends aim to make the shop a hub of cycling life, commuting, social activity and fitness, and a temple of two-wheeled living. To serve the bike community is our job, but to introduce people to a bike life is our mission.



## **MIDWEST CYCLING** **(TREK BICYCLE STORES)** **KANSAS CITY AND ST LOUIS, MO; OMAHA, NE**

Number of locations: 6  
Years in business: 10  
Square footage: 31,000  
Number of employees at height of season: 100  
Owners: Jay Thomas, Kent McNeill; Manager: Scott Stevens

**What Sets You Apart:** We are always trying to improve the customers' experience and our employees' experience. By doing this, we feel that we can establish a comfortable environment for everyone.



## **MINEOLA BICYCLE, FITNESS & LAWN MOWER** **MINEOLA, NY**

Number of locations: 1  
Years in business: 77  
Square footage: 8,000  
Number of employees at height of season: 20  
Owner: Audrey Meinking; Manager: Barry Dworkin

**What Sets You Apart:** We really strive to provide our customers with the best bicycle to suit their needs and their cycling goals, stocking an extremely diverse selection in every category. Customer service is our top priority, so we try to make our clients' experience an easy and enjoyable one. We stand behind our service and guarantee all of our work.



## **NORCAL BIKE SPORT** **SANTA ROSA, CA**

Number of locations: 2  
Years in business: 40  
Square footage (main location): 6,600  
Number of employees at height of season: 35  
Owners: Glenn Fant, Jim Keene and Ben Vandevier, Manager: Phil Scheidler

**What Sets You Apart:** We have two very different stores just two blocks apart. NorCal, the country's first Specialized Concept Store, handles the high-end categories. The Bike Peddler covers the commuting, recreational, BMX and mountain bike markets. The model works quite well: customers are usually loyal to one store, depending on whether they're performance driven or recreationally minded. Each of the business's three partners has a specific set of skills and responsibilities, so all partners concentrate on what they do best. We never say "no" when a business or non-profit presents us with a cycling-specific promotion.



## **NYTRO MULTISPORT** **ENCINITAS, CA**

Number of locations: 1  
Years in business: 19  
Square footage: 5,800  
Number of employees at height of season: 24  
Owners: Skip and Kristie McDowell; Manager: Danielle Gordon

**What Sets You Apart:** Customers love Nytro for three good reasons: world-class products, killer location and awesome staff. Products: Nytro's multimillion-dollar inventory of state-of-the-art gear means the latest and greatest bikes, components, apparel, accessories and more are available now. Location: Encinitas is on the sunny Pacific coast along Highway 101, and our customers can test-ride their dream bikes on great bike lanes right along the ocean. Staff: Our staff lives and loves the sport we serve. Clients meet a knowledgeable, courteous, professional group of tenured men and women who provide expert bike fitting, superior bike service, and advice based on years of experience.



## **OUTSPOKIN BICYCLES** **BELLEAIR, FL**

Number of locations: 1  
Years in business: 10  
Square footage: 3,800  
Number of employees at height of season: 12  
Owner: Val Tavanese; Managers: Park Alsop, Colin Hogue

**What Sets You Apart:** At Outspokin, our mission is to be the best bike store in our area, if not in all of retail. We believe in satisfactorily servicing our guests as if our existence depends on them, because in reality, it does. We promote the enjoyment, the health benefits and environmental benefits of cycling throughout our community. We want to be our customers' bike store for the whole family, so as we look back, we appreciate the joy that cycling has brought to those families and the community.



# TOP 100 RETAILERS



## **PALO ALTO BICYCLES** **PALO ALTO, CA**

Number of locations: 1  
Years in business: 81  
Square footage: 4,200  
Number of employees at height of season: 18  
Owners: Hoffacker family; Manager: Jeff Selzer

**What Sets You Apart:** Palo Alto Bicycles, steeped in cycling history, was established in 1930 and is still owned by the same family. In the late '70s, the store became one of the first bicycle mail-order businesses in the United States. Avocet, which developed one of the first electronic cyclometers, was spawned here. In the early '80s, we sponsored a cycling team starring a young rider named Greg Lemond. In the mid-'90s, Palo Alto Bicycles and Avocet collaborated with Gary Ericson to launch Clif Bar. Today, Palo Alto Bicycles enjoys serving a rich cycling culture and looks forward to another 81 years of success.



## **PARK AVE BIKE** **ROCHESTER, NY**

Number of locations: 3  
Years in business: 24  
Square footage: 16,800  
Number of employees at height of season: 50  
Owner: Andy August; Manager: Dave Commisso

**What Sets You Apart:** It's pretty simple. We offer a very consistent shopping experience that customers trust. We have a large inventory of products that customers want, we treat people with respect and fairness, and we have well-merchandised stores that are easy to get to.



## **PATHFINDER OF WV** **MORGANTOWN, WV**

Number of locations: 1  
Years in business: 38  
Square footage: 9,000  
Number of employees at height of season: 12  
Owners: Bruce Summers, Mia Sieminski; Managers: Gabriel Fitzwater, Andy Brozik, Andrew Walker

**What Sets You Apart:** Pathfinder not only offers the best selection of bicycles and accessories but also has the largest outdoor gear and snow sports offering in West Virginia. Having been located in downtown Morgantown near the West Virginia University campus for almost 40 years, Pathfinder provides the community not only with excellent service but a vast selection of top-notch gear with which to enjoy the outdoors. With world class mountain biking, hiking, climbing and whitewater nearby, our customers have just the right gear when they need it to take on any challenge.



## **PERFORMANCE CYCLERY** **SANTA CLARITA, CA**

Number of locations: 1  
Years in business: 22  
Square footage 8,200  
Number of employees at height of season: 20  
Owner: Fred Hoblit; Manager: Cindy Marnoch

**What Sets You Apart:** We have the largest selection in our area, including two main brands in Specialized and Cannondale. A recent move doubled our store's size, enabling us both to increase inventory and also become a destination store with a lounge, flat-screen TV and BG Fit center. We're the main sponsor of the local bike club and high school mountain bike team, support local races and charity events, and work closely with city government in Bike to Work Week and civic projects. We're mostly a midrange to upper-end store, but are very much a full-service bike shop that welcomes every rider at whatever level.



## **QUICK STOP BIKE SHOP** **MARQUETTE, MI**

Number of locations: 1  
Years in business: 35  
Square footage: 2,500  
Number of employees at height of season: 5  
Owner: Philip Ott; Manager: Brian Ditsch

**What Sets You Apart:** Everyone has worked here for a long time—at least a year and in some cases 10 years. We have a seasoned staff; we all have worked together for a long time and we all ride together and hang out together. We also focus on quick turnaround times.

## **RC BICYCLES** **TUCSON, AZ**

Number of locations: 1  
Years in business: 2  
Square footage: 1,200  
Number of employees at height of season: 5  
Owner and manager: Chris Baker

**What Sets You Apart:** When we opened, we had huge expectations and goals—making the Top 100 being one—and making this list shows we kept our opening-day promise to make customer service our No. 1 priority. We pride ourselves on treating everyone the same no matter how much they're looking to spend: We handle each and every customer with a hands-on, one-on-one approach, not looking to the quick sale but to establish long-lasting relationships and cementing our place within the community. We are proud of the service we provide and are thankful for the folks who have helped make RC Bicycles a success.



## **REALITY BIKES** **CUMMING, GA**

Number of locations: 1  
Years in business: 16  
Square footage: 3,600  
Number of employees at height of season: 8  
Owner: Todd Muller; Manager: Chris Shadburn

**What Sets You Apart:** Customers are the most important part of our business. With knowledge, passion and a welcoming atmosphere, our focus is to create cyclists rather than sell bikes. This combination naturally results in sales and customer loyalty. From elite racers to first-time bicycle buyers, our goal is to make everyone feel welcome by providing them with friendly, professional and knowledgeable service that builds their enthusiasm for cycling. We listen, educate and inspire.



## **RED ROCK BICYCLE CO.** **ST. GEORGE, UT**

Number of locations: 1  
Years in business: 18  
Square footage: 4,500  
Number of employees at height of season: 1  
Owners: Ryan Gurr, Dave Smith; Managers: Paul Pfaehler, Lukas Brinkerhoff

**What Sets You Apart:** We are fortunate to be in a location that allows year-round riding, so we have low employee turnover and can maintain a more experienced staff. We invest in career employees and create programs to help keep them in the industry. We believe in the power of cycling and have employees whose sole job is creating and managing events in the area to help give people reasons to ride. We put on road races, mountain bike races, centuries and double centuries. Simply put, we love cycling and we believe it shows when the customer comes through our doors.

# TOP 100 RETAILERS



## ROLL: COLUMBUS, OH

Number of locations: 3  
Years in business: 6

Owner: Stuart Hunter; Managers: Anna Haney, Brody Wakefield, Brian Kenny

What Sets You Apart: Consider everything through the eyes of the customer.



## ROY'S SHEEPSHEAD CYCLE BROOKLYN, NY

Number of locations: 1  
Years in business: 80  
Square footage: 5,000  
Number of employees at height of season: 25  
Owner: Allen Trepel; Manager: Keith Trepel

What Sets You Apart: Roy's is truly a mom-and-pop (and son, and daughter) shop, owned by the Trepel family for 35 years. Roy's focuses on the fundamental principle of doing business: taking care of the customer. We don't have inflexible policies but rely on the honor system and the gift of common sense, striving to make sure that every customer feels that they were treated right and got the best service possible. We're neither a high-end store nor a family-bikes store. We sell everything from 12-inch bikes to custom dream machines, and everything in between.



## RUSSELL'S CYCLING & FITNESS WASHINGTON, IL

Number of locations: 1  
Years in business: 35  
Square footage: 8,500  
Number of employees at height of season: 16  
Owners: Cheryl and Joe Russell; Manager: Joe Russell

What Sets You Apart: We have a burning passion to help people lead healthier lives and enjoy an active lifestyle. We claim cycling as our sport. We know the way cycling has changed and improved our lives, and we want to share this "fountain of youth" throughout our market. Our staff also has a passion for offering a noteworthy customer experience when clients visit our store. Their commitment to training and penchant for product knowledge really is a blessing for Cheryl and me.



## SALVAGETTI DENVER, CO

Number of locations: 1  
Years in business: 7  
Square footage: 6,000  
Number of employees at height of season: 15  
Owner: Scott Taylor

What Sets You Apart: We're "The bike shop for friendly people"—it says so right on our socks. Salvagetti staffers want our customers to ride and enjoy their bicycles. It sounds simple because it is. We have a genuine staff who knows that money is not why we're in business. Our customers pick up on this and like that we're on their team. We only carry product that we like, down to the smallest items—no junk sold here. Our customers know that they can trust our staff and our product selection. The rest is just fun.



## SCHEELS ALL SPORTS FARGO, ND (headquarters)

Number of locations: 24 in 9 states  
Years in business: 103  
Number of employees at height of season: 5,000  
Owner: ESOP Corp.; Manager: Don Doescher

What Sets You Apart: German immigrant/farmer Frederick Scheel used \$300 earned from his 1902 potato crop as down payment on a small general merchandise store, including bikes, in Sabin, Minnesota. Now in 24 cities, Scheels stores are a collection of specialty shops staffed with in-house sports experts, including Barnett-certified bike mechanics. Once a top 10 Schwinn retailer, Scheels is now consistently a top 5 Trek dealer. Our professionals make the difference: Scheels associates are among the best-trained, highest-paid in retail and receive outstanding benefits. Scheels also gives back to its communities, last year donating more than 10 percent of its profits to local charities and nonprofits.



## SCHELLER'S FITNESS & CYCLING LOUISVILLE AND LEXINGTON, KY; CLARKSVILLE, IN

Number of locations: 5  
Years in business: 32  
Square footage: 40,500 (retail); 39,000 (warehouse)  
Number of employees at height of season: 65  
Owners: Greg, Tim and Marty Scheller; Managers: Mark Newbold, Jesse Roberson, Andy Lanier, Chad Moren, Ian Graham

What Sets You Apart: First, we have fantastic managers, assistant managers and staff. All of our employees show dedication that goes beyond a job: We have very low turnover, and many employees have 10-plus years of tenure. Second, we are a company of cycling enthusiasts who also embraced specialty fitness retail, and we make significant commitments of staff, money and space to support the fitness component of our business. Since our cycling and fitness sales seasons are out of phase with each other, we generate revenue when traditional cycling businesses deal with poor cash flow, so we can retain our full- and part-time staff all year.



## SCHLEGEL BICYCLES OKLAHOMA CITY, OK

Number of locations: 1  
Years in business: 23  
Square footage: 1,300  
Number of employees at height of season: 34  
Owners: Steve and Leslie Schlegel; Managers: Jessica Herford, Marty Buchanan, Emma Krueger, Eric Morris, Steve Swanson

What Sets You Apart: Schlegel Bicycles is known for friendly customer service, extensive product lines and superb mechanical support. We carry bicycles from all disciplines of cycling—road, mountain, cyclocross, triathlon, recreational, BMX, family and kids. We collaborate with many local bicycle organizations and clubs to support bike events and clinics. We also work with and support local organizations that maintain, improve and create the Oklahoma City trails, Oklahoma mountain bike trails and downtown Oklahoma City bikeability. In July we took on more space to create two specialized shops: Multi-Sport & Pro and Family & Recreation shops, offering customers a more tailored shopping experience.

# TOP 100 RETAILERS



## THE SKI HUT DULUTH, MN

Number of locations: 2  
Years in business: 56  
Square footage: 4,500  
Number of employees at height of season: 20  
Owner: Scott Neustel; Manager: Chris White

**What Sets You Apart:** The single most important and coveted aspect of what allows The Ski Hut to stand above its competitors is its productive and supportive work environment. Happy, knowledgeable employees plus great product lines equals top-notch stores. The Ski Hut is dedicated to this simple formula. The leadership at Ski Hut is consistent, professional and stable, and will remain so into the future. The two stores are managed by professionals who started their careers at Ski Hut and, two decades later, are still with the company. These people feel appreciated and supported by the owners, and thus their dedication and loyalty shines through in their interactions with other employees and customers alike. The Ski Hut maintains the ambiance of a classic ski/bike shop that is warm and welcoming to all kinds of outdoor enthusiasts.



## SUMMIT CITY BICYCLES & FITNESS FORT WAYNE, IN

Number of locations: 1  
Years in business: 31  
Square footage: 15,000  
Number of employees at height of season: 31  
Owners: Robert and Sheri Mann; Managers: David Coar, Barry McManus, Terry Twitchell

**What Sets You Apart:** A team of good employees, many with more than 10 years' experience here and all hired because of their personality and work ethic (although few had previous bicycle retail experience). We work to be every customer's link to a better cycling and/or fitness experience. The customers are the boss, and we'll do whatever it takes to make their rides and workouts the best they can be. We don't allow bike snobbery, treating all as true cyclists no matter how, what or why they ride. Our store is clean and well stocked, the staff uniformed; we believe customers expect no less.



## SUN AND SKI SPORTS HOUSTON, TX

Number of locations: 20  
Years in business: 31  
Square footage: 10,000  
Number of employees at height of season: 200  
Owners: Barry Goldware, Frank Stanley, Steve Rath;  
Manager: John Wade

**What Sets You Apart:** We pride ourselves on legendary customer service, whether for the recreational rider or the avid cyclist. All our shops offer full-service bike fitting with a professionally trained sales staff of cycling enthusiasts—all of whom are active in our community involvement program, including the National MS Society, Southern Elite, Official Bike Shop of the 2011 Senior Games, American Cancer Society, Make-A-Wish Foundation, Blue Cure Foundation and many others.



## SUNFLOWER OUTDOOR & BIKE SHOP LAWRENCE, KS

Number of locations: 1  
Years in business: 39  
Square footage: 15,000  
Number of employees at height of season: 26  
Owners: Dan and Karla Hughes; Managers: Jen Beck, Chad LaFever

**What Sets You Apart:** A healthy mix of passion for the sports we sell, combined with a love of the selling process—filling customers' needs with the right products and profiting from it—are the two core reasons that Sunflower has endured for close to 40 years.



## SYRACUSE BICYCLE SYRACUSE, NY

Number of locations: 1  
Years in business: 6  
Square footage: 7,000  
Number of employees at height of season: 18  
Owners: Trish (Coach Pat) Dugan, Paul Komaneky;  
Managers: Dan Button, Brian Kiggins

**What Sets You Apart:** We have an ideal location, a well-merchandise store and best-in-class products, but it's our commitment to the sport, our staff and our customers that create our success. Our staff works hard to guide customers toward a cycling passion, whether new or existing, and we stay as involved with our cycling community as much and on as many levels as possible. We are true to ourselves, our knowledge, our level of experience and, most of all, our customers. We never imply we're something we're not, but try to be an always-helpful resource on all levels—not heroes. So far, so good.



## TARGETRAINING TRI & CYCLE WESTPORT, CT

Number of locations: 2  
Years in business: 5  
Square footage: 1,500  
Number of employees at height of season: 10  
Owner: Rick Spear; Manager: Matthew Baldwin

**What Sets You Apart:** We started Targettraining Tri & Cycle to provide service and selection not available at most other shops. We specialize in road and tri bikes, with fit and proper training being our main focus.



## THE BICYCLE CHAIN DURHAM, NC

Number of locations: 5  
Years in business: 39  
Square footage: 10,000  
Number of employees at height of season: 50  
Owners: Scott Smith, Doug Venema; Manager: John Koester

**What Sets You Apart:** It's pretty simple, really. We always make sure that our customers leave our stores happier than when they came in.

# TOP 100 RETAILERS



## THE BICYCLE SHOP STATE COLLEGE, PA

Number of locations: 1  
Years in business: 65  
Square footage: 7,000  
Number of employees at height of season: 18  
Owners: Erik Scott, Damian Hartner; Managers: Grant Corman, Jim Welsh

**What Sets You Apart:** We strive to provide customer service above and beyond what many people expect from a bicycle shop. First and foremost is customer focus—how we interact with clients on the sales floor. We encourage staff not to just sell and fix bikes, but to take genuine interest in their customers. Second is bicycle fit: We stock full lines of saddles, stems and bars and maintain a dedicated fitting area. Third is selection: We decided against the concept store and carry several large lines. While the concept store fits other vendors, it's not good for us and, most important, our customers.



## THE BIKE RACK WASHINGTON, DC

Number of locations: 1  
Years in business: 5  
Square footage: 2,000  
Number of employees at height of season: 18  
Owners: Chuck Harney, Wayne Lerch; Managers: Simon Pak, Mike Webber

**What Sets You Apart:** Washington, D.C., is a cycling mecca for commuters and avid cyclists alike, but our community, just blocks from downtown D.C., had no bike shop until we opened. We established The Bike Rack as a shop to serve that community and never lost sight of that vision. We offer top-notch service in a friendly atmosphere, resulting in an outstanding reputation in a busy city with many established bike shops. We support our community with multilevel rides, clinics and workshops for cyclists and multisport athletes of all levels. We've especially supported multisport athletes and events since our beginnings, with exceptional results.



## THE KICKSTAND ALBUQUERQUE, NM

Number of locations: 1  
Years in business: 3  
Square footage: 4,000  
Number of employees at height of season: 11  
Owner: Lee Newsom; Manager: Mike Humphries

**What Sets You Apart:** The Kickstand is a locally owned shop staffed by people who know this market. An Albuquerque native, the owner has a business management degree and had nearly 15 years' management experience in local bike shops before opening his own. The manager, Mike, worked at a Pennsylvania shop before relocating to New Mexico in 1996, and has stayed in the industry ever since. Our primo service manager, DJ Casarez, has wrenched in Albuquerque for at least 15 years. All of The Kickstand's seven guys and four gals ride, and all desire to involve as many people in cycling as possible through dedication and pure enthusiasm.

## THE PATH TUSTIN, CA

Number of locations: 1  
Years in business: 13  
Square footage: 4,800  
Number of employees at height of season: 24  
Owner: Tani Walling; Managers: Neil Adams, Brian Blair, Brandi Groff

**What Sets You Apart:** Our store is like a candy store for bike enthusiasts. We have the equipment, knowledge, service and parts that passionate riders are looking for. We also have follow-through.

## TOWPATH BIKE SHOP PITTSFORD, NY

Number of locations: 1  
Years in business: 40  
Square footage: 3,600  
Number of employees at height of season: 20  
Owner: Scott Likly; Manager: James Cronkwright

**What Sets You Apart:** We all ride bikes and love everything about cycling. We only hire people who have a passion for riding, and our customers benefit from our experience. The business thrives because of our dedication to serving customers and stocking the right products to suit individual needs. We are advocates in Rochester on commuting issues and founded a local mountain bike club (mygroc.com) that has been extremely successful in opening new single track and building a solid community for off-road riders.

## TREK BICYCLE STORE OF ESTERO & NAPLES ESTERO AND NAPLES, FL

Number of locations: 2  
Years in business: 4  
Square footage: 6,500  
Number of employees at height of season: 22  
Owners: Joseph and Jane Du Bois, Marc Lubin; Managers: Doug Korinek, Patrick Dodard

**What Sets You Apart:** We view our company as a business, not a bike shop, so we take a different approach than most. We educate our team about inventory turns, cash flow, marketing, customer service and profitability—everybody's on the same page. Not that it's easy: Recruiting employees who share our vision and desire to maximize their potential is always a challenge. Our industry has bred mediocrity for a long time, but we've recently begun to see an attitude shift. Our growth within the company and in our personal lives is at our very core, and our progress will be a direct result of continuing to raise the bar.



## TREK BICYCLE SUPERSTORE SAN DIEGO, CA

Number of locations: 5  
Years in business: 8  
Square footage: 46,000  
Number of employees at height of season: 50  
Owner: Mike Olson; Manager: Tom Basa

**What Sets You Apart:** Believing that our people are what make the difference, and investing in their training and career growth. Establishing large stores with lots of inventory—destination stores that pull from a wide area. Focusing on areas where we can be the best and committing to excellence in those areas. We believe that good pricing is part of good customer service, not distinct from it. To that end, we work hard to keep our cost of doing business low so that we can compete with anyone, including mail order, and can afford marketing promotions such as our own demo fleet and trailer.

# TOP 100 RETAILERS

## TRI SPORTS CO. TUCSON, AZ

Number of locations: 1  
Years in business: 11  
Square footage: 32,500  
Number of employees at height of season: 50  
Owners: Seton and Debbie Claggett; Manager: Erik Jacobsen

**What Sets You Apart:** Our commitment to the lifestyle, product knowledge and the environment. This past year we put on more than 30 events at our shop, with attendance of more than 70 people for each and with the largest attracting more than 800 people. These events have ranged over everything from a well-received ladies' night to a group ride that finished with an adult waterslide and snow cones. For the environment, this year we installed two 18,000-gallon water harvesting tanks and are in the process of installing a 128-kilowatt solar array on our facility.



## TWO WHEELER DEALER HAYDEN, ID

Number of locations: 1  
Years in business: 21  
Square footage: 3,500  
Number of employees at height of season: 6  
Owner: Bob Lauer; Manager: Shane Myr

**What Sets You Apart:** We really sell our knowledge, expertise and service. All of us are cyclists who love the sport and the lifestyle. We strive to continue learning so we can better educate our customers. Taking the extra time to answer all questions and work with each customer one on one really makes a difference. Every cyclist started somewhere, and you never know who will be the next phenom.



## WILLIAMSON BICYCLE WORKS MADISON, WI

Number of locations: 2  
Years in business: 29  
Square footage (main location): 6,500  
Number of employees at height of season: 35  
Owner: Del Henning; Manager(s): Brian Cromroy, Isaac Ness, Jon Cameron, Tim Lazar, Kraig Thorpe, Tom O'Hara

**What Sets You Apart:** We came from Madison and are embedded in the community. It's our connection with the Madison bike community that sets us apart. The degree of technical service that we devote is also a cut above what else is offered in the market. And the comfortable atmosphere of our shop in a market that's dominated by corporate specialty bike retail stores also distinguishes us. We still like to consider ourselves a bicycle shop.



## WINDSOR BICYCLE CENTER WINDSOR, CA

Number of locations: 1  
Years in business: 13  
Square footage: 2,600  
Number of employees at height of season: 10  
Owners: Mike and Elisa Stollmeyer; Managers: Howard Hesterberg, Joe Mackey

**What Sets You Apart:** The Windsor Bicycle Center opened its doors in 1999 with a simple mission: to be the best bike shop in Northern California. For us this means second-to-none customer service, knowledge, experience, honesty and integrity. Our staff has an uncanny ability to work together as a team toward our goals. We stay up to date on new products and industry trends, and what's happening with our vendors and community. We treat every customer interaction as an opportunity to give them an experience they won't forget.



## VILLAGE BIKE & FITNESS JENISON, MI

Number of locations: 4  
Years in business: 38  
Square footage: 8,200  
Number of employees at height of season: 42  
Owners: Dale Phelps, Pam Kruse; Managers: Cory Bultman, Jeff Gumina, Charley VanPorffliet, Brian Krause

**What Sets You Apart:** A quality staff that provides outstanding service is the cornerstone of our business. We accomplish this through constant training on product, sales and procedures. Additionally, we embrace bike fitting. We excel at this by having a dedicated fit area in each store, and fitters trained and certified by BG FIT and Serotta.



## WINTER GARDEN WHEEL WORKS WINTER GARDEN, FL

Number of locations: 1  
Years in business: 3  
Square footage: 1,200  
Number of employees at height of season: 8  
Owners: Dennis and Karen Jones; Manager: David Politowicz

**What Sets You Apart:** You always hear bike shops say, "We go above and beyond." When a shop actually does that, and its customers consistently tell that story as their experience, it's a beautiful thing. Our customers recognize our efforts and appreciate the difference we make in their lives, and we hear it all the time. When you have a stocked fridge because your customers keep bringing in baked goods, pizza and beer as thank-you gifts, you know you're doing something right. Our motto is "Enjoy the Ride"—and we are.



## ZANE'S CYCLES BRANFORD, CT

Number of locations: 1  
Years in business: 30  
Square footage: 10,000  
Number of employees at height of season: 20  
Owner: Chris Zane; Manager: Tom Girard

**What Sets You Apart:** Our commitment to building lifetime customer relationships, which we do in many ways—like exceeding expectations in any way possible and offering policies such as lifetime warranties against any defects, lifetime free tune-ups, 30-day test rides and 90-day low-price guarantees. In fact, anyone unsatisfied with a product in any way can return it at any time. We also offer unique programs like flat insurance (\$25 buys free flat fixes for the life of the bike). We have experienced employees who have been with Zane's for 10-plus years, and we carry strong brands that include Trek and Specialized.