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# TOP 100

## RETAILER 2007

BROUGHT TO YOU BY: **Bicycle Retailer**  
AND INDUSTRY NEWS







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The Top 100 Retailers for 2007 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 he or she believes sets them apart from their peers. Read on to learn their tricks of the trade.



denotes repeat Top 100 retailer



### ACME Bicycle Company

Katy, TX

Number of locations: 1

Years in business: 12

Square footage: 15,500

Number of employees at height of season: 20

Owners: Richard and Marcia Becker

Managers: same

*What sets you apart: Continuous improvement—be it customer service, product knowledge, inventory control, or simply relationship building—there is always room to improve. There is always something new and fresh at ACME.*



### Art's SLO Cyclery

San Luis Obispo, CA

Number of locations: 3

Years in business: 25

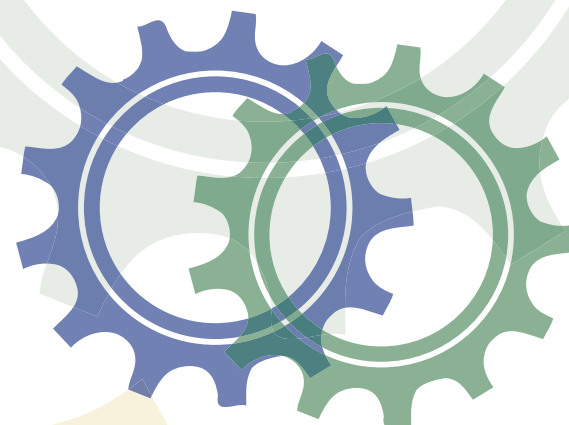
Square footage (main location): 5,000

Number of employees at height of season: 20

Owners: Scott Smith, Eric Benson

Manager: Lucien Gamache

*What sets you apart: Many things set us apart from our competitors. One thing is that we realize customers can shop anywhere. Knowing this, we create an experience for them above and beyond coming into a store and picking out a bike. Regular customers are all known by name and new customers are treated like old friends. We eat, sleep, live and breathe bicycles. We do it for ourselves and we do it for our customers.*



### Bell's Bicycles and Repairs

North Miami Beach, FL

Number of locations: 1

Years in business: 11

Square footage: 15,000

Number of employees at height of season: 12

Owner: James Bell

Manager: Edlun Gault

*What sets you apart: We pride ourselves on our service, repairs and fittings. Most of our guys are certified for repairs. We have a separate full-service repair shop.*



### Belmont Wheelworks

Belmont, MA

Number of locations: 2 full service, plus 1 annex location

Years in business: 29

Square footage (main location): 20,000

Number of employees at height of season: 95

Owners: John Allis, Peter Mooney, Clint Paige

*What sets you apart: As the beta test site for the original fit kit, and largely managed by two of our partners—national champion and three-time Olympian John Allis and our in-house framebuilder Peter Mooney—Wheelworks has been at the vanguard of developing and implementing modern fit systems. We have helped thousands of cyclists achieve optimal fit on their existing bicycles or choose the custom bike of their dreams. We proudly represent all human-powered categories, from tricycles to tandems, including our in-house stock and custom steel frames manufactured under the Peter Mooney label.*



### Bicycle Garage Indy

Greenwood, IN

Number of locations: 2

Years in business: 24

Square footage (main location): 15,000

Number of employees at height of season: 75

Owner: Randy Clark

Managers: Many

*What sets you apart: Bicycle Garage Indy (BGI) has two retail stores serving the Indiana market. BGI also serves the residential and commercial fitness equipment market under the trade name BGI Fitness, thus providing seasonal balance. Founded in 1983, BGI now employs 40 full-time equivalents and occupies a combined square footage of 36,000 in three locations. What sets us apart is BGI's culture, which all team members understand.*





## Bicycle Village

Aurora, CO

Number of locations: 5

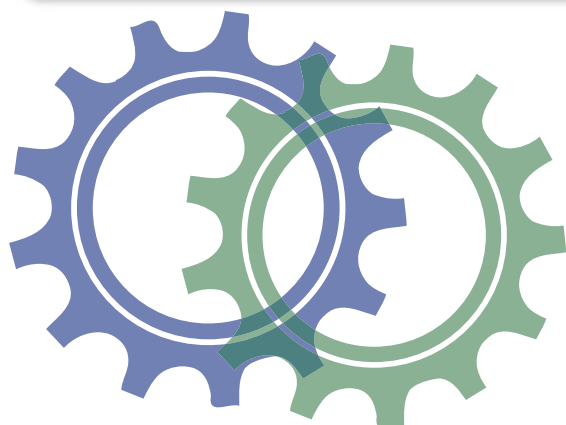
Years in business: 25

Square footage (main location): 32,000

Owner: Specialty Sports Venture

Manager: Bruce Douglas

*What sets you apart: We offer lifetime tune-ups. Our kids' trade-up program offers 40 percent of the original sales price within two years of purchase. We also offer same-day bicycle service year round. Customers have 30 days to try out their purchase. If they are not satisfied we'll take it back no questions asked.*



## Bicycle Planet

Syosset, NY

Number of locations: 1

Years in business: 12

Square footage: 10,000

Number of employees at height of season: 20

Owner: Morry Edelstein

Manager: Russell Gobetz

*What sets you apart: Our mission is to build and grow relationships through excellence and customer service and to create long-term customers. We help parents with their child's first bicycle. We support local gyms with service contracts to maintain their spin bikes. We stock a huge number of spin shoes and spin and fitness clothing. We offer pro fitting services. The owner, store manager, clothing buyer, service manager and sales manager are always available.*



## Bicycle Sport Shop

Austin, TX

Number of locations: 2

Years in business: 23

Square footage (main location): 22,000

Number of employees at height of season: 70

Owner: Hill Abell

Manager: Marty Muehlegger

*What sets you apart: Our management team's focus is on developing unique ways to educate, motivate and compensate our staff with the understanding that if they are well taken care of our customers will be as well.*



## Bicycle Store Too

Oklahoma City, OK

Number of locations: 1

Years in business: 12

Square footage: 4,000

Number of employees at height of season: 9

Owner: Steve Schlegel

Manager: same

*What sets you apart: Our biggest strength is the variety and depth of products and bikes we stock. We are also very active within the local cycling community. Our employees race road, BMX, 'cross, tri, MTB and also coach entry-level riders. We help promote and sponsor local events. The store follows market trends: when BMX is hot we stock more BMX; when tri got hot, we increased our tri selection. We get lots of word-of-mouth advertising.*



## Bicycle Habitat

New York, NY

Number of locations: 1

Years in business: 30

Square footage: 3,200

Number of employees at height of season: 24

Owner: Charles McCorkell

Managers: Eric Schofield, Hal Ruzal, Eric Aujero, Derek Mabra, Jon Pastir, Todd Dellysse

*What sets you apart: We are always looking to improve. We frequently exchange advice with other dealers and the Trek Store team. Our main focus is people who want to use their bikes regularly. We are very closely aligned with the bike advocates in New York City.*



## Bicycles Inc.

Bedford, TX

Number of locations: 4

Years in business: 27

Square footage (main location): 12,500

Number of employees at height of season: 50+

Owner: Lee Ericson

Manager: Scott McCaskey

*What sets you apart: We are not a cookie-cutter company. Each location has its own personality and we embrace that. Not only do we strive for the best quality product and the highest level of service, we strive to be a better part of the community.*



## Bicycles Plus

Folsom, CA

Number of locations: 1

Years in business: 19

Square footage: 6,000

Number of employees at height of season: 14

Owner: John Crews

Managers: Sean Dulany, Brad Winter

*What sets you apart: The staff really connects with clients. We treat everyone with respect and genuinely try to make their shopping experience unique like our store. We participate in numerous cycling schools' teams and charities. We also are the founding partner for the notable cycling event Ride for a Reason.*





### **Bike Barn**

**Houston, TX**

Number of locations: 5

Years in business: 23

Square footage (main location): 9,000

Number of employees at height of season: 50

Owners: Lee Neathery, Neil Bremner

*What sets you apart: We hire the best, focus on getting better every day, and don't forget to enjoy ourselves.*



### **Bike Doctor**

**Waldorf, MD**

Number of locations: 1

Years in business: 12

Square footage: 9,000

Number of employees at height of season: 25

Owners: Chris and Theresa Richardson

Managers: Chris Wells, Kenny Walker, Dave Wood

*What sets you apart: We take pride in the appearance of our store. Our service center is featured in Trek Bicycle's continuous improvement manual on how a service center should look.*



### **Bike America**

**Boca Raton, FL**

Number of locations: 5

Years in business: 3

Square footage (main location): 7,300

Number of employees at height of season: 20

Owners: Tod and Lee Fox

*What sets you apart: The professional retail environment we provide, our team and our customers. We are a growth-driven company. Everyone at Bike America is trained to understand that clean stores, good service and programs such as financing, gift cards, and extended warranty are all important for growing the company.*



### **Big Wheel Bicycles**

**Hollywood, FL**

Number of locations: 4 stores (independently owned)

Years in business: 28

Square footage (main location): 8,500

Number of employees at height of season: 10

Owner: Anthony Chin

Manager: Alexander Lai

*What sets you apart: Selection, customer service and delivery. And what that means is not just sales, but closing sales, then following it up by giving customers a call and reminding them of tune ups.*



### **Big Shark Bicycle Company**

**St. Louis, MO**

Number of locations: 1 bicycle store and 1 triathlon store

Years in business: 13

Square footage (main location): 7,000+

Number of employees at height of season: 35

Owner: Mike Weiss

Manager: Dirk Sprogoe

*What sets you apart: Big Shark's biggest asset is our staff. We have brought together a really interesting group of people who all enjoy the industry on many levels. We strive to help everyone enjoy the sport and community of cycling—we want to sell the Koool-Aid. We all try to increase the number of cycling events, cyclists, and good experiences for our customers.*







## **BikeBeat**

**Williamsburg, VA**

Number of locations: 3

Years in business: 8; owner David Wilson has been involved in bicycle retail for more than 33 years

Square footage (main location): 3,000

Number of employees at height of season: 40

Owner: David Wilson

Managers: Williamsburg - Steve Wetmore

Newport News - Chris Nusbaum

Virginia Beach - Patrick Kane

*What sets you apart: BikeBeat's single greatest asset is its incredibly motivated and talented staff. The BikeBeat team is quite diverse and brings together people with a broad range of experience, including executive, military, educational, mechanical and engineering backgrounds. However, the common denominator that bonds the staff is a genuine passion for cycling, its beauty and its possibilities.*



## **Bike Rack** **Omaha, NE**

Number of locations: 2

Years in business: 15

Square footage (main location): 24,000

Number of employees at height of season: 40

Owner: Jim Carveth

Managers: Steve Herbermann, David Kosark

*What sets you apart: Our store name and brand are very powerful in each city, not only because of the length of time we've been in business, but our staff experience and time they have been with the company. We have over six full-time people that have been employed 10 years or more with us. The service and sales staff experience and knowledge sets us apart.*



## **Bike World West**

**West Des Moines, IA**

Number of locations: 3

Years in business: 27

Square footage (main location): 6,000

Number of employees at height of season: 50

Owner: Forrest Ridgway

Manager: Joe Newendorp

*What sets you apart: Community involvement is key. Our mantra is "The Store That Supports The Sport." By staying involved in as many events as possible and giving of our talents and resources, we have been able to build a solid customer base from our community. We realize that people, both employees and customers alike, are like Christmas trees. Each one is unique and none are perfect. Figure out what makes someone tick and you can't help but be successful!*



## **Biker's Edge**

**Kaysville, UT**

Number of locations: 1

Years in business: 3

Square footage: 10,000

Number of employees at height of season: 14

Owner: Zach Chatelain

Manager: Jake Pantone

*What sets you apart: Everybody here is an avid cyclist and enthusiast. Everybody that works here competes. We all ride the product we sell.*

## **Bike Gallery**

**Portland, OR**

Number of locations: 6

Years in business: 32

Square footage (main location): 12,000

Number of employees at height of season: 110

Owner: Jay Graves

Manager: Daniel McGinnis, general manager

*What sets you apart: We have a culture of living "green." We are very concerned about the health of our community so we promote bike commuting within our organization and in the community. We recycle many items, use renewable energy when possible, and we use "green" building practices. Our customers and staff appreciate the commitment to sustainability.*





## Breakaway Bicycles & Fitness ☀

**Kalamazoo, MI**

Number of locations: 3

Years in business: 18 at this location

Square footage (main location): 9,000

Number of employees at height of season: 28 at this location

Owners: Ken Polidan, Paul Wells

Manager: Steve Johnson

*What sets you apart: We try to specialize in every aspect of bicycling not just one or a couple of key areas. We specialize in recumbents, tandems, triathlon, road, mountain, BMX, comfort, bike fit, accessories, fitness equipment and more. In every category we not only have a nice stock on hand to show, we have knowledgeable employees in that category to get customers excited about it. We believe in our sport and strive to get every customer hooked on it, so of course, we have a huge amount of repeat customers. Another area that sets us apart is our vast inventory. We try to make each category visible from right inside our door. We create a fun atmosphere through friendly, low-pressure employees, great inventory and a 65-inch screen that's always showing bike videos. We always pay our bills on time, early in many cases to take discounts. This of course makes our vendors happy but also saves us money.*



## BikeSource #5 ☀

**Overland, KS**

Number of locations: 6

Years in business: 18

Square footage (main location): 10,000

Number of employees at height of season: 23

Owner: Incorporated

Manager: Mark Neace

*What sets you apart: Knowledgeable staff and selection. We have everything for everyone, from beginner to the pro athlete. To keep the staff knowledgeable, we have in-store clinics and send them to places like SBCU and SRAM University. We're also large enough to get vendors to do store-specific clinics and demo days.*

## Bokoo Bikes ☀

**Chanhausen, MN**

Number of locations: 1

Years in business: 7

Square footage: 10,000

Number of employees at height of season: 25

Owner: Eduardo Vigil

Manager: Lance Schultz

*What sets you apart: Bokoo Bikes constantly leads with change, anticipating our customers' needs and creating opportunities by reinventing ourselves. We will never be satisfied with the status quo. Thinking "outside the box" is a requirement and a responsibility we have to our customers.*

## Boulder Cycle Sport

**Boulder, CO**

Number of locations: 1

Years in business: 1.5

Square footage: 2,000

Number of employees at height of season: 5

Owners: Taro Smith, Brandon Dwight

Manager: Brandon Dwight

*What sets you apart: We strive to make everyone feel welcomed and comfortable. We treat every customer with respect and strive to offer the best customer service. From riding, racing, sports medicine, wrenching and advocacy, each staff member has been integrated in the cycling community for more than 15 years. People come to us for advice because we offer the truth about products, training and more.*



## Brands Cycle & Fitness ☀

**Wantagh, NY**

Number of locations: 1

Years in business: 53

Square footage: 10,000

Number of employees at height of season: 45

Owner: Gary Sirota

*What sets you apart: Third generation now working in the business. We have a very dedicated and caring staff; many employees have been with the company for over 10 years. We have a fitness store inside our bicycle store but we operate the two stores completely separately.*

## Brick Wheels ☀

**Traverse City, MI**

Number of locations: 1

Years in business: 34

Square footage: 10,000

Number of employees at height of season: 20

Owner: Tim Brick

Managers: Betty Clement, Kristi Messing

*What sets you apart: We have always been cycling advocates and involved with cycling events. We hold weekly training meetings. We have the latest in computer equipment to track sales and assist in customer service, and recently we upgraded our Web site to not only be informative but also open to e-tailing. Our staff is required to assist in local bike tours, rodeos and school cycling and ski activities.*

## Budget Bicycle Center ☀

**Madison, WI**

Number of locations: 6

Years in business: 27

Square footage (main location): 6,000

Number of employees at height of season: 219

Owner: Roger Charly

Manager: Darin Schultz

*What sets you apart: The owner checks and test rides each bicycle. We began as a used bicycle store so our roots are in our strong mechanical abilities. We lay off very few people in the winter months. This gives us an experienced, older staff that is ready when the spring thaw hits the Midwest. In the winter months we maintain the free red bike program. Bicycle advocacy is very important to all of us.*





## Center Cycle

Renton, WA

Number of locations: 1

Years in business: 32

Square footage: 8,200

Number of employees at height of season: 6

Owner: Dave Groom

*What sets you apart: The staff is very diverse in cycling. Not only are they cycling specialists, but also riders. The atmosphere of the store is rich in uniqueness as well as product. What sets us apart is our knowledge. We have years of experience and skill. Our staff rides on a daily basis so they know what is hot and not. Our shop is a one-stop shop. We have over 500 bikes in stock built ready to ride at any given time and our mechanics in the back are the best. There really is no other place you want to shop once you have been in and talked to any of our staff.*



## Century Cycles

Cleveland, OH

Number of locations: 3

Years in business: 15

Square footage (main location): 3,600

Number of employees at height of season: 40

Owner: Scott S. Cowan

Manager: Mike Petcher

*What sets you apart: All of our staff including the owner are into the lifestyle of cycling and encourage everyone we come in contact with to join in the fun. We also cater to what we call "normal people." We feel that lots of other shops shun the average person who walks through their door, whereas we embrace them for who they are. And we are here to help them.*



## Chainwheel Drive

Clearwater, FL

Number of locations: 2

Years in business: 35

Square footage (main location): 8,100

Number of employees at height of season: 27

Owner: Tom Jessup

*What sets you apart: Our commitment to providing a great customer experience, which is an involved and ongoing process that requires a lot of attention. We are also very involved with our community.*



## City Bikes

Washington, DC

Number of locations: 2

Years in business: 18

Square footage (main location): 5,500

Number of employees at height of season: 42

Owners: Charlie McCormick, Philip Koopman

Managers: Alex Whitney, Nick Hritz

*What sets you apart: We have always focused on cycling advocacy both for transportation and recreation. Our friendly approach and our carefully selected product line is what keeps customers coming back. We pride ourselves on our quick and dependable service department and offer amenities such as loaner tools and a 24-hour air hose to keep our customers rolling.*



## Contender Bicycles

Salt Lake City, UT

Number of locations: 1

Years in business: 6

Square footage: 6,500

Number of employees at height of season: 16

Owners: Dan Colangelo, Alison Littlefield, Ryan Littlefield

Manager: Jim Fearick

*What sets you apart: We strive to build long-lasting relationships with our best customers, our best vendors and all of our employees.*



## Crank Daddy's Bicycle

Milwaukee, WI

Number of locations: 1

Years in business: 2

Square footage: 14,000

Number of employees at height of season: 12

Owners: Eric Kuhagen, Ken Martin

Manager: Andrew Temperly

*What sets you apart: We use the latest equipment for bicycle fitting. We spend at least half an hour with each customer in the fitting process. We provide extensive training so our staff is familiar with all of the products, through in-house training with manufacturers' reps and we also send employees to receive in-depth education with some of our larger brands. We feel our greatest assets are our employees.*



## Cycle Sports

Doylestown, PA

Number of locations: 1

Years in business: 16 years, current owner since 2004

Square footage: 4,200

Number of employees at height of season: more than 10

Owner: Eric Cutting

Managers: Kirk Palermo, Paul Turner Jr.

*What sets you apart: Great employees. As the owner, I support cycling in our community. All of our shop rides are part of our local bicycle club's monthly ride calendar. Our emphasis on teaching has been the most rewarding. Our Sunday ride is a rolling classroom for proper cycling technique. I have learned so much from others and I think it's important to give that knowledge back to the community.*





## Downtown Bicycles ☀

Fort Lauderdale, FL

Number of locations: 1

Years in business: 6

Square footage: 6,500

Number of employees at height of season: 8

Owners: Mario Aponte and Valentina Tischenko-Aponte

Manager: Mario Aponte

*What sets you apart: Customer experience—it goes beyond just service. Our focus is to create a retail environment that excites our customers: presentation, selection, service, merchandising, body scanning, etc. We strive to match the retail experience our customers are used to at their other favorite retailers. Simply stated: we aim not to be simply a great bicycle shop but rather a great retailer.*



## Eddy's Bike Shop ☀

Stow, OH

Number of locations: 4

Years in business: 65

Square footage (main location): 20,000 (showroom)

Number of employees at height of season: 66 at all locations

Owner: Jim Ruggles Sr.

Manager: Jim Ruggles Jr.

*What sets you apart: We select our sales staff from local riders and racers. We focus our staff to help customers in the area of cycling that they do themselves. Mountain bike riders help mountain riders, roadies help roadies. Our stores offer the biggest selection from the best manufacturers. Many of our staffers have been with us for 10 years or more.*



## Durst Cycle & Fitness ☀

Urbana, IL

Number of locations: 2

Years in business: 71

Square footage (main location): 8,000

Number of employees at height of season: 15

Owner: Ronald W. Durst

Manager: Jared C. Durst

*What sets you apart: Since 1935 Durst Cycle has been committed to the community of Champaign County. Through all the years we have been closed on Sundays, and we credit our success to this faithfulness. We maintain a clean and well-organized showroom and repair department, which promotes confidence and competency as well as a professional atmosphere.*



## Cynergy Cycles

Santa Monica, CA

Number of locations: 1

Years in business: Less than a year, 8 months

Square footage: 8,000

Number of employees at height of season: 15

Owner: Augusto Sasso

Manager: Jim Whitsett

*What sets you apart: Cynergy is the dream child of a successful real estate developer and one of the most well-known managers from the former Supergo chain. Cynergy's 8,000-square-foot retail environment offers a diverse selection of high-end merchandise in a unique modern industrial 1920s building. Vaulted wood-beam ceilings, floor-to-ceiling windows, original refinished black stone floors and even a children's lounge and play area provide an upscale and comfortable shopping experience. Cynergy's team is handpicked from the most knowledgeable and customer-service-oriented professionals in the industry with no team member having less than seven years of experience. Cynergy is founded on the principle that cycling is for everyone—from the seasoned professional to the weekend warrior, from the first-time rider to families looking to get fit and have fun.*

## Danzeisen & Quigley

Cherry Hill, NJ

Number of locations: 1

Years in business: 45

Square footage: 31,500

Number of employees at height of season: 45

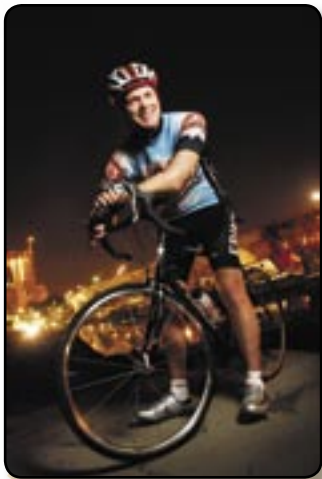
Owners: Bob Danzeisen, Bill Quigley, Joe Vitale

Manager: Tim Gleeson

*What sets you apart: Customer service, passion, knowledge and involvement in all the sports we play in. We are a multi-sport store and it's a great thing to be recognized in multiple industries. We have received the top ski shop nationwide award three times, which shows the commitment and the passion we have. All the training clinics and dress codes demand involvement and understanding, which makes D&Q prosper. Staff is so important. We owe it all to our staff.*







### Erik's Bike Shop

**Bloomington, MN**

Number of locations: 12

Years in business: 29

Square footage: Store sizes range from 4,000-12,000 square feet

Number of employees at height of season: 200

Owner: Erik Saltvold

Manager: Dave Olson

*What sets you apart: We are customer focused. Everything we do is evaluated on how it impacts the customer. Our growth has provided many opportunities for our staff to grow with the company. We believe in promoting staff from within. These two things have contributed greatly to our most valuable asset: our reputation.*



### Free-Flite Bicycles

**Marietta, GA**

Number of locations: 3

Years in business: 29

Square footage (main location): 7,500

Number of employees at height of season: 32

Owner: Dan Thornton

Manager: Chris Willis

*What sets you apart: Being advocates for cycling is what sets us apart. Through various means of sponsorship, volunteer time, membership and community service, we work hard at making cycling in Georgia better every day. We implement and follow policies that make daily operations consistent and efficient. Each day of business begins with a staff meeting where all staff receive important information about product, training and general information.*



### Freewheel Bike

**Minneapolis, MN**

Number of locations: 1

Years in business: 33

Square footage: 10,000

Number of employees at height of season: 40

Owner: Kevin Ishaug

Manager: Josh Klauck

*What sets you apart: We provide an open environment for cycling enthusiasts of all types, from messengers to shaved-leg racers. We are the "Cheers" of the Twin Cities bike shops—a place where everybody knows your name and will share a story and a warm cup of coffee.*



### Full Cycle

**Boulder, CO**

Number of locations: 3

Years in business: 19

Square footage (main location): 5,500

Number of employees at height of season: 60

Owner: Kevin Kelly

Manager: same

*What sets you apart: Training and knowledge. We go out of our way to train our staff, both service and sales, extensively through the year. We have roughly 25 different clinics per season along with extensive training for our sales crew. Our staff takes it upon themselves to learn more. We try to be as up-to-date on product as we can. Here in Boulder we see it all: from the craziest homemade bikes to the newest prototypes. It's important to have the knowledge to cover such a wide spectrum. We also sell a lot of bikes. In the heat of summer we are cranking, and it's up to the staff to keep up and still deliver great customer service.*



### Geneva Bicycle Center

**Geneva, NY**

Number of locations: 1

Years in business: 11 under current owner

Square footage: 5,200 retail, 4,000 storage

Number of employees at height of season: 7

Owner: Jim Hogan

Manager: same

*What sets you apart: Everyone who works here rides to work, even in the winter. We are the proud home of the only titanium/carbon fiber toilet paper dispenser east of the Mississippi. The little things and our attention to detail make a difference. Have the best staff, the best selection and the most attractive store you can and the rest will follow.*



### George's Cycles & Fitness

**Boise, ID**

Number of locations: 3

Years in business: 31

Square footage (main location): 6,000

Number of employees at height of season: 50

Owners: Tom Platt, Mike Cooley

Manager: Ben Buschbacher

*What sets you apart: We let customers know we truly love cycling and that our No. 1 goal is to turn new customers into cycling enthusiasts. We offer the products and knowledge to make our stores the one-stop shops for every cyclist's needs. Through community involvement, race promotion and product placement, we have excelled in driving all facets of cycling in the Boise Valley.*



### Goodale's Bike Shop

**Nashua, NH**

Number of locations: 3

Years in business: 87

Square footage (main location): 49,000

Number of employees at height of season: 63

Owner: Bradford Hill

Managers: Ron Bingham, VP; Lucie Hill, Sec.; Andrew Hill; Todd Rainier; Ryan Maszczak

*What sets you apart: Profit is not a dirty word. We have always had a handle on our expenses and grown the business with a wide selection of quality products at good margins. Our success and stability gives our customers confidence and a secure feeling when doing business with us.*





## Gregg's Greenlake Cycle

Seattle, WA

Number of locations: 3

Years in business: 75

Square footage (main location): 14,000 sales;  
5,000 storage

Number of employees at height of season: 135

Owner: Stan P. Gregg

Manager: Marty Pluth

*What sets you apart: To be successful in our industry we must provide excellent customer service. In order to provide excellent customer service you must have a clear mission and outstanding people. As part of our mission statement we have a goal of attracting, developing and retaining quality staff members. We provide a work environment that is challenging and rewarding. We also provide the authority and training necessary for each staffer to complete their responsibilities. We have a high level of staff retention, which leads to high levels of experience in turn leading to good customer service. A cycling retailer cannot provide good customer experience without experienced, well-trained staff members.*

## Guy's Bicycles

Feasterville Trevos, PA

Number of locations: 1

Years in business: 35

Square footage: 6,000

Number of employees at height of season: 23

Owners: Bob Burke, Suzanne Pacitti, Bill

Managers: same

*What sets you apart: Three of our key people can boast 30 years of experience in this industry each. Two more boast over 10 to 15 years each. Guy's Bicycles has been around a long time, probably because we focus on each customer and work to grow the sport. We take the needs of all our customers seriously—from parents buying a bike for their 4-year-old to Ironman triathletes. It's those 4-year-old children that turn into world-class triathletes.*



## Helen's Cycles

Santa Monica, CA

Number of locations: 6

Years in business: 70

Square footage (main location): 12,000

Number of employees at height of season: over 100

Owners: Karen Stier,

Jay Wolff

Manager: Jay Wolff

*What sets you apart: Instead of selling bicycles, we sell experiences.*



## High Gear Cyclery

Stirling, NJ

Number of locations: 2

Years in business: 25

Square footage (main location): 7,600

Number of employees at height of season: 40

Owner: Rone Lewis

Manager: Craig Ward

*What sets you apart: Sharing our passion for cycling with customers, each other and with family.*





### Hudson Trail Outfitter

**Gaithersburg, MD**

Number of locations: 9

Years in business: 36

Square footage: 160,000 for all 9 stores

Number of employees at height of season: 320 at all stores

Owner: Sandy Cohan

*What sets you apart: Plain and simple: HTO renders positively outrageous customer service to all people in all instances all the time. HTO hires only the very best Outfitters and then empowers those Outfitters to go to market and be great. Not good but great.*



### Incycle Bicycles

**San Dimas, CA**

Number of locations: 3

Years in business: 15

Square footage (main location): 6,800

Number of employees at height of season: 48

Owners: Mark W. Smits, Dominic Galenti

Managers: several

*What sets you apart: We have fun. We care. We truly do. We start our customers from tricycles and do our best to keep them satisfied into adulthood. We also have a strong love for the sport of cycling but are forced to respect our bicycle store as a business. We also believe in giving back to the sport.*



### Jax Bicycle Center

**Irvine, CA**

Number of locations: 6

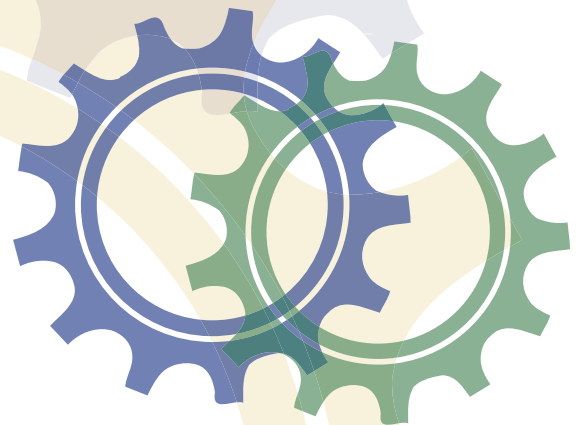
Years in business: 35

Square footage (main location): 10,000

Number of employees at height of season: 85

Owner: Dave Hanson

*What sets you apart: At Jax we treat every client as if they were guests in our own home.*



### Keswick Cycle

**Glenside, PA**

Number of locations: 2

Years in business: 74

Square footage (main location): 10,000

Number of employees at height of season: 35

Owners: Brian Hackford, David Kaplan

Managers: Tom Tompkins, Ben Hall, Frances Block, Nathan Penfield, Jordan Czajka, Jeff Goelz, Andy Copleman

*What sets you apart: We have the largest selection of road, time trial, multi-sport and mountain bikes for both men and women. We also have four Serotta fit-certified technicians on staff in both stores, offering professional bike fitting and sizing for all cyclist levels.*



### Kozy's Cyclery & Fitness

**Chicago, IL**

Number of locations: 4

Years in business: more than 60

Square footage (main location): 7,000

Number of employees at height of season: 70

Owners: Ron and Paul Kozy

*What sets you apart: Kozy's has always given the customer the largest selection in Chicagoland, conveniently placed in four locations (soon to be five). Our staff is our secret weapon. We usually don't hire people with a lot of bike knowledge. We hire nice people who can be taught bicycles. I can't teach people to be nice.*



### Landis Cyclery

**Tempe, AZ**

Number of locations: 4

Years in business: 96

Square footage (main location): 6,000

Number of employees at height of season: 12 (single location), 50 total

Owners: Dick and Bob Landis

Manager: Dave Kuhlman

*What sets you apart: Landis Cyclery promotes our sport by sponsoring the White Mountain Road Club, Landis Triathlon Club, Landis Triathlon Racing Team, Landis Racing Mountain Bike Team, and numerous local road mountain and triathlon races. We're not here to just sell stuff; we're here to promote a lifestyle.*



### Landry's Bicycles

**Natick, MA**

Number of locations: 4

Years in business: 31

Square footage (main location): 17,000

Number of employees at height of season: 60

Owners: Peter, Tom and Jeanne Henry

Manager: Tom Henry

*What sets you apart: We welcome each customer with a lot of warmth and make them feel at home on their own terms.*





## Liberty Bicycles ☀

Asheville, NC

Number of locations: 1

Years in business: 27

Square footage: 8,500

Number of employees at height of season: 20

Owners: Mike and Claudia Nix

Manager: Sam White

*What sets you apart:* Our staff training and commitment to the community separate us from our competition. All of our sales staff are certified bicycle fitters. Our service department personnel have attended workshops and technical seminars and this training is constant and ongoing. Liberty Bicycles owners and staff are involved in Safe Routes to School and other bicycle/pedestrian advocacy. We are very active in the local community. Claudia is on the NCDOT Bicycle Committee and the NC Trails Committee. We have had a representative at every Bike Summit.



## Livermore Cyclery ☀

Livermore, CA

Number of locations: 2

Years in business: 30

Square footage (main location): 11,500

Number of employees at height of season: 36

Owners: Steve and Melinda Howard

Manager: Pete Howard

*What sets you apart:* We employ five family members including the owner and his wife. Most of our staff has at least 15 years retail bicycle shop experience, so needless to say are very knowledgeable. Many on our staff have been with us over five years, some up to 15 years. Our shop work ethic is very good. Steve insists that every customer be greeted upon entering the stores. We send our employees to be trained on new product from our major vendors (sometimes at our own expense). We are always looking for new ways to educate our employees and provide more services to our customers.



## Mack Cycle & Fitness ☀

Miami, FL

Number of locations: 1

Years in business: 50

Square footage: 4,000

Number of employees at height of season: 15

Owner: Mary Jane Mark

Manager: Andre Quirino

*What sets you apart:* As a woman-owned bike store, Mack Cycle has an ambience that is friendly and comfortable for all types of cyclists. Many of the staff have worked here for decades. Mack Cycle & Fitness takes pride in supporting cycling by providing resources and staff for rides, races, education, teams, charities and advocacy. Mack Cycle believes in making the retail environment personally and economically rewarding for our staff and management through our support of the community and our profitability.



## Mad Duck Adventure Sports

Grapevine, TX

Number of locations: 1

Years in business: 5

Square footage: 1,400

Number of employees at height of season: 3

Owners: Terry Musar, Clarence Muller, Gary Clinkingbeard

*What sets you apart:* We have created an atmosphere where our shop is our customers' "place." This home away from home allows customers to not just buy a bicycle, but to be part of a lifestyle where they can commune with like-minded folks and talk about everything from bicycles to politics and beer. In addition to traditional shop things such as group rides, we have beer on tap, snacks, customer-selected music, cycling videos running, wine, fun and social rides, and beer tasting. Our goal is to create a vacation home for cyclists within their own city.

## ☀ Marty's Reliable Cycle

Morristown, NJ

Number of locations: 3

Years in business: 28

Square footage (main location): 8,500

Number of employees at height of season: 30

Owner: Marty Epstein

Manager: Rob Koleser, TC Crawford, Geoffrey Lenat

*What sets you apart:* Our slogan is "Saving the World with Bikes." Saving the world with bikes means getting people to ride them. We want people to embrace the cycling culture. Our job is to provide our customers with as many cycling activities as possible so they will have no reason not to ride. One of our favorite promotions from this past season was called "Replace Lance in Your Own Tour de France!" Customers could sign up at the start of the Tour and clock their miles until the Tour was over. They would receive store credit based on how many miles they rode during the Tour. Riders loved this contest. Our winner rode 1,560 miles in 23 days. We also have weekly rides, promote races, and get involved with charity rides and many other types of events.







### Matthew's Bicycle Mart

Indianapolis, IN

Number of locations: 1

Years in business: 62

Square footage: 13,000

Number of employees at height of season: 8

Owner: Nancy Parent

Manager: Steve Southwood

*What sets you apart: The number of years we've been in business. We're the oldest shop in the city and we rely on word of mouth for our advertising.*

### Mike's Bikes San Rafael, CA

Number of locations: 6

Years in business: 44

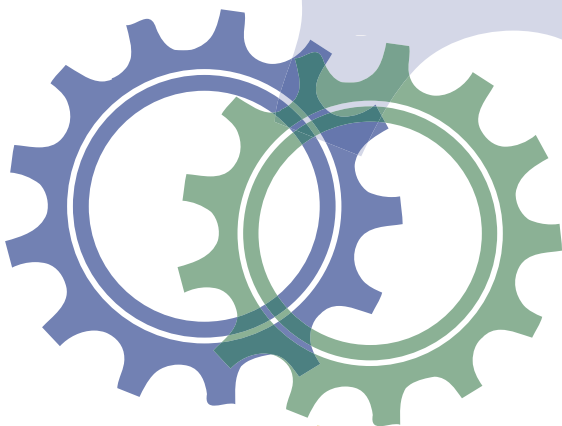
Square footage (main location): 11,000

Number of employees at height of season: 95

Owners: Ken Martin, Matt Adams, Mike Gabrys

Manager: Matt Adams

*What sets you apart: We do it with young ownership willing to embrace new trends and technology; with a relentless drive to improve the customer experience and to build our brand; and most importantly, by getting more people out on new bikes every single day (over 8,500 of them in 2006). As the No. 2 Specialized and Cannondale dealer in the U.S., our floors are always stocked with a vast selection of the industry's best. With big, bright, modern store environments, we truly achieve 'destination shop' status. And since our talented staff ride their bikes every day on some of the best road and mountain terrain in the country, their enthusiasm for all things bicycle translates directly into a successful sales and service experience for everyone who walks through the door. A youthful energy to improve and succeed and the ability to deliver big-shop selection with small-shop personality set us apart from other bicycle retailers. We are truly driven to provide a world-class retail experience and give customers the ride of their life.*



### Montgomery Cyclery

Cincinnati, OH

Number of locations: 5

Years in business: 42

Square footage (main location): 12,000

Number of employees at height of season: 45

Owner: Thomas Mueller

Manager: Jeff Sellers

*What sets you apart: Probably our staff more than anything else. We have a large shop but because of our staff, we have a small town feel. Our staff really knows our market well.*



### New Mexico Bike n Sport

Santa Fe, NM

Number of locations: 1

Years in business: 13

Square footage: 4,000

Number of employees at height of season: 16

Owner: Tony Farrar

Manager: Mike Chapman

*What sets you apart: We're all definitely passionate about what we do. Tony is way into biking. I think it's our willingness to do what the customer wants us to do.*



### Newbury Park Bike Shop

Newbury Park, CA

Number of locations: 1

Years in business: 41

Square footage: 6,000

Number of employees at height of season: 20

Owners: Mike and James Cicchi

Manager: Shane Kelly

*What sets you apart: We try to have the right mix of product knowledge. We try to pick a line of bicycles where we have faith in the company.*





## Northtowne Cycling and Fitness

Cedar Rapids, IA

Number of locations: 1

Years in business: Since the 1920s

Square footage: More than 14,000

Number of employees at height of season: 12

Owner: Bill Stepanek

Managers: Don and Derek Stepanek

*What sets you apart: We added fitness products in 1981, which allows us to retain 100 percent of our staff year-round. We are a fourth generation cycling and fitness business, not a "bike shop." We are retail professionals who sell the joy of cycling not bikes. We gratefully help everyone from people with special physical needs to racing teams. We are not afraid to take risks or to be independent. We set and compare our store experience and expectations to top retailers in other industries in addition to those who lead the way in ours. We are constantly mindful of the customer's experience in our store and with our products.*



## The Off Ramp ☀️

Santa Clara, CA

Number of locations: 2

Years in business: 34

Square footage (main location): 5,400

Number of employees at height of season: 25

Owners: Bill Kuckens, Dennis Uphoff

Managers: Ralph Castro, Recner Lugardo

*What sets you apart: Long term, great working relationships with only the best suppliers (no bad marriages). We have a huge selection of bicycles in our stores that customers learn to rely on and expect.*



## Orange Cycle ☀️

Orange, CA

Number of locations: 1

Years in business: 37

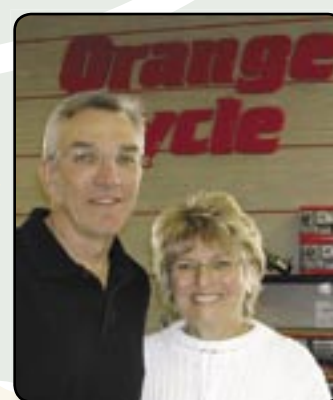
Square footage: 12,000

Number of employees at height of season: 10

Owner: John Pavlisin

Manager: Al Boneta

*What sets you apart: Being family owned and having a good mix of products and a great inventory. When you buy right, you can sell right. Being an IBD and not a DBD (dependent bicycle dealer) in giving our customers a choice.*



## Orange Cycle Works ☀️

Orlando, FL

Number of locations: 1

Years in business: 35

Square footage: 10,000

Number of employees at height of season: 28

Owners: Howard Larlee, Deena Breed

Manager: John Salmons

*What sets you apart: We enjoy retailing and look forward to serving a large variety of customers. The store and our Web site is clean, fresh and up to date. We have a large selection of items and strive to keep the latest and greatest in stock. The whole store participates in the profitability.*



## Park Avenue Bicycle

Rochester, NY

Number of locations: 2

Years in business: 29

Square footage (main location): 6,200

Number of employees at height of season: 30

Owner: Andy August

Manager: Ben Pritchard

*What sets you apart: We have the widest clothing selection in western New York. We're willing to go the extra for our customers. I think it's our attention to detail.*



## Pedal Power ☀️

Middletown, CT

Number of locations: 1

Years in business: 11

Square footage: 9,000

Number of employees at height of season: 15

Owners: Bill McEnery, Gary Nicol

Managers: Steve Davis, Spencer Gates

*What sets you apart: Pedal Power is active in the larger cycling community to grow the cycling population (charity events, group rides and helping other shops). The key to our success is getting the customer what they want in a timely manner. Our business is centered on how we will make cycling "fun" for our customer.*



## Penn Cycle ☀️

Bloomington, MN

Number of locations: 6

Years in business: 50

Square footage (main location): 12,000

Number of employees at height of season: 120

Owners: Pat Sorensen and the Sorensen Limited Family Partnership

Manager: Bill Randen

*What sets you apart: We cater to every rider. We have an experienced staff that understands those who are just getting into cycling and can talk tech with experienced riders. Our great selection and low-price guarantee ensures we can get customers on the right bike.*





## Piermont Bicycle Connection

Piermont, NY

Number of locations: 2

Years in business: 15

Square footage (main location): 5,000

Number of employees at height of season: 8

Owners: Glenn Davgin, Stephen Lopatkin

Manager: William Cameron

*What sets you apart: We really get creative bringing new business to the shop. We will even drive to a customer's house to sell a couch on Ebay and convert the money to store credit. We have mechanics classes in the off-season with a discount night on the last day of class to buy all the tools and work stand. We set up mini shops at charity ride events to draw in a new crowd. We buy smart so we have room for end-of-season closeout deals from the bike companies. We are constantly brainstorming new ideas.*



## Plano Cycling & Fitness

Plano, TX

Number of locations: 1

Years in business: 33

Square footage: 15,000

Number of employees at height of season: 30

Owner: Rick Gurney

Manager: Kyle Carlson

*What sets you apart: We have outstanding retailers in our market. This pushes us to hire creative, caring and attentive staff members. Also, we value partnerships with vendors who believe in our business and fully support our vision of service to our customers and our community.*



## Recycled Cycles

Seattle, WA

Number of locations: 1

Years in business: 11

Square footage: 5,500

Number of employees at height of season: 25

Owners: Scott Martini, Steve Donahue

Manager: Ted Davis

*What sets you apart: We deal in used bike parts and bike gear. We love to restore old bikes and have a growing museum of parts. We want to make sure our customers leave smiling because they purchased a bike or sold us their old bike. We love to problem solve. We cater to the 'do-it-yourselfer.' We appreciate the person who wants to learn how to keep their old steed in good running condition.*



## Revolution Cycles

Clarendon, VA

Number of locations: 4

Years in business: 8

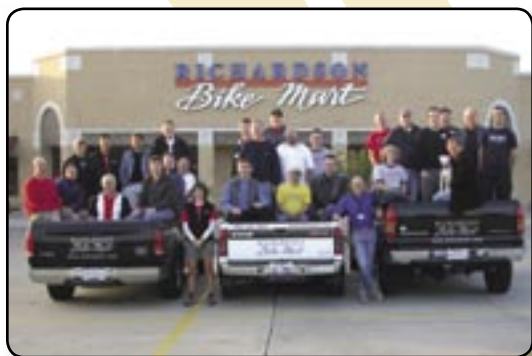
Square footage (main location): 13,000

Number of employees at height of season: 100

Owners: Mike Hamannwright, Santiago Gonzalez, Norvin Stevens

Manager: Darrin Misiera

*What sets you apart: We are innovative and tenacious in our efforts to continually evolve and be open to changing our processes and services to better meet the needs of our customers. We are our own worst critics.*



## Richardson Bike Mart

Richardson, TX

Number of locations: 3

Years in business: 45

Square footage: 36,000; 17,000; 8,000

Number of employees at height of season: 100 full-time, 75 part-time

Owners: Jim Hoyt

Managers: Woody, Rodney, Joe

*What sets you apart: We have six staffers with over 20 years; 15 over 10 years; 25 over five years. Part-time staff also has longevity. Being involved at the local level is great. We make it easy and handle it swiftly so as to have a good reputation for responding to requests.*



## River City Bicycles

Portland, OR

Number of locations: 1

Years in business: 12

Square footage: 15,000

Number of employees at height of season: 55

Owners: David Guettler, Mark Ontiveros

*What sets you apart: River City Bicycles is a store run by bicycle fanatics and business enthusiasts from the top down. We have an indoor test track, a cappuccino bar and a shrine to Eddy Merckx. All of our fixtures are custom-made of cherry mahogany and ash. River City Bicycles is the home of full wood fenders and reach-around fender brackets.*



## Rock N' Road Cyclery

Mission Viejo, CA

Number of locations: 3

Years in business: 15

Square footage (main location): 4,000

Number of employees at height of season: 35

Owners: Matt, Stu, Jeff and Greg

Managers: Tracie, Parker, Danni, Eric, Chuck, Chary

*What sets you apart: All of our stores are Specialized Concept Stores and we are getting ready to open a fourth store in Irvine, California, in the spring. Our passion for cycling sets us apart. We strive to build special relationships with all our customers and show them what cycling has done for us.*





### Roll Brands

Columbus, OH

Number of locations: 2

Years in business: 2

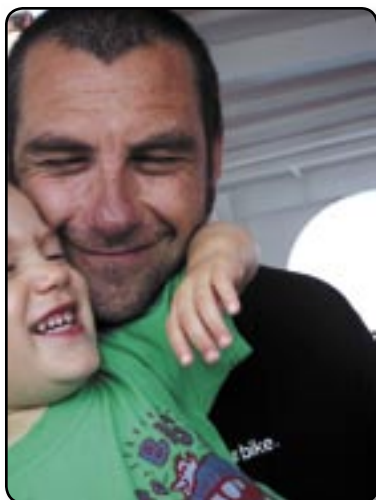
Square footage: Not provided

Number of employees at height of season: Not provided

Owner: Stuart Hunter

Manager: Jake Scott

*What sets you apart: A compelling and consistent customer-centric shopping experience supported by a clear focus on building strong partner and supplier relationships.*



### Roswell Bicycles

Roswell, GA

Number of locations: 1

Years in business: 19

Square footage: 10,000

Number of employees at height of season: 18

Owner: Todd Kaib

Managers: Raul Lopez, Taylor Kaib

*What sets you apart: We are involved with more than 50 off-site events per year and the staff plays a major role in their execution. These events promote the sport and the community that has allowed for our success, and range from the start of our city sponsored bike club, to regional charity events, races, school safety rodeos, a local NHRC pro road event, Tour de Georgia and a series of multi-sport races. We sponsor a kid's developmental team, two multi-sport teams, a road team and a handicapped multi-sport racer.*



### Russell's Cycle & Fitness

Washington, IL

Number of locations: 1

Years in business: 30

Square footage: 8,500

Number of employees at height of season: 19

Owners: Cheryl and Joe Russell

Managers: Same

*What sets you apart: We collectively understand that Russell's has the opportunity and the privilege to assist our customers toward a more fun and healthier lifestyle with our cycling/fitness products and services. This basic store value empowers us to raise the customer's experience in our store to a unique level beyond our competition. Our staff understands Russell's faces competition not just from other bicycle dealers but from other retailers chasing the discretionary dollars available in our market. We enjoy the daily, ever-changing challenge of dealing with the public. There is no better gig on the planet.*



### Sid's Bike Shop

New York, NY

Number of locations: 2

Years in business: 28

Square footage (main location): 2,500

Number of employees at height of season: 17

Owner: Allen Schulmann

Manager: Tim McNeely

*What sets you apart: Sid's Bikes enjoys extremely low employee turnover due to fair compensation and because employees feel invested in the future of the company. Employees are invited into the decision-making process and rewarded for creating new business opportunities. Sid's Bikes prides itself as the best-stocked and most efficient consumer-oriented bike shop in NYC. We employ friendly, well-trained staff to offer the very best shopping experience to our customers. And although other shops may trend toward exclusivity, such as selling only road or triathlon, we prefer to be the bike shop for all cyclists.*

### Skirack

Burlington, VT

Number of locations: 1

Years in business: 38

Square footage: 6,000

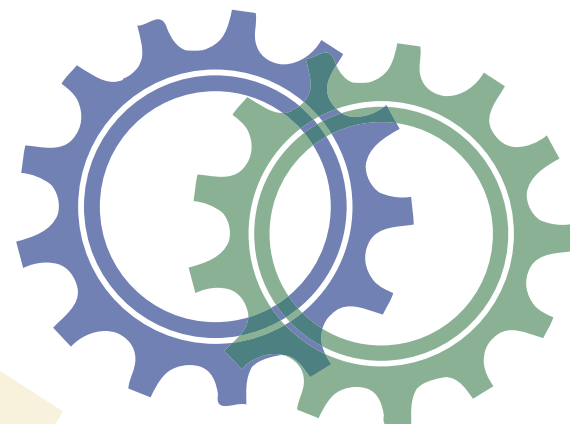
Number of employees at height of season: 42

Owners: Zandy Wheeler, Spike Clayton

*What sets you apart: Because we are a high-end specialty store, we have spent the last two years narrowing our inventory selection so we can offer only the absolute best to our customers. We have worked hard to train and educate our staff on the finer points of a customer's request, desire or need. By focusing in on what the customer currently uses for gear, what they intend to use their new gear for, and what their future goals are within the sport they are shopping for, we are able to find one or two pieces of equipment that will support them for their planned adventures. As a customer walks out our door we feel confident that we have given them the best information to continue shopping, and if they did not make a purchase with us initially, they return to purchase from our selection because they feel we were honest and thorough in our education to them. This is a standard that not only shines in our bike business but also in our run and ski business. Our customers return time and again expecting to see their favorite salesperson, meet another, or in search of more education.*







## Spokes Etc.

Vienna, VA

Number of locations: 4

Years in business: 20

Square footage (main location): 10,000

Number of employees at height of season: 125

Owners: Jim Strang, Bob Fadel

Manager: Jeff Palmer

*What sets you apart: At Spokes Etc. we strive to: do it right the first time; make it easy for the customer; make it easy for the team member; and find a way to do it better and faster.*

## Stadium Bike & Skate

Green Bay, WI

Number of locations: 1

Years in business: 20

Square footage: 4,000

Number of employees at height of season: 10

Owner: Randy Bailey

Manager: Jim Wiegand

*What sets you apart: We do not judge the customer when they walk through the door by the way they look or the car they drive. As far as we know, every customer wants the best service and equipment for their riding style. Our goal is to create cyclists.*

## Toga Bike Shop

New York, NY

Number of locations: 3

Years in business: 36

Square footage (main location): 3,000

Number of employees at height of season: 45

Owner: Luis Vieira

Manager: John Koeshgerian

*What sets you apart: From kids' bikes to a top-of-the-line S-works Tarmac SL, we treat everyone equally. Our sales staff emphasizes fun and fitness. We strive to educate customers to further enhance their cycling experience.*



## Trail Head Cyclery

San Jose, CA

Number of locations: 1

Years in business: 10

Square footage: 2,350

Number of employees at height of season: 15

Owners: Lars and John Thomsen

Manager: Shawn Siebe

*What sets you apart: Everybody that comes into Trail Head Cyclery gets greeted by at least one employee that will call their name if they know it loud enough for others to hear. Once in the shop we make sure that customer is made to feel comfortable and welcome with a focus on going the extra distance to help them. If they bring us a bike, we immediately put their bike in our repair stand then ask what brings them to Trail Head. All bikes get a very thorough evaluation so the customer can decide what to pay for. Our evaluations are done with no regard to price. Get their bike dialed—that is our goal. Servicing shocks, forks and hydraulics has become our specialty. To support this we stock a mind-bending number of small parts.*



## Trek Bicycle Superstore

San Diego, CA

Number of locations: 3

Years in business: 4

Square footage (main location): 8,500

Number of employees at height of season: 40

Owner: Mike Olson

Manager: Brent Smith

*What sets you apart: We show our dedication to training and constant improvement by closing every Wednesday from 10 a.m. to noon for staff training.*



## Tri-Sport Unlimited

Fresno, CA

Number of locations: 1

Years in business: 21

Square footage: 5,000

Number of employees at height of season: 16

Owner: Kevin Slater

Manager: Mike Weathers

*What sets you apart: We have a great, open store that is fun to shop or hang out in. Every one of the crew can help a customer out, from fixing a flat to describing women's-specific designs or SRAM's new road group. From pro rider to novice, family guy or gal, our shop is fun to do business with.*



## Turin Bicycle

Evanston, IL

Number of locations: 1

Years in business: 43

Square footage: 3,800

Number of employees at height of season: 15

Owners: Lee Catz, Chris Mailing

Manager: Chris Dimmick

*What sets you apart: If we don't see our customers again we're not doing our job.*





## Two Wheel Tango

**Ann Arbor, MI**

Number of locations: 1, plus \$40k of concrete

Years in business: 9

Square footage: 5,900

Number of employees at height of season: 20-25

Owners: Dennis Pontius, Leslie Isaacs

*What sets you apart: We let our customers teach us what it is that they want from us.*



## University Bicycles

**Boulder, CO**

Number of locations: 1

Years in business: 22

Square footage: 20,000

Number of employees at height of season: 55

Owner: Douglas R. Emerson

Manager: Lester Binegar

*What sets you apart: We only focus on the needs of our business and truly care about each and every customer that walks through our door.*



## Village Bike and Fitness

**Grand Rapids, MI**

Number of locations: 4

Years in business: 32

Square footage: 8,200; 7,800; 5,600; 7,400

Number of employees at height of season: approx. 40

including part-timers at all four stores

Owners: Dale Phelps and Pam Kruse (husband and wife)

Managers: Andy Soneral, Mike Sparks, Brian Krause, Cory Bultman

*What sets you apart: The quality of our staff. The other thing is we continually improve our business. Giant's retail development team has been educational in store design and merchandising. Serotta has taught us the importance of proper bike fit. We are a member of The Biking Solution and benefit from their programs. We also solicit assistance from our consultant.*



## Wheat Ridge Cyclery

**Wheat Ridge, CO**

Number of locations: 1

Years in business: 34

Square footage: 30,000

Number of employees at height of season: 70

Owners: Eugene and Ron Kiefel, Erlinda Stafford, Leona

McCormick

Manager: Gil McCormick

*What sets you apart: Everybody that works here has a true passion for cycling. We think that passion is relayed to our customers.*



## Wheel & Sprocket

**Hales Corners, WI**

Number of locations: 6

Years in business: 33

Square footage (main location): 130,000

Number of employees at height of season: 180

Owner: Chris Kegel

Manager: Liza Le Claire

*What sets you apart: We are totally committed to sales excellence with over 35 percent market share; to cycling with sponsorship of over 25 cycling events that yearly raise over a million dollars for worthy causes and charities; to advocacy with hundreds of hours per year dedicated to improving our community at both a local and national level; to love our work and have fun. If our staff cannot make a customer smile during a sales presentation, they are too boring to work for us. We know that good work is never wasted.*