

THE TOP 100 RETAILERS



2010

DRIVING RETAIL SUCCESS

Here Come the Holidays!

PEARL IZUMI

This editorial feature is sponsored by Pearl Izumi with Mercedes Ross.

There are two different Holiday customers: The Avid Cyclist who knows what he or she wants and the Loved One who needs plenty of buying help. The Loved One doesn't know what a chamois is, as far as they are concerned it's something you dry your wet car off with.

Avid Cyclist

You're the best source of high-end apparel year-round! With winter apparel, the fit and saving time trying apparel on become more important, price is secondary.

Winter apparel is more technical than ever before, so make sure there's plenty of P.O.P. supporting the benefits and features. Web conscious consumers demand it, even when they're buying in-store.

The Main Wall: Tells the story "The weather doesn't matter, as long as you have the right clothes!" Highlight your best technical jacket (yes, it can go on a waterfall, it's special!). Accompany the wall display with a framed or laminated write-up from a magazine or vendor catalog describing the technical superiority. Display thick, warm tights (on a straight-out) and a nice selection of long-sleeve jerseys on a hang rail.

The Focal Point: Dress a mannequin torso with layers that go together from a visual and color standpoint. Accent the display with a pine tree (a fake one of course!) and a small sign... "Don't let the weather ever stop you!" to emphasize the visual display.

Add-On Sales: Stock a secondary fixture at the entrance of the section loaded with gloves, arm warmers, hats, booties, etc. In addition, dress two or three head forms, either on the wall or on the floor fixture to increase sales.

Staff Training: Winter gear features more technology. The customer needs to be comfortable parting with more money. Sell them on the benefits of the Cocona* soft-shell fabric in the jacket and the WxB, 3-layer system in the tights.



"The Focal Point Example" A mannequin displayed with visible layers.

The Loved One

Why have they come to your store? To buy the one who knows what they want a Holiday cycling gift! This consumer may rarely visit a bike shop, so make it easy for them to get something special for the cyclist in their life. If they are overwhelmed by the technical winter gear offer to help them select something for NEXT SPRING.

To help the "Loved One," create a customer registry. Maintain a card on each Avid Cyclist with information such as short and glove sizes, and what brands they like. This takes all the guesswork out of shopping.

The Main Wall: Tells the story: "Yes, we have summer stuff!" You need to stock good-better-best shorts, short-sleeve jerseys, summer gloves, and never run out. Smaller and/or weather-challenged shops be cautious; you may not want to try this.

Go for the flash! The Loved One is more apt to buy that fun jersey an Avid Cyclist may not buy for themselves. They will also buy the "best" shorts if you lead them there, it's a special gift!

The Focal Point: A display with a mannequin, sporting the hot, fun jersey and high-end shorts. A sign: "It'll be hot before you know it!" You can even add some flowers, tulips for the ladies section and a fake palm tree for the guys—have some fun!

Add-On Sales: Socks in packs of three, a \$20 no-brainer for this shopper! Anyone can buy socks and feel comfortable that they're making the right decision. Fun, fun, fun, and never run out of white or black—it's safe! Stock an entire fixture with gloves of all colors. Remember the gift shopper is much more daring. And never run out of black, it's safe!

Staff Training: Again—this consumer thinks a chamois is a goat in the south of France! Train your staff to keep it simple, friendly and fun for the non-cyclist. Be very clear on return policies, make it easy for the shopper to buy and the cyclist to exchange (not return) apparel, so you keep the money in the shop!

Do it Now!

- Use the cash wrap area for stocking stuffers
- Stock an accessory cart close to the cash wrap for add-on sales.
- For the shop staff create daily and weekly sales contests.

Get Ready

GIFT PACKAGES

- Package One: Jacket, set of three socks, head band, bike tune-up certificate
- Package Two: Tights, set of three socks, gloves, bike fit certificate
- Package Three: Jersey and shorts, set of three socks, bike cleaning kit

What's Next?

- It's time to crunch your 2010 numbers to prepare for 2011
- Get ready to clean house—fixtures, warehouse, back-stock operations
- Look at your systems—ordering, re-ordering, layaways, special orders



5 STAR RETAILERS

HAVE MADE THE TOP 100 LIST FOR FIVE YEARS IN A ROW, FROM 2006 THROUGH 2010. 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: 33

Square footage (main location): 20,000

Number of employees at height of season: 95-100

Owners: Clint Paige and Peter Mooney, Managers: Jason Paige, Gary Wood, Colin Eggleton, Len Meserve, Warren Koebler and Elena Alfaro

What Sets You Apart: Born in 1977 of the cycling passions of two young men, Clint Paige and Peter Mooney, Wheelworks immediately took risks to import quality products not otherwise available in the U.S. Wheelworks employs knowledgeable category buyers to select and source the industry's best offerings and is often first to add a new product to a diverse line. The staff is equally diverse, enjoying bikes of every category. We actively support local clubs, teams, racers, charity events and local bicycle industry/companies. We're also a partner in Hub on Wheels, Boston's cyclist-friendly initiative.



BICYCLE HAUS

SCOTTSDALE, AZ

Number of locations: 1

Years in business: 8

Square footage: 2,800

Number of employees at height of season: 6

Owners: Kale and Shasta Keltz, Manager: Craig Abraham

What Sets You Apart: We treat each customer as a VIP. Our team is made up of passionate cyclists who are very skilled, involved in our business decisions, keep the shop impeccably clean, and continually research to find the best items on the market. Right from our opening, our many loyal customers referred us to others; many are our friends and will even spend their lunch break here.



BICYCLE SPORT SHOP

AUSTIN, TX

Number of locations: 3

Years in business: 28

Square footage (main location): 25,000

Number of employees at height of season: 105

Owner: Hill Abell, Manager: Marty Muehlegger

What Sets You Apart: We've had Austin's largest and most comprehensive selection of bikes and gear for more than 25 years, including top brands like Trek, Specialized, Cervélo and Electra. We emphasize a clean and friendly environment to make all types of customers feel comfortable, and strive to hire friendly, conscientious staff who will take the best care of those customers who we are fortunate enough to have walk through our doors.



BICYCLE VILLAGE

AURORA, CO

Number of locations: 5

Years in business: 36

Square footage (main location): 29,000

Number of employees at height of season: 100

Owner: Vail Resorts,

Managers: C.B. Dushane and 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.



BIG SHARK BICYCLE CO.

ST LOUIS, MO

Number of locations: 2 (headed toward 4)

Years in business: 18

Square footage (main location): 7,000

Number of employees at height of season: 35

Owner: Mike Weiss, Manager: Dirk Sprogoe

What Sets You Apart: Our great customer empathy and dialogue—the ability to listen—are critical. We genuinely and sincerely share our passion for cycling, realizing that growing the community grows our business. We try our darndest to put on as many events across as many disciplines as we can, and tie it all back to an enjoyable, professional retail experience.



BIKE GALLERY

PORTLAND, OR

Number of locations: 6

Years in business: 36

Square footage (main location): 10,000

Number of employees at height of season: 125

Owner: Jay Graves, President: Daniel McGinnis

What Sets You Apart: We pride ourselves on delivering the highest level of service possible, from employing top-notch sales and service people to giving free clinics, group rides, and event support. We give back to our community in numerous ways because we know that supporting cycling keeps our community healthy. Bike Gallery was founded in 1974 with the mission of putting more Portlanders on bikes. Thirty-six years later, we've expanded to six neighborhood locations, and we're still local and family-owned.



CONTENDER BICYCLES SALT LAKE CITY, UT

Number of locations: 1
Years in business: 11
Square footage: 7,800
Number of employees at height of season: 15
Owners: Alison and Ryan Littlefield

What Sets You Apart: We try very hard to give people an enjoyable shopping experience by making it fun and inviting. The Contender staff not only has a high level of expertise about cycling, but we also have a passion for riding. Our staff consists of all types of riders, and we are excited to share our enthusiasm. We enjoy supporting the cycling community, sponsoring a cycling club, plus supporting a variety of non-profit organizations and charity rides and teaching bicycle safety.



CENTER CYCLE RENTON, WA

Number of locations: 1
Years in business: 36
Square footage: 8,200
Number of employees at height of season: 7
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're title sponsor of a BMX team 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.



BREAKAWAY BICYCLES & FITNESS PORTAGE, MI

Number of locations: 3
Years in business: 36
Square footage (main location): 9,000
Number of employees at height of season: 35
Owners: Paul Wells, Ken Polidan, Eric Moe,
Manager: Paul Wells

What Sets You Apart: Our many key, long-term managers and employees give us great depth of bike know-how and business experience. We have the greatest choice of products, provide sponsorship and support for all local bike organizations and events, and have the most experience and expertise in our market. We continuously advance our selection, capabilities, and after-sale service.



CENTURY CYCLES ROCKY RIVER, OH

Number of locations: 3
Years in business: 18
Square footage (main location): 3,600
Number of employees at height of season: 35
Owner: Scott S. Cowan, Manager: Mike Petcher

What Sets You Apart: Our trademarked slogan, "Define your life. Ride a bike," is not just for ads. It's our mantra. At Century Cycles, we are defined foremost by an experienced and talented staff—more than 80 percent of our full-time employees have five years' experience or more. We are defined by a loyal customer base that we honor annually with a free appreciation party featuring special guests such as the legendary Bob Roll and cartoonist/author Jef Mallett. And we're committed to spreading the bicycling message via innovative events and cross-promotions that include one of the most successful bike-to-school programs in the country.



EDDY'S BIKE SHOP STOW, OH

Number of locations: 4
Years in business: 70
Square footage (main location): 20,000
Number of employees at height of season: 60
Owner: Jim Ruggles, Manager: Jim Ruggles, Jr.

What Sets You Apart: We sell cycling in its entirety. Instead of catering to specific genres, we embrace all aspects of bicycle riding to be the shop of choice for an entire family of cyclists—whether they race, ride recreationally, or just seek to get their kids on a great bike. It's a big commitment in terms of staff training and inventory, but it's fun to be fully engaged with such a wide range of riders.



ERIK'S BIKE SHOP BLOOMINGTON, MN

Number of locations: 16
Years in business: 33
Square footage (main location): 12,000
Number of employees at height of season: 200
Owner: Erik Saltvold, Manager: Dave Olson

What Sets You Apart: We support cycling with a high level of customer service, exceptional product offerings, and unparalleled community involvement. Our employees' energy and dedication are integral to the growth and success that we've enjoyed. We support them with extensive training and opportunities to grow, and they're energized to achieve. Erik's would not have been included in the Top 100 Bicycle Retailer list for the past five years without the individual efforts of each staff member to provide exceptional service to every customer, every time. An interesting factoid: we've collected more than 10 tons of rubber via our free tire-tube recycling program.



FREEWHEEL BIKE
MINNEAPOLIS, MN

Number of locations: 2
Years in business: 36
Square footage (main location): 10,000
Number of employees at height of season: 50
Owner: Kevin Ishaug, Manager: Jake Helmbrecht

What Sets You Apart: We truly believe we're making the world better by living and selling the cycling lifestyle. We offer a year-round curriculum of classes, including commuting and maintenance. Our event schedule is packed, and we support nearly every cycling advocacy group in our area: the shining star was our role in launching Nice Ride MN, the nation's largest bike share program. Through investments in unique offerings like online appointment scheduling, our Gear Box vending machines, our Freewheel Mobile Unit, and extensive mechanic training, we also endeavor to be the best experience in retail anywhere.



GOODALE'S BIKE SHOP
NASHUA, NH

Number of locations: 3
Years in business: 91
Square footage (main location): 50,000
Number of employees at height of season: 65
Owner: Brad Hill, Manager: Ron Bingham

What Sets You Apart: Our customer-convenient store hours (seven days and five nights per week, 359 days a year), a first-class staff, inventory management, unique forms of advertising, and the largest selection of bikes in Northern New England combine to make us our area's largest bicycle retailer.



GREGG'S CYCLES
SEATTLE, WA

Number of locations: 3
Years in business: 78
Square footage (main location): 20,000
Number of employees at height of season: 135
Owner: Stan P. Gregg, Manager: Marty Pluth

What Sets You Apart: Gregg's Cycles opened in 1932 and has been operated by the Gregg family ever since. A strong passion for cycling and a commitment to customers have been a winning formula: to build upon that, nearly two years ago we embarked upon a structured program to upgrade the quality of our customer service. We've implemented programs that ensure our management team and staff share the commitment to making every customer's experience exceptional.



HELEN'S CYCLES
SANTA MONICA, CA

Number of locations: 6
Years in business: 75
Square footage (main location): 11,500
Number of employees at height of season: 100
Owner: Jay Wolff

What Sets You Apart: We have been constantly learning, listening, and evolving for 75 years. We proudly serve all levels of cycling with a diverse inventory and well-trained mechanics.



LANDRY'S BICYCLES
NATICK, MA

Number of locations: 4
Years in business: 88 (45 under current management)
Square footage (main location): 17,000
Number of employees at height of season: 75
Owners: Peter, Jeanne and Tom Henry

What Sets You Apart: "Transformative hospitality" for our customers, leadership and values training for our management team, and continuous celebration of the gift of cycling through ride, advocacy and event support.



LANDIS CYCLERY
PHOENIX, AZ

Number of locations: 4
Years in business: 99
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.



LIBERTY BICYCLES
ASHEVILLE, NC

Number of locations: 1
Years in business: 30
Square footage: 8,500
Number of employees at height of season: 20
Owners: Mike and Claudia Nix, Manager: Sam White

What Sets You Apart: We are very involved in advocacy. Claudia serves on the local MPO, Green Way Commission and the state DOT Bicycle Committee, and she chairs the Bicycle Pedestrian Committee for the city of Asheville. Mike serves on two national boards—the NBDA and League of American Bicyclists. Liberty employees have been actively involved in teaching the new NBDA/LAB Bicycle course to Middle School students. Liberty has also been involved in a program to have qualified cyclists teach a one-hour class to Drivers Ed students.



MACK CYCLE & FITNESS
MIAMI, FL

Number of locations: 1
Years in business: 54
Square footage: 4,000
Number of employees at height of season: 20
Owner: Mary Jane Mark
Managers: Andre Quirino and 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
MORRISTOWN, NJ

Number of locations: 3
Years in business: 32
Square footage (main location): 6,200
Number of employees at height of season: 30
Owner: Marty Epstein, Manager: Jesse Epstein

What Sets You Apart: We believe that supporting local communities makes our stores successful, and community involvement has always been an integral part of our store philosophy. We promote as many bicycle-related activities as possible, including kids' and adult triathlons, charity and fun rides, a century, and mountain and 'cross races. We're involved in lots of youth safety programs and make countless donations to local schools and community-based charities. We just renovated our Morristown location, which will soon be LEED certified. We were also involved in developing the city's bicycle plan; actual "on-the-pavement" implementation begins next year.



MIKE'S BIKES
SAN RAFAEL, CA

Number of locations: 9
Years in business: 46
Square footage (main location): 12,000
Number of employees at height of season: 160
Owners and managers: Ken Martin and Matt Adams

What Sets You Apart: Our primary goal every day is to create incredible experiences, both in the store and out on the bike. To achieve that, we employ extensive staff training, individual accountability, and consistently high service standards, and we partner with only the best brands. We reinvest heavily back into cycling, both through extensive local advocacy and community involvement here at home, and through the work of The Mike's Bikes Foundation to expand bike use and accessibility in sub-Saharan Africa.



MONTGOMERY CYCLERY
CINCINNATI, OH

Number of locations: 5
Years in business: 45
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 BIKE SHOP
NEWBURY PARK, CA

Number of locations: 1
Years in business: 45
Square footage: 5,500
Number of employees at height of season: 20
Owners: Mike Cicchi and Benjamin Cox,
Manager: Shane Kelley

What Sets You Apart: This has been a family-owned and operated business for 45 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: 38
Square footage: 12,000
Number of employees at height of season: 21
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 everyday and the 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, CT

Number of locations: 1
Years in business: 45
Square footage: 5,500
Number of employees at height of season: 20
Owners: Mike Cicchi and Benjamin Cox, Manager: Shane Kelley

What Sets You Apart: This has been a family-owned and operated business for 45 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.



PENN CYCLE & FITNESS
BLOOMINGTON, MN

Number of locations: 7
Years in business: 53
Square footage (main location): 14,000
Number of employees at height of season: 135
Owner: Pat Sorensen and family, Manager: William Randen

What Sets You Apart: Penn Cycle is a family-owned business started by Elmer Sorensen in 1957, and Pat Sorensen has fielded a great team of cycling professionals to deliver the kind of service that Elmer always expected. We carry the most popular cycling products and maintain a well-trained, experienced staff to help our customers find just the right bike to help them adopt a more cycling-friendly lifestyle.



PLANO CYCLING & FITNESS
PLANO, TX

Number of locations: 1
Years in business: 37
Square footage: 15,000
Number of employees at height of season: 30
Owner: Rick Gurney, Manager: Kyle Carlson

What Sets You Apart: The same family has owned the store since day one, and the nature of our business has always been service first. We hire people who will provide our customers with an inviting and comfortable experience when they visit us. We educate our customers about the sport of cycling, working hard to assure that they will have the best possible ride on their bicycles no matter what level of rider they are. Plano Cycling is active in community cycling events at all levels, and sponsors both an MS cycling team and the Plano Athletic Cycling Club (PACC) racing teams.



RICHARDSON BIKE MART
RICHARDSON, TX

Number of locations: 3
Years in business: 30 under current ownership, 48 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 and 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 Fashion Service" is our mantra. We'll celebrate 30 years in business this November. 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: 15
Square footage: 13,500
Number of employees at height of season: 60
Owner and manager: David Guettler

What Sets You Apart: I consider our competition to be any type of retail—Internet or brick and mortar. We have to provide a shopping experience that ensures customers count on us as "their" bike shop. We keep a very large inventory covering all necessities and many unique specifics, keeping thousands of bikes stocked at all times. We approach business from the customer's perspective—store appearance, staff quality, merchandise variety, marketing image—and remain consistent and accommodating. We progress and change based upon our instincts and customer input. We are River City Bicycles first and foremost, and not beholden to any of our suppliers.



ROSWELL BICYCLES
ROSWELL, GA

Number of locations: 1
Years in business: 24
Square footage: 10,000
Number of employees at height of season: 25
Owner: Todd Kaib, president, Managers: Taylor Kaib, sales; Liam Bennett, service; Laurie Kaib, inventory; Raul Lopez, warehouse

What Sets You Apart: We have believed since inception in giving back to the community through advocacy, including, but not limited to: sponsoring USAT, USCF, local college, and junior developmental teams; working and sponsoring more than 100 off-site events annually, covering most charitable organizations as well as USAT and USCF events; and sitting on the boards of many municipal and community groups. Roswell Bicycles has been owned by the same family and been in the same expandable location for 24 years, and has at least eight staff members/managers tenured at more than 10 years each. This has allowed fabulous consistency in customer relations.



SID'S BIKES
NEW YORK, NY

Number of locations: 2
Years in business: 30
Square footage (main location): 3,500
Number of employees at height of season: 30
Owner: Allen Schulmann, Manager: Jay Tarrant

What Sets You Apart: The staff at Sid's Bikes is the face of our brand. When we hire, we have an expectation for truly outstanding performance, which is supported by all the staff members. We know this has made the difference over the years. Our staff is the reason for our success.



SKIRACK

BURLINGTON, VT

Number of locations: 1
 Years in business: 41
 Square footage: 14,000
 Number of employees at height of season: 42
 Owners: Zandy Wheeler, Karen George and Spike Clayton

What Sets You Apart: The high level and breadth of staff experience, long-term relationships with customers and commitment to the highest standards of fit and service. The constant crossover between cycling, running, skiing, snowboarding and fitness has evolved so that our store is a year-round, multisport business.



SPOKES, ETC.

ALEXANDRIA, VA

Number of locations: 5
 Years in business: 25
 Square footage (main location): 8,000
 Number of employees at height of season: 100
 Owners: Jim Strang and Bob Fadel,
 Manager: Steve Beheler

What Sets You Apart: Spokes Etc. strives to be a great place to work, an organization where our "Spokespersons" make a career in the bicycle industry. We have many team members who have more than 15 years of service. Taking care of our people first then translates to them taking care of the customer. We measure customer satisfaction through surveys and continually strive to improve: Our motto is "Systems followed by the smile."



THE OFF RAMP BICYCLES

SANTA CLARA, CA

Number of locations: 2
 Years in business: 38
 Square footage (main location): 5,000
 Number of employees at height of season: 20
 Owners: Dennis Upoff and Bill Kuckens, Managers:
 Anthony Magee, Rec Liguardo and 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: 2
 Years in business: 13
 Square footage (main location): 8,500
 Number of employees at height of season: 25
 Owners: Dennis Pontius and Leslie Isaacs,
 Managers: Drew Anderson, Jess Bratus, Al Manes

What Sets You Apart: We are stocking more of more things. We want to offer the customer instant gratification for all their cycling needs. We will be opening a new, third location in early 2011.



UNIVERSITY BICYCLES

BOULDER, CO

Number of locations: 1
 Years in business: 26
 Square footage: 10,000
 Number of employees at height of season: 55
 Owner: Doug Emerson, Manager: Lester Binegar

What Sets You Apart: We never do print or media advertising. This puts the pressure on our staff to provide superior customer service in order to gain word-of-mouth advertising. In fact, everything we do is centered on our customers' needs. We make their trip to Ubikes friendly, fun and efficient.



WHEAT RIDGE CYCLERY

WHEAT RIDGE, CO

Number of locations: 1
 Years in business: 37
 Square footage: 30,000
 Number of employees at height of season: 70
 Owners: The Kiefel Family,
 Manager: Ron Kiefel

What Sets You Apart: Extensive staff training, continuing education and founder Eugene Kiefel's proven methods on how he built this company: always smile, even when answering the phone, and always provide a level of service that exceeds customers' expectations. Our devotion to cycling and our customers shines through in our commitment to providing complete customer satisfaction through unparalleled service, expert advice and a unique bicycle shopping experience.



WHEEL & SPROCKET

HALES CORNERS, WI

Number of locations: 6
 Years in business: 36
 Square footage (main location): 18,000
 Number of employees at height of season: 175
 Owner: Chris Kegel, Manager: Liza LeClaire

What Sets You Apart: We are always looking for ways to improve our operations both internally and externally—including sales and margin, inventory and customer service excellence. A special project this year is to take bicycle safety education for both cyclists and motorists to another level, as we work toward safer cycling through advocacy.

THE TOP 100 RETAILERS

FOR 2010 WE 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.



ACTION WHEELS

DEPTFORD, NJ

Number of locations: 1
Years in business: 33
Square footage: 4,000
Number of employees at height of season: 10
Owners: Jim and Patty Woodworth

What Sets You Apart: Ours is a brother/sister-owned shop that, as BMX racers, we opened in our parents' basement in 1977. It's since evolved into a Specialized concept store with a full product range and a focus on supporting riders after the sale. We devote a huge amount of monetary and human resources to encourage beginning riders and to keep them connected to cycling, organizing a half-dozen or more multi-level rides each week. These attract 60-80 cyclists on weeknights and 100-plus on holidays. Bicycling magazine recently recognized ours as one of the Top 50 Shop Rides in the U.S.



AGEE'S BICYCLE CO.

RICHMOND, VA

Number of locations: 3
Years in business: 100
Square footage (main location): 9,000
Number of employees at height of season: 22
Owners: The Agee family

What Sets You Apart: The Agee family has been serving Richmond's cycling needs for a full century now. The second, third, and fourth generation are currently working in the business, with the fifth soon to join in. Having family members and key, long-term staff on the sales floor assures that customers are receiving the level of service they expect and deserve.



ALAN'S BIKE SHOP

OCEANSIDE, CA

Number of locations: 1
Years in business: 59
Square footage: 8,000
Number of employees at height of season: 7
Owner: Jim Russell, Manager: Riley Russell

What Sets You Apart: Complete customer service is our main focus; we stress friendliness to all customers. We dedicate 2,500 square feet, nearly a third of our store, as an Electra bicycle showroom and give a price guarantee on all bikes. Our store has been a family business since 1952 and is run by father and son.



ATLANTA CYCLING

ATLANTA, GA

Number of locations: 2
Years in business: 33
Square footage (main location): 4,000
Number of employees at height of season: 12

Owner: Don Dutson, Jr., Manager: Todd Melton

What Sets You Apart: Best brands, best people and great locations.



BAY AREA BICYCLES

(FORMERLY BAY AREA SCHWINN)

CORPUS CHRISTI, TX

Number of locations: 1
Years in business: 24
Square footage: 4,500
Number of employees at height of season: 6
Owners and managers: Thomas and Rosemary (Killer) Neagli

What Sets You Apart: From day one we've made giving back to the community our top priority. Locally, Bay Area Bicycles was the first to create educational 30-minute TV infomercials, women's night, fashion shows, maintenance clinics, fit studio, coaching for beginners, and youth safety classes—and we're funding the city's first LAB League Certified Instructor Course. We are the leading sponsor of numerous events, racing teams and the local triathlon club. We emphasize service and technical training for our staff, are a completely computerized business, and we all ride.



BEACON CYCLING AND FITNESS

NORTHFIELD, NJ

Number of locations: 2
Years in business: 80
Square footage (main location): 16,415
Number of employees at height of season: 14
Owner: Mitch Rovins, Manager: Bob Reckenbeil

What Sets You Apart: Expert product knowledge communicated by a friendly staff promoting "lifestyle" choices to our customers. Our recent focus has been on additional services such as a variety of fittings, pickup and delivery, boxing for shipment, installation of vehicle racks, product demo/rental, extended warranty offers and indoor cycling classes to name a few. Beacon is a family-oriented dealer in a large facility that allows depth in a variety of bike and fitness categories, recognized by the 2009 BRAINY Award for Best Family Shop.



BEN'S CYCLE & FITNESS MILWAUKEE, WI

Number of locations: 1
Years in business: 82
Square footage: 5,000
Number of employees at height of season: 26
Owner: Vincent Hanoski, Manager: Drew Triplett

What Sets You Apart: With an extensive online store selection, Ben's Cycle carries more inventory than most shops in the nation. Milwaukee averages an eight-month biking season, but with our non-seasonal online business, we can afford to keep almost all of our employees year round. This allows them to study and train during the winter season so they are well versed on the next year's product lines. Ben's is a third-generation, family-owned shop and has been in the same Milwaukee neighborhood for 82 years.



BENIDORM BIKES CANTON, CT

Number of locations: 1
Years in business: 13
Square footage: 3,000
Number of employees at height of season: 11
Owner: Doug Tanner,
Managers: Jan Tanner and Pete Downs

What Sets You Apart: Benidorm Bikes is very well organized, thoroughly inventoried and well staffed. Management and staff hold a great depth of knowledge that we share with our customers, earning trust and confidence by knowing our products and listening to individual riders' needs. Our selection addresses every type of cyclist, ranging from the "must-have" items to the unique, and our professional-level fittings enhance each rider's enjoyment and performance. Beyond the retail, we're involved in numerous charity rides and school organizations. The owners have been a team since their early racing careers into the present, sharing their passion for cycling with all.



BERKSHIRE BIKE AND BOARD GREAT BARRINGTON, MA

Number of locations: 1
Years in business: 16
Square footage: 5,000
Number of employees at height of season: 11
Owners: Steffen Root and David Clark,
Manager: Craig Fulcher

What Sets You Apart: "We don't sell bikes, we sell cycling." We believe that cycling is more than a form of transportation or exercise: it's an experience and adventure. We help customers make the most of their biking adventure by fitting them with the appropriate bike and accessories. We foster a strong cycling community, sponsoring four rides every week ranging from casual hybrid to fast-paced road rides, and support our local economy and community. Co-owner Steffen Root chairs the local bike path initiative, and we support our area's buy-locally programs, charities, schools and community outreach.

BICYCLE HABITAT NEW YORK, NY

Number of locations: 1
Years in business: 32
Square footage: 8,500
Number of employees at height of season: 38
Owner: Charles McCorkell,
Manager: Matt Bigler-McCorkell

What Sets You Apart: We are a commuter-style shop.

BICYCLES INC. HURST, TX

Number of locations: 4
Years in business: 30
Square footage (main location): 22,000
Number of employees at height of season: 40
Owner: Lee Ericson, Manager: Scott McCaskey

What Sets You Apart: Every day we strive to make every customer—from the long-time racer to first-time customers looking for a bike for their child—comfortable in our shops. Bicycles Inc. is and has been the largest bicycle shop in Tarrant County for more than 30 years, and it is all because of our loyal customers.



BICYCLE WORLD AND FITNESS HOUSTON, TX

Number of locations: 2
Years in business: 6.5
Square footage (main location): 11,000
Number of employees at height of season: 17
Owner: Chris Holmes, Managers: Justin Zaiser, Ryan Terry

What Sets You Apart: Involvement in our customers' cycling experience: Whatever they're doing with their bikes, anything cycling related, any chance to promote cycling's healthy lifestyle—we want to be part of. We sponsor and support more than 100 cycling events a year—everything from neighborhood family rides to a Half Ironman. We have a culture of inclusion, leading no-drop as well as faster rides, and have established a large kids' club that encourages a healthy lifestyle and team atmosphere for several independent sports.



BICYCLES PLUS FOLSOM, CA

Number of locations: 1
Years in business: 22
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 pay check, 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).



BIKE LANE SHENANDOAH, TX

Number of locations: 1
Years in business: 15
Square footage: 7,000
Number of employees at height of season: 4 full-time, 3 part-time
Owners: Herb and Jane Beimgraben, Manager: Ken Thurlow

What Sets You Apart: We keep full-time employee numbers to a minimum and keep everyone involved in running the store, relying highly on our race team and club members for pre-building bikes, making minor repairs and occasionally helping on the sales floor. We welcome our suppliers' great support in helping physically track inventory. And, during our Friday- and Sunday-evening work parties, we share an occasional soda to make up for the six 14-hour days' weekly schedule. Listening to our customers, we've continually added critical bikes and accessories and have worked with the bike clubs, team sponsorships, charity rides and benefits.

BIG BANG BICYCLES

WEST MIFFLIN (PITTSBURGH), PA

Number of locations: 1
Years in business: 9
Square footage: 10,000
Number of employees at height of season: 8
Owner: Glenn Pawlak, Manager: Beth Smarts

What Sets You Apart: Knowledge is key. We make sure that our customers have the information needed to provide them with products that are the best value and best in class. All of our full-time staff have at least four years of college, and every bicycle that we sell, we fit to the rider—even a 20-inch kid's bicycle. A customer relationship is our most valued asset, one that we must earn every day—you're only as good as your last repair.

BIKE LINE NEWARK

NEWARK, DE

Number of locations: 13
Years in business: 27
Number of employees at height of season: 85
Owner: John W. Graves

What Sets You Apart: We work very hard to always provide our customers with personalized service from experienced staff while delivering the best products available at a fair price. Simply put, we want our customers never to want to go anywhere else for bicycles and service. We are large enough to provide our stores with sound business practices and coordinated direction while still being small enough to know our customers and quickly react to any changes we need to make.



BIKE WORLD

WEST DES MOINES, IA

Number of locations: 3 (plus warehouse)
Years in business: 31
Square footage: 10,800
Number of employees at height of season: 50
Owner: Forrest Ridgway, Manager: Joe Newendorp

What Sets You Apart: We learned years ago that by giving back to the community and supporting cycling events we can better understand and serve our customers. We are fortunate to be in an area with a wonderful bike trail system and in the home state of RAGBRAI, one of the world's largest bike rides. We recently relocated two stores into larger buildings, allowing us to better showcase our products. Our staff is very active in cycling, and the owner is a member of the West Des Moines Parks and Recreation Advisory Board, where he can advocate for cycling.



BIG CITY BICYCLE (FORMERLY BICYCLE COUNTRY) GARDEN CITY, NY

Number of locations: 1
Years in business: 3
Square footage: 4,600
Number of employees at height of season: 5
Owner and manager: Rick Fusillo

What Sets You Apart: Here at Big City Bicycle we try to provide a tailored experience for each individual and make cycling as positive an experience as possible. The owner is a third-generation bicycle store owner with more than 30 years in the business, and our staff of knowledgeable, experienced professionals all share a passion for cycling.



BIKE N' HIKE PORTLAND, OR

Number of locations: 6
Years in business: 39
Square footage (main location): 10,000
Number of employees at height of season: 45
Owners: Kevin Chudy and Al French, Manager: Nick Wood

What Sets You Apart: We achieved our position in the market through our commitment to be the best-managed bicycle store around, a commitment that drives our attitudes toward clients, employees and vendors alike. Managing the business properly means having open-to-buy dollars at the right time, working with vendors to ensure smooth product flow and working with employees to ensure they are well equipped to provide great customer service. Recently, our depth of experience helped us succeed with a ramped-up commitment to the women's cycling market through better selection and better service.



BIKEBEAT

WILLIAMSBURG, VA

Number of locations: 4
 Years in business: 12
 Square footage (main location): 4,000
 Number of employees at height of season: 40
 Owner: David Wilson, Managers: Chris Nusbaum, Chris Scales, Aaron Edler and Rick Young

What Sets You Apart: The BikeBeat advantage starts with a dedicated staff of knowledgeable cycling enthusiasts who bring added value to every customer interaction. We feel fortunate to be able to sell an empowering product—the modern bicycle. We take seriously our responsibility to promote its safe use in as many ways as possible. Our longstanding commitment to advocacy includes involvement in regional bikeway advancement, trail development, organized rides, commuter support, in-store classes, and safe riding skills clinics for any youth or civic group that will allow us. We're committed to building a more bicycle-friendly environment while providing quality products and unyielding customer service.



BIKER'S EDGE

KAYSVILLE, UT

Number of locations: 1
 Years in business: 6
 Square footage: 11,000
 Number of employees at height of season: 13

Owner and manager: Zach Chatelain

What Sets You Apart: Service, service, service—and great products, too.



BIKESOURCE

HIGHLANDS RANCH, CO

Number of locations: 3 (in Colorado)
 Years in business: 25
 Square footage (main location): 17,000
 Number of employees at height of season: 35
 Owner: Marc Eisenberg, Manager: Hans Kaufenberg

What Sets You Apart: We participate in the events our customers enjoy. Riders will see the BikeSource truck and tents at charity rides, races and fitness expos across Colorado every weekend. We know events drive our business, and we are uniquely equipped to help our customers achieve their goals. Our Highlands Ranch location is a multi-level store with experience-driven departments throughout. We share the space with Mountain Fitness Training Center, which brings us fitness-minded patrons year-round.



BIKESOURCE CHARLOTTE

CHARLOTTE, NC

Number of locations: 1
 Years in business: 16
 Square footage: 16,000
 Number of employees at height of season: 24
 Owner: Marc Eisenberg
 Manager: John Hennessy

What Sets You Apart: We love the sport. The staff is mostly made up of college grads with multiple degrees, yet we prefer to be working in the bicycle industry. For us it's a choice, not a necessity. We have a mountain bike team comprised of a lot of employees that has won the team points competition for two years straight in the Charlotte Summer MTB series.



BOB'S BICYCLES

BOISE, ID

Number of locations: 1
 Years in business: 31
 Square footage: 10,000
 Number of employees at height of season: 12
 Owners: Vern and Nancy Ward, Manager: Dave Haskin

What Sets You Apart: We have a "three-day love it or your money back" satisfaction guarantee on bicycle purchases, plus a \$50 trade-in guarantee on the customer's old bike toward purchase of a new one. We offer free bicycle fits and have a strong online presence. Our drive for success has always focused on service, selection, and being a happy place to come to. We are fortunate to have a strong "family" staff—our two sons, other family members and many long-time employees who share our vision: "Be the very best at what we do."



BOKOO BIKES

CHANHASSEN, MN

Number of locations: 2
 Years in business: 10
 Square footage (main location): 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 kids. We train our staff not only to be knowledgeable about product, but also to be passionate about the work that 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 recently transitioned from exclusively selling another top brand as we recognized the opportunity for growth with Giant. We are grateful to our customers and proud to support the local community.



BOTHELL SKI AND BIKE

KENMORE, WA

Number of locations: 1
 Years in business: 21
 Square footage: 5,000
 Number of employees at height of season: 15
 Owners: John Ethen and Greg Pergament

What Sets You Apart: Our passion for the sports that we represent, and a dedicated commitment to our customers. We are owner-operated, and an owner is always present during operating hours.



BOULDER CYCLE SPORT

BOULDER, CO

Number of locations: 2
 Years in business: 5
 Square footage (main location): 2,600
 Number of employees at height of season: 20
 Owners: Brandon Dwight and Taro Smith

What Sets You Apart: Two University of Colorado graduates who had no retail experience at all built Boulder Cycle Sport with hard work, creativity, community outreach and above all else, the best staff in the business. We all pay very close attention to detail, constantly seeking ways to improve our customers' experience at our store. We go to great lengths to ensure customer loyalty, to be sure they always have a reason to see us first for their cycling needs.



BOUNTIFUL BICYCLE CENTER

WOODS CROSS, UT

Number of locations: 1
 Years in business: 50
 Square footage: 8,300
 Number of employees at height of season: 12
 Owner: Brady Edwards
 Manager: Taylor Felt

What Sets You Apart: We pride ourselves in having something for everyone. Our staff of professionals boasts more than 60 years' combined experience in bicycle sales, service, fitting, riding and racing. Most bike brands and shops offer a good product selection, but we'll go the extra mile for each customer in addition to offering a superior product. We greet customers by name; they know we'll take care of their needs, and they keep coming back. We feel that the shop can make money and make customers happy at the same time.



BRANDS CYCLE & FITNESS

WANTAGH, NY

Number of locations: 1
 Years in business: 56
 Square footage: 10,000
 Number of employees at height of season: 60
 Owners: Gary Sirota and Dan Sirota, Managers: John Cerami, Peter Rossi, Tracy Cinelli and Byron James

What Sets You Apart: Sorry, nothing new: service and knowledge combine as number one. Outside of that, finding new and exciting ways to interact with our customers. Group rides, customer appreciation rides with brunch, demo bikes and demo days. Involvement with local clubs and advocacy groups. Wide selections of bicycles, parts, apparel, and accessories. Continuous training. Keeping up with advancements in the industry. Servicing every bicycle category, from a child's trike to a \$10,000 bike. Brands is a third-generation family-run business, with numerous long-time, dedicated 20- to 40-year veteran employees.



BUCKS COUNTY BICYCLE CO.

LEVITTOWN, PA

Number of locations: 1
 Years in business: 4
 Square footage: 12,000
 Number of employees at height of season: 14-16
 Owner: Scott Wueschinki, Managers: Paul Turner, GM; Steve Heal, Internet Sales

What Sets You Apart: The Bucks County Bicycle Company team approach caters to the different cycling needs and abilities of all its customers, utilizing employee strengths and pairing customers with the staff member most knowledgeable about their needs. We reach out to customers beyond the store; utilizing e-mail newsletters, social media presence, in-store news and information postings, events and clinics, as well as select mailings, BCBC ensures that not only will our customers have a place to turn to for their purchases, but also a reliable source connecting them to the greater cycling community.



BUDGET BICYCLE CENTER

MADISON, WI

Number of locations: 4 (within three blocks)
 Years in business: 31
 Square footage (main location): 6,000
 Number of employees at height of season: 100
 Owner: Roger Charly, Manager: Darin Schultz

What Sets You Apart: Budget Bicycle Center is the largest used bicycle store in the world, and has the longest store hours in the U.S.A. We have a free Red Bike Program, install our car racks for free, and switch bicycle components for free.

CANYON BICYCLE

DRAPER, UT

Number of locations: 2
 Years in business: 17
 Square footage (main location): 12,000
 Number of employees at height of season: 28
 Owner: Mike Pratt, Manager: Dave Saenz

What Sets You Apart: We are a large shop with a small-shop atmosphere. We try hard to be attentive to our customers' needs and get them on the road in a timely manner. We don't get the recommended number of turns, but our customers love our large variety and quantity of products (our main store keeps an average of 1,500 bikes on hand). We are really involved in local and regional racing because we love it.



CYCLE CENTER OF STAMFORD

STAMFORD, CT

Number of locations: 1
 Years in business: 27
 Square footage: 2,500
 Number of employees at height of season: 10
 Owners: Julie and Ken Valvo, Manager: Nate Rex

What Sets You Apart: Our range of products and customer service. We sell children's bikes right alongside our highest-end models. We take the time to listen to our customers and help them find the perfect bike so they truly enjoy their cycling experience. Women's cycling has grown by leaps and bounds recently, and we've been happy to offer our female clients the best technology and products around. We just celebrated 10 years as the store's owners; we worked to grow all aspects of the business and have tripled its revenue in that decade.



CONTE'S BICYCLES AND FITNESS

VIRGINIA BEACH, VA

Number of locations: 2
 Years in business: 54
 Square footage: 8,500
 Number of employees at height of season: 25
 Owner: David Conte, Manager: Roberio Bezerra

What Sets You Apart: From the time he founded the store in 1957, my father, Charles Conte, Sr., always preached customer service, and ever since we have gone beyond the norm for our customers, striving to maintain the highest level not only of bicycle knowledge but also the business skills to keep our stores above everyone else's. Having the most educated, smartest employees and having the desire to do better every day keeps Conte's going.

CITY BIKES

AVENTURA, FL

Number of locations: 1
 Years in business: 9
 Square footage: 2,700
 Number of employees at height of season: 7
 Owner: Jaime Diaz, Manager: Franky Ortega

What Sets You Apart: We offer a great selection in bikes, with good brands and different choices to pick from, and keep the store neat and organized. Our workers are riders and have good relations with the customers: We try to correctly orient and teach all of our clients all the things they need to have a good cycling experience. We also try to instill confidence so that the customers can choose the best products that fit their individual needs.



CONTE'S BICYCLES

ARLINGTON, VA

Number of locations: 2
 Years in business: 4
 Square footage (main location): 6,900
 Number of employees at height of season: 27
 Owner: Scott McAhren, Manager: Jason Walder

What Sets You Apart: Our people make our shop extremely successful. We want to have professionals, and we want them to be able to have a career here. We've gone out and hired the best talent. We have the technical know-how and great vendor relationships. We travel worldwide to identify the best products, get them and then follow up with in-depth training to give our customers the very best product mix. We at Conte's hold to the romantic notion that a bicycle is a means to freedom, to fitness, to adventure—and do everything we can to make sure our customers enjoy the ride.

CLEVER CYCLES

PORTLAND, OR

Number of locations: 1
 Years in business: 3
 Square footage: 3,500
 Number of employees at height of season: 9
 Owners: Todd and Martina Fahrner, Dean and Rachel Mullin

What Sets You Apart: We sell a lifestyle that we have been living for years. There is no faking it. We use the products that we sell on a daily basis, and provide opinions and service that are based on years of experience with their use.



CRANK DADDY'S BICYCLE WORKS

MILWAUKEE, WI

Number of locations: 1
 Years in business: 6
 Square footage: 14,000
 Number of employees at height of season: 14
 Owners: Eric Kuhagen and Ken Martin, Manager: Andrew Temperly

What Sets You Apart: Our goal has always been to offer a grand experience to our customers. We've accomplished this by having a very large store with extensive product selection, and by training our staff to treat all customers with the same attention whether they're spending \$400 on a bike or \$4,000. We also provide a full fitting with all bikes we sell, from hybrid to road bike. Our large selection helps us to be extremely competitive in certain categories, such as women's clothing and accessories. We've also invested in a large indoor training studio to serve our clients in the off-season.

CYCLE CRAFT

PARSIPPANY, NJ

Number of locations: 2
 Years in business: 40
 Square footage (main location): 7,800
 Number of employees at height of season: 25
 Owner: Andrew Boyland, Manager: Brendan Poh

What Sets You Apart: We go way over the top to make our customers happy, and friendly attention to non-enthusiast riders keeps them coming back. I had a conversation with another shop's employee who actually told me they used to send difficult people to us because they couldn't deal with it! Other shops turn their noses up at people who don't want to buy a high-end bike. I ask my employees to put themselves in the customer's shoes and then ask themselves if they're doing the best they can.



CYCLES DE ORO
GREENSBORO, NC

Number of locations: 1
Years in business: 35
Square footage: 8,000
Number of employees at height of season: 16
Owner: Dale Brown, president, Manager: Charles Gibson

What Sets You Apart: We are all about community—making our city and region pro-bicycling in every possible way. Cycles de ORO creates and supports a social context for our customers to use and enjoy the products they obtain from us through organizing rides, races, clubs, clinics, beginners' training sessions, social gatherings, etc.



CYNERGY CYCLES
SANTA MONICA, CA

Number of locations: 1
Years in business: 4
Square footage: 7,000
Number of employees at height of season: 20
Owner: Not provided, Manager: Jim Whitsett

What Sets You Apart: We are very proud of our connection to the local cycling community. We not only support the local clubs and charity rides, but also are socially connected to the community as an advocate and a partner. Our core team has worked together in bicycle retail for more than 20 years; this really gives our customers a consistent and professional experience.

DALLAS BIKE WORKS

DALLAS, TX

Number of locations: 2
Years in business: 4
Square footage (main location): 3,800
Number of employees at height of season: 10
Owners: Boyd and Katy Wallace, Manager: James Tschiersch

What Sets You Apart: We strive to treat all customers the same. We offer bike fittings at reasonable prices, and have an early focus on niche bikes (four years ago, it was 29ers, and three years ago we embraced cyclocross). We owe our success to our loyal customers and dedicated staff. Replacing a "Gentleman's Club" with a bike shop is a good way to make friends in the community.



DANNY'S CYCLES
SCARSDALE, NY

Number of locations: 2
Years in business: 44
Square footage (main location): 8,400
Number of employees at height of season: 20
Owner: Steve Kahn, Manager: Sam Fiorino

What Sets You Apart: There is no one magic piece: 44 years of constantly looking inward and improving our store is one of our most important details. Having a great staff that is emotionally invested in the business and treats it like their own might be the most important. Our staff is our family and we treat them as such (for better or worse). I've personally been here since 1984, when as a BMX kid I started sweeping up and helping the mechanics. Now, I'm the sole owner and am lucky enough to be in a business I love.



DANZEISEN & QUIGLEY
CHERRY HILL, NJ

Number of locations: 1
Years in business: 49
Square footage: 31,500
Number of employees at height of season: 45
Owners: Joe Vitale, Bob Danzeisen and Bill Quigley, Manager: Tim Gleeson

What Sets You Apart: Customer education, events, Ladies' Nights, triathlon and repair clinics, lifetime service and fittings, attention to detail, cleanliness and organization all keep customers coming back. We utilize extensive mailing lists (mail and email), marketing and promoting, and our community involvement extends for a 50-mile radius. It includes charity rides, road and mountain racing teams, recreational teams and school assemblies—all necessary for a successful organization. We're also active in The Bicycle Coalition and have begun our assault on Washington.



DERBY BICYCLE
THORNTON, CO

Number of locations: 1
Years in business: 39
Square footage: 5,000
Number of employees at height of season: 15
Owner: Bill Riley, Manager: Abe Mallory

What Sets You Apart: Forty years' experience in all aspects of the bicycle industry and diversity of selection—kids', BMX, mountain, road, cyclocross, cruisers. We stock more than 1,000 bikes all year so customers can get anything they need. Our staff knows most customers by name, listens to what each customer wants and can make a kid getting a 12-inch bike feel as important as a customer who just spent \$5,000. We try to make the purchase more an experience than a sale. We have a fantastic service department with top-notch mechanics, and we'll fix any kind of bicycle.



DNA CYCLES
SCOTTSDALE, AZ

Number of locations: 3
Years in business: 7
Square footage (main location): 5,200
Number of employees at height of season: 20
Owners: Don and Amber Eldridge, Managers: Don Eldridge, Scott Evers and Tim Manion

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 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 OF RIALTO

RIALTO, CA

Number of locations: 1
 Years in business: 52
 Square footage: 4,500
 Number of employees at height of season: 10
 Owners: Scott McAfee and Dr. Wayne McAfee, Manager: Ben Shawver

What Sets You Apart: Family-owned and operated for 52 years, our mission is clear: "Provide the best retail experience a customer can have." We start by hiring people who match our strategic philosophy, treating them with respect, laying out clear expectations, then getting out of their way to let them thrive. We put forward a "wow" level of unexpected customer service and brand diversity. We don't buy into the concept store philosophy, but drive our own success.

FOCUS CYCLERY

GILBERT, AZ

Number of locations: 1
 Years in business: 6
 Square footage: 2,400
 Number of employees at height of season: 6
 Owner: Michael Hershauer

What Sets You Apart: Focus Cyclery is both a shop and a cycling community. People trust us because we are our own demographic. We're owned and staffed by fast age-group riders, U23 pros and masters' state champions, and we run the store to meet our own expectations as cyclists. We sell only the products that we've tested and that meet our criteria for excellence, giving credibility to our product lines and service. We recognize that our core competency is high-end bicycle sales, service and fitting, and stay committed to that—leaving what we are not for other shops.

FITZGERALD'S BICYCLES

JACKSON, WY

Number of locations: 1
 Years in business: 9
 Square footage: 5,500
 Number of employees at height of season: 14
 Owner: Scott Fitzgerald, Manager: Brandon Campisi

What Sets You Apart: The No. 1 thing separating us from our competitors is our commitment to our Mission Statement: "We exist to grow Cycling, the Fortune of our People, and Respect for the Planet," and to our Brand Statement: "Jackson's local neighborhood cycling pub." (Fitzgerald's began as a one-man repair shop in 2002 and remains adjoined to Jackson's largest brew pub.) Although Jackson draws significant tourist traffic, we remain predominately a locals' shop, and Fitzgerald's is always bikes—never a ski shop.



EARL'S CYCLERY & FITNESS

BURLINGTON, VT

Number of locations: 1
 Years in business: 57
 Square footage: 10,000
 Number of employees at height of season: 30
 Owner: Roger Frey, Managers: Joe Drennan, Jarrod Ogden, Tyler Jeppesen, Richard Tom and Matt Lyon

What Sets You Apart: A large core staff with extensive training, years of experience, love of biking, and commitment to making Earl's the best shop around. A team mentality among all employees, both sales and service, ensures customers get everything they need. Earl's sincere interest in bicycle advocacy is the hallmark of our reputation: We participate in every local and national bicycle organization and gladly support every benefit ride in our region. Earl's also hosts one of the nation's largest bike swaps, helping customers re-sell their old bikes, creating great PR and boosting in-store sales.



GENEVA BICYCLE CENTER

GENEVA, NY

Number of locations: 1
 Years in business: 15
 Square footage: 9,000
 Number of employees at height of season: 5
 Owner: Jim Hogan, Manager: Manson McFitzpigeon

What Sets You Apart: Tuesdays and Thursdays we do all of our repairs left-handed. Our combined height and weight is 34.75 ft. and 969 lbs; we're now accepting steel-cage-match challenges.



EAST PROVIDENCE CYCLE

EAST PROVIDENCE, RI

Number of locations: 1
 Years in business: 59
 Square footage: 4,200
 Number of employees at height of season: 22
 Owners: Helen and Robert Foulkes, Manager: Dean Dunning

What Sets You Apart: East Providence Cycle has been family-owned and managed by four generations of the "Bicycle Folks." Since its inception in the cellar of the Foulkes family home in 1951, East Providence Cycle has grown to become the area's leading bicycle dealer because of its owners' and staff's attention to value-added service in the store and its total commitment to cycling outside of the store in the form of advocacy, involvement with the cycling community and unwavering support of local charity rides, including the MS-150, diabetes, Special Olympics, and St. Jude Children's Research Hospital.



GREAT NORTHERN BICYCLE COMPANY (FORMERLY ISLAND PARK CYCLES)

FARGO, ND

Number of locations: 1
 Years in business: 23
 Square footage: 13,000
 Number of employees at height of season: 18
 Owner: Tom Smith, Manager: Jeremy Christianson

What Sets You Apart: Great Northern Bicycle Co. is more than a bike store, more than a retailer, more than a business. We're the hub of a community that is all things bicycle. Whether hosting bike rodeos or century rides or the closing of five miles of downtown streets in Fargo's Streets Alive event, Great Northern Bicycle Co. is always pushing to create opportunities for cyclists. And people have noticed: they're putting down their X-Box controller, their golf clubs, and their fishing gear and joining us on bicycles. All we gotta do is keep on doing what we love most—peddling bikes.



GUS' BIKE SHOP

NORTH HAMPTON, NH

Number of locations: 1
 Years in business: 40
 Square footage: 3,800
 Number of employees at height of season: 12
 Owners: Jeff and Leslie Latimer, Manager: Jeff Latimer

What Sets You Apart: We make cycling fun for all. We host 10 shop rides a week during the season, including our ladies' ride, which was recognized as one of America's top shop rides by *Bicycling* magazine. Gus' will be 40 years old this year, and we are the third owners. Our staff is the reason the shop is still going strong—our lead mechanic has been here 20 years. The number-one thing I did for the business this year was get a new POS: now we have visibility into what sells and real data for ordering decisions.



HI-TECH BIKES

SAN DIEGO, CA

Number of locations: 1
 Years in business: 16
 Square footage: 5,000
 Number of employees at height of season: 11
 Owner: Hank Montrose, Manager: Hank Aguilar

What Sets You Apart: Hi-Tech Bikes caters to racers in both road and tri, but a complete newbie gets the same attention whether his wallet is open or not. Our Yelp reviews, Channel 10 A-List Top 5 and Top 3 Slowtwitch rankings tell it all. Hi-Tech is the area leader in custom bikes, and we pride ourselves on superior fitting, using both Serotta and FIST. We created the niche shop back in 1994 and have always carried what other shops don't: carbon fiber chainrings, brakes, parts and saddles from Germany, Lightweight wheels, and shop-specific parts and accessory brands.



JOHNNY SPROCKETS

CHICAGO, IL

Number of locations: 2
 Years in business: 14
 Square footage (main location): 6,000
 Number of employees at height of season: 16
 Owner: Manuel Tenorio, Managers: Sean Palmer, Phil Szyjka and Justin McCormick

What Sets You Apart: Generally we just try not to suck. Doesn't always work out.



KESWICK CYCLE

GLENSIDE, PA

Number of locations: 2
 Years in business: 77
 Square footage (main location): 10,000
 Number of employees at height of season: 25
 Owners: Brian Hackford and David Kaplan, Managers: Tom Tompkins, Jordan Czjaka, Mike Pudlinski and Jeff Goelz

What Sets You Apart: With management team members who have 15 to 25 years or more in the business, we have lots of experience to draw upon in all aspects of running a successful store. We're committed to supporting local cycling events, including an annual charity event for the Bicycle Coalition of Greater Philadelphia, Sturdy Girl Cycling and four bike clubs. We have an especially strong tri presence, sponsoring two triathlon clubs and an elite tri team. Just this fall, we put on our first of a series of mountain bike demo events, and that went very well.



KNAPPS CYCLERY

TRENTON, NJ

Number of locations: 1
 Years in business: 64
 Square footage: 6,000
 Number of employees at height of season: 9
 Owner: Peter Garnich, Manager: Stephen Busz

What Sets You Apart: We interact with our customers both in the store and out. We believe that building a relationship with our community is key to the development and growth of local cycling. Most of all, we love kids and giving back to the sport wherever possible. We "Ride to Live," and Knapp's Cyclery is more than just a bike shop. There is a certain energy or vibe, hard to put into words but often noticed by our customers. The energy equally reaches cyclists and non-cyclists alike, and they leave knowing they want to be a part of it.



LEE'S CYCLERY

FORT COLLINS, CO

Number of locations: 2
 Years in business: 47
 Square footage (main location): 9,200
 Number of employees at height of season: 36
 Owner: Archie Solsky, Manager: John Crowninshield

What Sets You Apart: Our community outreach is immensely important. We sponsor every event and cycling cause that we possibly can, including Safe Routes to School and Bike to Work Week, and work with community planning and cycling officials. Lee's has participated in the Community Classic and MA 150 since inception, started the Fort Collins Cycling Club, Point to Point Charity ride, Fort Collins Downtown Crit, and Trail Days volunteer. We began the Earn a Bike program where city youth can earn a bike by improving grades and volunteering to help others, and launched numerous local grassroots cycling teams.

MACHINERY ROW BICYCLES

MADISON, WI

Number of locations: 1
 Years in business: 8
 Square footage: 7,500
 Number of employees at height of season: 40
 Owner: Roger Charly, Manager: Luke Batchelor-Clark

What Sets You Apart: Our bicycle fittings, and heavy participation in the bicycle community—from cyclocross racing to advocacy. We don't own cars; we ride bikes to work.



MATTHEW'S BICYCLE MART

INDIANAPOLIS, IN

Number of locations: 1
 Years in business: 66
 Square footage: 13,000
 Number of employees at height of season: 10
 Owner: Nancy Parent, Manager: Steve Southwood

What Sets You Apart: We maintain a friendly and fun atmosphere and know our customers by name. Matthew's service staff boasts a combined 75-plus years' experience, and the outstanding sales team averages more than 12 years each of working with customers to find the perfect bicycle and/or accessory for them. We also personally send everyone who purchases a new bike a hand-written "Thank You" card.



MCLAIN CYCLE AND FITNESS

TRAVERSE CITY, MI

Number of locations: 3

Years in business: 32

Square footage (main location): 8,000

Number of employees at height of season: 23

Owners: Bob and Kris McLain, Managers: Rich Budek, Jason Whittaker and Derrick Tichneor

What Sets You Apart: We live in an area that is wonderful for many cycling disciplines. Our season is short, but we constantly promote the biking culture: Our techs are frequently out wrenching at tours and fund raisers. Our staff promotes racing—road, mountain bike, 'cross, triathlon, criterium—getting kids on bikes and riding as transportation. We've invested in bike-fitting equipment that targets recreational riders, not only elite racers, and have VO2 and lactic acid threshold testing available. And this is crucial: we have good people helping us manage our business. Our staff made this award possible.



MCGHIE'S SKI-BIKE AND BOARD

LAS VEGAS, NV

Number of locations: 2

Years in business: 46 (32 under current ownership)

Square footage (main location): 15,000

Number of employees at height of season: 25

Owners: Randy and Maria McGhie, Manager: Shawn Tyrone

What Sets You Apart: We are quick to identify and react to new trends in our market. Our staff is very good at relating to beginners and experts both and treats them both equally. We are fortunate that we are Trek Bicycle dealers; every August we go to the Trek dealer seminars in Madison, Wisconsin, and always bring back new ideas that we use to make our store better.



MDR BIKE CO.

(FORMERLY BIKECOLOGY)

MARINA DEL REY, CA

Number of locations: 1

Years in business: 4

Square footage: 5,000

Number of employees at height of season: 7

Owner and manager: Miguel Ayala

What Sets You Apart: MDR Bike Company, previously Bikeology of Marina Del Rey, has passed many milestones in the four years under new ownership: We've completed an inside-and-outside aesthetic reformation, designed a new logo to suit the new name, and built brand recognition to parallel the great quality of service and goods we so diligently maintain. We're proud to be a brick and mortar staple in our city, owned and maintained by a local family who supports our community's enrichment through charitable endeavors and contributions. We offer a full product range, from economically attainable cruisers to high-end bikes, and continually aim for excellence.



MELLOW JOHNNY'S

AUSTIN, TX

Number of locations: 1

Years in business: 2.5

Square footage: 18,000

Number of employees at height of season: 40

Owner: Lance Armstrong, Manager: Craig Staley

What Sets You Apart: We see Mellow Johnny's as a brand and an experience for our customers. Every day, we have people walk in not only from Austin, but from all over the world, and we strive to set the bar high. Our staff does a great job of pushing themselves to do just that: whether delivering a bike to someone from Belgium or working rest stops at charity rides, we want customers and the community to know we care. We create a destination for people who live a cycling lifestyle, or if they don't, we'll hopefully strike the spark that gets them there.



MESA CYCLES

SAINT LOUIS, MO

Number of locations: 1

Years in business: 19

Square footage: 10,000

Number of employees at height of season: 6

Owners: Russ and Adrienne Murphy, Managers: Matt James and Dave Breslin

What Sets You Apart: What sets Mesa Cycles apart from the competition are the intimate and personal customer interactions. We strive to really get to know our customers and their cycling needs. Our attention to detail, extensive technical knowledge and shared depth of cycling experience helps us identify with our customers and help them get everything they are looking for out of riding bikes. Rather than simply focusing on the sale at hand, we strive to make sure that our customers have all their needs met and that they leave the store as excited and enthusiastic about cycling as we all are.



NEBO RIDGE BICYCLES

WEST CARMEL, IN

Number of locations: 1

Years in business: 6

Square footage: 5,500

Number of employees at height of season: 10

Owner: Tim Casady, Manager: Jonathan Juillerat

What Sets You Apart: In addition to the necessary laser focus on each customer, Nebo Ridge has always tried to (a) be involved in key community events, (b) offer a pleasant environment showcasing very fun stuff from our great vendors, (c) offer amenities like professional fitting, shop rides, coaching, winter fitness programs, and top-notch bike repair to add value and a sense of community, and (d) prudently plan our key financial objectives and strategies. We founded Indiana's largest mountain bike trail building fund-raiser, support the state's largest USA Cycling grassroots racing team, and organize regular shop rides that attract 100-200 riders.



NORCAL BIKE SHOP

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.



NORTHTOWNE CYCLING & FITNESS

CEDAR RAPIDS, IA

Number of locations: 1

Years in business: Four generations; 31 years in this location

Square footage: 16,000

Number of employees at height of season: 16

Owner: Derek Stepanek, Manager: Don Stepanek

What Sets You Apart: We surround ourselves with great business partners and products and then work with them to educate our staff and be involved in our business and community. We encourage everyone to listen to the ideas brought out by the NBDA and experts like Dan Mann, Brett Flemming and other great resources. They will help grow your business and raise the level of professionalism. That is sustainable; simply discounting to sell product is not. In addition to our bicycle business, we sell and service fitness equipment year-round, keeping our entire staff and maintaining profitability in the slower bike months.



NYTRO MULTISPORT

ENCINITAS, CA

Number of locations: 1

Years in business: 18

Square footage: 4,000

Number of employees at height of season: 23

Owners: Skip and Kristie McDowell, Manager: Walt Downey

What Sets You Apart: Since 1992 Nytro has been recognized as a premier supplier of triathlon and cycling gear in the U.S. Nytro's racing heritage is second to none: We've sponsored more world champions than all of our competitors combined, and proudly sponsor USAT, Challenged Athletes Foundation, and San Diego's top road and triathlon clubs. For beginner or pro, Nytro is the one-stop shop for fast bikes, expert advice, professional bike fitting, and a low-price guarantee on a multi-million dollar inventory of cutting edge gear. Nytro hosts events each month to educate customers on everything from nutrition and health to technology and safety.



OLD TOWN BICYCLE

GIG HARBOR, WA

Number of locations: 3

Years in business: 15

Square footage (main location): 5,000

Number of employees at height of season: 33

Owner: Marty Pluth, Manager: Dmitri Keating

What Sets You Apart: We set ourselves apart from the competition by doing what all the other Top 100 dealers do. We have the best brands and the best staff, and we work hard at making sure our customer service is top notch. We also are lucky enough to have thousands of great customers who love us.



ORANGE CYCLE, INC.

ORANGE, CA

Number of locations: 1

Years in business: 41

Square footage: 12,000

Number of employees at height of season: 8

Owner: John Pavlisin, Manager: John Pavlisin, Jr.

What Sets You Apart: We run the store on solid business ethics with profitability at the top, understand our market and keep huge inventory—always with 2,000 to 3,000 bikes in stock, including everything from kids' bikes to adult trikes, BMX, fixies and a full range of road and mountain bikes, not just the ultra high end. We offer same-day repairs in most cases and also do a lot of "while you wait" repairs. We cater to the whole family, and our customers constantly remind us how they like the family atmosphere.



PALO ALTO BICYCLES

PALO ALTO, CA

Number of locations: 1

Years in business: 80

Square footage: 4,500

Number of employees at height of season: 18

Manager: Jeff Selzer

What Sets You Apart: We try to offer the best selection of cycling apparel and accessories along with a broad selection of bikes, and then match those selections with the needs and desires of our customers. This shop was founded in 1930, and the same family still owns it after 80 years. This shop has either directly or indirectly been responsible for the development of the cyclometer, launching Greg Lemond's cycling career, helping to launch Clif Bar, and being the launching pad for the TIBCO Women's cycling team.



PARK AVE BIKE SHOP

ROCHESTER, NY

Number of locations: 3

Years in business: 23

Square footage (main location): 6,200

Number of employees at height of season: 40

Owner: Andy August

What Sets You Apart: We are business people who also are cycling enthusiasts. Because of our focus on good business practices and involvement with the sport, we have well-staffed and stocked retail locations that are well set up to deal professionally with the intricacies of the specialty bicycle market. We view our products as a means to an end: Bikes and accessories are tools we sell to allow people to enjoy a healthy, active lifestyle. We concentrate on our customers' objectives and help them pick the products that allow them to meet those goals.

QUADCYCLES

ARLINGTON, VA

Number of locations: 1

Years in business: 12

Square footage: 4,000

Number of employees at height of season: 6

Owner: Rustem Gode, Manager: Ben Maguire

What Sets You Apart: QuadCycles has something for everyone, whether beginner or seasoned pro. We've worked hard to create a friendly, encouraging environment for our customers, catering not to just one type of rider but giving all cyclists friendly and detailed service. We sponsor a large club that includes everyone from commuters to Category 1 racers, and lead big group rides every Saturday and Sunday. Store owner Rustem Gode once wrenched for the Turkish National Cycling Team, and his 25-plus years' experience in Europe and America is invaluable. He has seen it all and has the stories and opinions to prove it.

RED ROCK BICYCLE CO

SAINT GEORGE, UT

Number of locations: 1
 Years in business: 18 (3 under current ownership)
 Square footage: 3,000
 Number of employees at height of season: 10
 Owners: Ryan Gurr and Dave Smith, Managers: Lukas Brinkerhoff and Paul Pfaehler

What Sets You Apart: Taking "Full Service Bike Shop" to the next level, we've created distinct sales and service departments that have both seen double-digit growth over the past three years, and established incentive programs that increased sales, reduced errors and increased customers' overall experience. We invest heavily in employee training and harvest a huge return. To keep people excited and riding, we created SpinGeeks, a separate company dedicated to producing events that currently include two centuries, one women's century, a double century, and a multi-day stage race, plus we sponsor two mountain bike races and the cycling events in the Huntsman Senior Games.



REVOLUTION CYCLES

CLARENDON, VA

Number of locations: 5
 Years in business: 12
 Square footage (main location): 11,000
 Number of employees at height of season: 95
 Owner: Mike Hamannwright, Manager: Jakob Wolf-Barnett (Operations)

What Sets You Apart: We're obsessed with creating an outstanding retail environment through our best-in-class training program, an excellent product selection, and emphasis on providing exceptional customer service to each and every customer. We're dedicated to community bike advocacy and have hired a full-time Events and Advocacy Coordinator to support our efforts to get more people on bikes. Our newest location, The City Hub, is a unique venture focusing on bike share as well as bike rentals, accessory sales and repairs, exposing even more people to the joys of riding bikes for fitness, recreation and transportation.



RUSSELL'S CYCLING AND FITNESS

WASHINGTON, IL

Number of locations: 1
 Years in business: 34
 Square footage: 8,400
 Number of employees at height of season: 20
 Owners: Cheryl and Joe Russell

What Sets You Apart: We really enjoy coming up with new enhancements for our customers' shopping experience. We just completed our showroom renovation, and now we're focusing on professional staff training in both sales and service areas.



SCHLEGEL BICYCLES

OKLAHOMA CITY, OK

Number of locations: 1
 Years in business: 22
 Square footage: 8,000
 Number of employees at height of season: 23
 Owner: Steve and Leslie Schlegel, Manager: Ray DeLong

What Sets You Apart: We stay very active within the local bike community, participating in and backing all local bike events with mechanical support, prizes and host packet pick-ups. We relocated the business three years ago and, during the move, completely re-branded it as well. We made a big investment in a great graphic artist who made this a huge success, and our revenue has doubled since our move.



SPIN

CLEVELAND, OH

Number of locations: 1
 Years in business: 8
 Square footage: 3,300
 Number of employees at height of season: 12
 Owner: Greg Jackson, Managers: Brian Rybak, Ray Wagner, Max Eldred and Rob Thompson

What Sets You Apart: We'll say it again, we just love bikes! Road, mountain, BMX, fixed, tri—all types. Everyone here rides and understands what the experience is about; we want to improve that experience for our customers. We closed a storefront this year, downsizing back to just one location. The strength of having all the best employees working under one roof was a huge improvement, for us and our customers alike.



STURTOS

KETCHUM, ID

Number of locations: 2
 Years in business: 27
 Square footage (main location): 2,000
 Number of employees at height of season: 18
 Owner: Rob Santa, Manager: Todd Byle

What Sets You Apart: While taking pride in our vendor and rep partnerships, Sturtos is not held hostage by a single dominant brand. Rather, we take pride in providing the best performance and value in every category and for every wallet. We're a seasonal mountain-town bike shop in the heart of Sun Valley, gateway to the northern Rockies and the largest mountain wilderness in the lower 48. We operate from two locations and feature a top-notch mountain and road bike rental and demo fleet for all performance ranges, plus retail and shop work—all with a no-excuses service guarantee.



SUMMIT CITY BICYCLES

FORT WAYNE, IN

Number of locations: 1
 Years in business: 37
 Square footage: 15,000
 Number of employees at height of season: 28
 Owners: Robert and Sheri Mann, Manager: Barry McManus

What Sets You Apart: Our vision is to promote cycling in all its facets. We cater to the hard-core road cyclist, mountain biker and triathlete as well as the family that comes into the store wanting a bike for each family member. In essence we are a family bike shop satisfying the needs of the community. Our family of employees is dedicated to helping the families in our community with their cycling needs. More than half of our employees have been with the business more than 10 years.



SYRACUSE BICYCLE

SYRACUSE, NY

Number of locations: 1

Years in business: 40-plus; 5 under current ownership

Square footage: Approximately 7,000

Number of employees at height of season: 16

Owners: Paul Komaneky and Daniel Venditti, Manager: Dan Button

What Sets You Apart: Our staff and store, in general, focus on creating an unprecedented cycling retail experience for each individual customer. With our product selection, knowledgeable staff, maintenance classes, various seminars, newsletter, group rides and store events, we are able to offer our customers the entire package—not just a bike. Most importantly, we not only initiate relationships but also continuously grow them through our outreach. Of note, the triathlon segment has been an ever-growing category; being the supporting shop for the Syracuse Ironman 70.3, we've experienced tremendous growth in the triathlon market.



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: 24

Owners: Dan and Karla Hughes, Managers: Paul Davis and Adam Hess

What Sets You Apart: We attribute Sunflower's lasting success to three things: our unique location, top brands, and most importantly, our connection to the local cycling community through outreach events, rides, and just genuine interest in customers' biking adventures. Founded in 1972 as an Army-Navy surplus store, Sunflower Outdoor & Bike Shop evolved over the years to incorporate specialty bike and outdoor goods like backpacks, bikes, boots, and technical clothing. After surviving a major fire in 1997, Sunflower has enjoyed its greatest periods of success in the years since.



THE BICYCLE PLANET

SYOSSET, NY

Number of locations: 1

Years in business: 16

Square footage: 10,000

Number of employees at height of season: 15

Owner: Morry Edelman, Managers: Chrissy Goldman and Paul Schumacher

What Sets You Apart: One of the most important aspects of our business is building a strong relationship with the local cycling community. We try to host and support as many local events, rides and fundraisers as we can. We have the largest selection of cycling apparel in the New York metro area, and more than 500 bicycles on display.

THE BIKE SHOPPE

OGDEN, UT

Number of locations: 1

Years in business: 34

Square footage: 10,000

Number of employees at height of season: 15

Owner: Matt Howard, Manager: Nathaniel Foulger

What Sets You Apart: We strive to provide a great experience to all of our customers. This is a lot harder to do today than back in '76: Cycling has grown into a huge concept and most shops don't want to deal with all the different aspects that ultimately make the experience so awesome. We provide services in professional bike fitting, efficient training, proper maintenance, places to ride/ride events, and we stress advocacy. We all ride and love everything bikes. We are a full-service shop that cares about quality, honesty and being knowledgeable about new trends and important issues.



TRAILBLAZERS BIKE SHOP

VICTOR, NY

Number of locations: 1

Years in business: 11

Square footage: 2,800

Number of employees at height of season: 9

Owner: Victor Gaspar, Manager: Kevin Olson

What Sets You Apart: We work hard to listen to the clients' needs. We do not oversell them. The shop has weekly rides and service clinics, and works with the school district to promote cycling in the P.E. curriculum. We're proud that shopping at Trailblazers is fun and educational, that our clients understand and are proud of their purchases. As a family- and community-oriented store, we promote cycling at all levels. This includes clinics for youths, as well as bike racing events, and creating a multi-use trail system used by hikers, trail runners and mountain bikers.



TREK BICYCLE STORE

VENTURA, CA

Number of locations: 1

Years in business: 5

Square footage: 7,000

Number of employees at height of season: 10

Owner and manager: Jeff Byers

What Sets You Apart: As cycling enthusiasts, we encourage riders of all abilities and continually promote cycling in and around Ventura County. Trek Bikes of Ventura is a full-service bike store carrying the complete lines of Trek, Gary Fisher and Mirraco bicycles. From the basics a new rider needs starting out, to complete custom fittings and clothing for high-mileage riders, it's all here. We take pride in our friendly atmosphere and helpful customer service.



TRIBE MULTISPORT

SCOTTSDALE, AZ

Number of locations: 1

Years in business: 6

Square footage: 9,000

Number of employees at height of season: 10

Owner: Kevin K. Weitzel, Manager: Andres L. Douzoglou

What Sets You Apart: Besides offering a large selection and being a USAT Certified Training Center, we take pride in welcoming cyclists and triathletes of all levels and abilities into our Tribe. Whether you're a customer or a friend of the shop who just likes to hang out, we're always happy to see you. Some days, you might even come in and think you've walked into a motorcycle shop. . . hey, we can't just ride our bicycles 24/7.

TRISPORTS.COM

TUCSON, AZ

Number of locations: 1
Years in business: 10
Square footage: 32,000 (retail and warehouse)
Number of employees at height of season: 50
Owner: Seton Claggett, Manager: Erik Jacobsen

What Sets You Apart: Customer experience and knowledge: We have weekly product training for our staff (a huge financial investment), and they are held accountable for this knowledge with a quiz each week. We focus on the entire customer experience, and our Fly-N-Fit program draws many clients from around the USA and the world. A triathlon store with dedicated bike and run fitting studios and a two-lane endless pool within the facility, we cater to cyclists, triathletes, runners and swimmers. TriSports is the official store of the UnitedHealthcare presented by Maxxis pro cycling team and sponsors Arizona's premier cycling club/team, TriSports Cycling.



TWO WHEELER DEALER CYCLE & FITNESS

SIoux FALLS, SD

Number of locations: 3
Years in business: 38
Square footage (main location): 9,000
Number of employees at height of season: 10
Owners: Craig Kirsch, Todd Young, Rich Harr, Angela Moyer and Mike Adams, Manager: Jeff Kluck

What Sets You Apart: Our years in business, our expertise and our knowledge of cycling and our products: Our team is the most experienced cycling staff in the Sioux Falls market. We're community partners, supporting local rides and racing. We work with and share our skills with all types of riders, are passionate about bikes and live the cycling enthusiast lifestyle. We are the only Specialized concept store in the Dakotas, and our staff is well rounded: "It's the things we do that we don't have to do that make all the difference when it's too late to do anything about it."



VELOCE VELO

MERCER ISLAND, WA

Number of locations: 2
Years in business: 3
Square footage (main location): 2,800
Number of employees at height of season: 10
Owner: Graham Hunter, Managers: Peter Birkner (Mercer Island), Darin Reisenauer (Issaquah)

What Sets You Apart: We focus on the local enthusiast market and give them the best service, quality and product selection we can, putting long-term relationships with our customers and vendors above everything else.



WHEEL SPORT

SPOKANE, WA

Number of locations: 3
Years in business: 37
Square footage (main location): 4,000
Number of employees at height of season: 25
Owner: Terry Solinsky, Manager: Craig Dalzell

What Sets You Apart: We never feel like we've done enough for our customers, which is a driving force to continue to attempt to be the best. Purchased by the current owner in 1985, Wheel Sport's goal ever since has been to provide our customers the best product, service and shopping experience. A readers' poll in Spokane has named Wheel Sport "Best Bike Shop" 10 years running, as has a similar poll by the local CBS television affiliate. The recognition humbles us, and we do not take it lightly.



TWO WHEELS ONE PLANET

COSTA MESA, CA

Number of locations: 2
Years in business: 51
Square footage (main location): 11,000
Number of employees at height of season: 30
Owner: Michael Mulrooney, Manager: Will Skeeters

What Sets You Apart: One of the longest-operating bike stores in Southern California, we carry the largest inventory and have served the cycling community since 1959. Our job is to provide a unique shopping experience, bringing you the right products for your needs. Most importantly, we advocate the cycling lifestyle with safety and responsibility to the environment.

VILLAGE CYCLESPORT

ELK GROVE, IL

Number of locations: 3
Years in business: 35
Square footage (main location): 9,000
Number of employees at height of season: 50
Owners: Vince Boyer and Joe Eberhardt, Managers: Preston Yelvington, Jr., Joe Eberhardt, Jr., and Linda Boyack

What Sets You Apart: We have large stores and stock a great diversity of products. From folders to triples we carry a lot of niche brands others don't like to touch, and we have vast selections—not three kinds of shoes, but 20 different kinds. We offer excellent customer service and really push to meet customers' needs, at competitive prices, and we support a lot of local clubs, teams and rides. Our staff is very seasoned and in for the long haul—career bike industry employees and retirees—and that definitely helps our business.



WORLD OF WHEELS

MODESTO, CA

Number of locations: 2
Years in business: 35
Square footage (main location): 10,000
Number of employees at height of season: 32
Owners: Richard Burton and Steve Burton, Managers: Sean Neri and Davis St. Laurence

What Sets You Apart: Owners Richard and Steve Burton absorbed retail knowledge from their father and have more than 65 years of combined experience and complementary skills in bicycle retail. The store, purpose-built in 2000, allows display of more than 500 bikes: Our selection is immense, and we're number one or two with most of our vendors. The store's active in the community, organizing or sponsoring charity rides, shop rides, bike clubs and race teams to help riders connect and elevate their skill levels. In business for more than three decades, we've learned a thing or two: our philosophy remains "One customer at a time."



ZANE'S CYCLES

BRANFORD, CT

Number of locations: 1
Years in business: 29
Square footage: 10,000
Number of employees at height of season: 45
Owner: Christopher Zane, Manager: Thomas Girard

What Sets You Apart: Zane's Cycles focuses on the "Lifetime Value" of the customer, empowering employees to deliver an extraordinary experience regardless of cost. Lifetime free service, lifetime parts warranty and 90-day price protection are the foundation that has provided Zane's Cycles a world-famous reputation.

Greetings from

DEER VALLEY

and DealerCamp!

wish you were here!



**Steady
as she
goes**

DealerCamp had a more relaxed atmosphere than other trade events. I really enjoyed being able to have one-on-one conversations with the higher-ups of Scott and Fuji. It felt like a very personal gathering. And I've had great follow-ups with a lot of the distributors.

- Vern Ward, owner of Bob's Bicycles

We were able to save time and money by holding our national sales meeting in Park City right before this event. This allowed us to get some big orders confirmed during DealerCamp.

- Pat Cunnane, president and CEO of Advanced Sports International

See you next year!

**July 26-28, 2011
Deer Valley Resort
Park City, Utah**

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*Campbell C., Prince D., Braun M., Applegate E., & Casazza G.A. Carbohydrate-Supplement Form and Exercise Performance. International Journal of Sport Nutrition and Exercise Metabolism, 18:179-190, 2008.



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