

TOP 1

RETAILER 2008

BROUGHT TO YOU BY:

Bicycle Retailer
A BICYCLE INDUSTRY NEWS

The Top 100 Retailers for 2008 were selected because they excel in three areas: market share, community outreach and store appearance.

However, each store has its own unique formula for success. We asked each store owner to share what he or she believes sets them apart from their peers. Read on to learn their tricks of the trade.



denotes repeat Top 100 retailer



Absolute Bikes Flagstaff, AZ

Number of locations: 2
Years in business: 19
Square footage (main location): 2,000
Number of employees at height of season: 12
Owner: Kenneth Lane
Manager: Anthony Quintile

What Sets You Apart: We constantly reassess how we are performing on all levels. We review any mistakes we have made—dissatisfied customer scenarios, for example—and try to figure out how we could have handled the situation better. There is never a point at which we say, "This is as good as we are going to get," and rest on our laurels.



American Cycle & Fitness-The Trek Bicycle Stores of Metro Detroit Walled Lake, MI

Number of locations: 5
Years in business: more than 75
Square footage (main location): 10,500
Number of employees at height of season: 75
Owners: Michael Reuter, Mark Eickmann, Ken Stonehouse
Managers: Matt Marino, Steven Straub

What Sets You Apart: We put a lot of effort and money to make our stores look not only nicer than any other bicycle store in our market, but nicer than most retailers in the market. Did I forget to mention that we provide exceptional customer service as well? We try to give our customer the whole package.



Action Sports Bakersfield, CA

Number of locations: 1
Years in business: 20
Square footage: 23,500
Number of employees at height of season: 42
Owner: Kerry Ryan
Manager: Sam Ames

What Sets You Apart: Action Sports is a specialty multi-sport store with more than 800 bicycles on the floor, including 13 road and mountain brands and six brands of cruisers and BMX bikes—a rare combination of Trek and Specialized alongside Scott, Cannondale, Cervélo, Colnago, Pinarello, Merckx and more. We fit every bike to every customer, which often includes saddle, crank or handlebar swaps. All bikes come with lifetime free basic tune-ups, which keeps customers coming back. Other features include our Big Ring Café, a "VERT" 5,000-foot climbing gym, a large winter sports department, and a mezzanine for wattage training, seminars, club meetings and ladies' night.



Art's SLO Cyclery San Luis Obispo, CA

Number of locations: 2
Years in business: 26
Square footage (main location): 5,000
Number of employees at height of season: 20
Owners: Scott Smith and Eric Benson
Managers: Lucien Gamache (sales), Jon Richert (service)

What Sets You Apart: We are a great shop with a staff that loves to ride. Along with our 5,000-square-foot store, we also have a 4,000-square-foot warehouse for additional service stations, our bike backstock and a break area that includes a 5-by-16-foot half-pipe to get our ride and skate on during breaks. We actually care about the long-term customer experience. When a customer comes in, they will have someone take them through the educational process on the different bicycles or accessories, the decisions, the purchase and right through to fit. We will deliver and pick up bikes for repair if requested. All in all, we will do whatever it takes to make our customers (we like to call friends) happy and satisfied.



B&L Bike and Sports Solana Beach, CA

Number of locations: 2
Years in business: 7
Square footage (main location): 4,500
Number of employees at height of season: 28
Owner: Scott Rittschof
Managers: Dan Breyer, Jeff Rowe, Julia Uhlendorf

What Sets You Apart: B&L is a friendly place. B&L recycles its waste metal, cardboard and much of its rubber. B&L supports racing and causes that provide access to cycling. B&L exists to help cyclists have fun, solve problems, satisfy needs and meet goals. Being largely comprised of old cycling geezers who know their stuff, ride often and care about people, we know more and share more.



Bicycle Village

Aurora, CO

Number of locations: 5

Years in business: more than 30

Square footage (main location): 30,000

Number of employees at height of season: 45

Owner: Specialty Sports Ventures, LLC

Manager: Scott Geffre

What Sets You Apart: A huge store with incredible depth of product and selection, ranging from kids' to custom triathlon. We employ specialists in every area to answer all customers' questions, whether from first timers or our pro-triathlon customer base.



Belmont Wheelworks

Belmont, MA

Number of locations: 2 full service, 1 outlet

Years in business: 30

Square footage (main location): 10,000

Number of employees at height of season: 95

Owners: Clint Paige, Peter Mooney, John Allis

Managers: Jason Paige, Jason Suderman, Andy Ewas

What Sets You Apart: Perhaps the most comprehensive selection of goods and services in the industry and the level of experience and enthusiasm of our staff. More than 20 of our full-time staff have been with us for at least 10 years, and the relationships they have developed with our customers drives us forward.



Bicycle Garage Indy

Indianapolis, IN

Number of locations: 3

Years in business: 25

Square footage (main location): 15,000

Number of employees at height of season: 75

Owner: Randall G. Clark

Manager: Toby Holsman

What Sets You Apart: BGI has two operating divisions: bicycles accounts for two-thirds of sales and residential/commercial fitness accounts for one-third. This model allows BGI to combat the seasonality of our industry and retain a high-quality workforce. We communicate with 35,000 known cyclists through a permission-based graphical email system. These emails are signed by the owner and reinforce the local nature of our business.



Bicycles Inc.

Bedford, TX

Number of locations: 4

Years in business: 29

Square footage (main location): 24,000

Number of employees at height of season: 54

Owner: Lee Ericson

Manager: Scott McCaskey

What Sets You Apart: Quality is Bicycles Inc.'s goal. Improving our quality in products, service and our involvement in the community is our daily practice.



Bicycles Plus

Folsom, CA

Number of locations: 1

Years in business: 20

Square footage: 5,800

Number of employees at height of season: 16

Owner: John Crews

Manager: Brad Winter

What Sets You Apart: Bicycles Plus was founded by retired BMX pro and American Bicycle Association Hall of Fame member John Crews. Our founding principal was to treat people the way we want to be treated and sales would follow. Crews is also the co-founder of Ride for a Reason charity, which benefits Parkinson's and cancer research and survivorship. The staff at Bicycles Plus genuinely likes their jobs.



Bicycle Warehouse

San Diego, CA

Number of locations: 5

Years in business: 16

Square footage (main location): 20,000

Number of employees at height of season: 35

Owners: Debbe and Mike Simmons

Manager: Gordon Klerks

What Sets You Apart: Our slogan is "It's your world, ride it!" We continually work to keep the consumer (our guest) the main focus, not the product. We are always working on the business processes that best support our guest focus. We work with vendors we like and who appreciate our business.



Big Shark Bicycle Co.

St. Louis, MO

Number of locations: 1

Years in business: 14

Square footage: 7,100

Number of employees at height of season: 20

Owner: Mike Weiss

Manager: Dirk Sprogoe

What Sets You Apart: We get involved in the cycling community. In 2007 we promoted 55 competitive cycling events, supported 15 charity rides, and helped out at numerous local functions. The diversity in our customer base is a huge source of pride for us. While keeping pace with the best high-end shops and brands, we also work on the low-end, department-store bikes that are often our customers' sole mode of transportation.



Breakaway Bicycles & Fitness

Portage, MI

Number of locations: 3
Years in business: 53
Square footage (main location): 10,000
Number of employees at height of season: 30
Owners: Paul Wells and Ken Polidan
Manager: Steve Johnson

What Sets You Apart: Breakaway Bicycles has a long history in the bicycle industry. Our stores have kept up with the times. We specialize in every aspect of bicycling. In every category, we not only have a nice stock on hand to show, we have employees knowledgeable in that category. Another area that sets us apart is our vast inventory.



Beacon Cycling

Northfield, NJ

Number of locations: 3
Years in business: 78
Square footage (main location): 11,000
Number of employees at height of season: 21
Owner: Mitch Rovins
Manager: Bob Reckenbeil

What Sets You Apart: Beacon Cycling is a family business run by third-generation owners with a true love of cycling that is contagious.



Bicycle Sport Shop

Austin, TX

Number of locations: 2
Years in business: 25
Square footage (main location): 21,000
Number of employees at height of season: 85
Owners: Hill Abell and Laura Agnew
Manager: Marty Muehleger

What Sets You Apart: Hill is president of the board of directors for the International Mountain Bicycling Association and an inductee to the Mountain Bike Hall of Fame. We give people a reason to ride—weekly rides, clinics, visiting speakers and events like Pro Night and Women on Wheels Night.



Bike Barn

Houston, TX

Number of locations: 6
Years in business: 25 (four with current owners)
Square footage: 60,000, all stores combined
Number of employees at height of season: 60
Owners: Lee Neathery, Neil Bremner
Managers: Curt Culliton, Rod Dittick, Jeremy Ryder, Pete Shirk, Jamie Isaacks, Mark Chambers

What sets you apart: We love to ride, enjoy the business and have managers and employees who feel the same. Something's working: Houston was the fattest city in the U.S. in 2005; now it's No. 6 thanks to cycling and Lite beer.

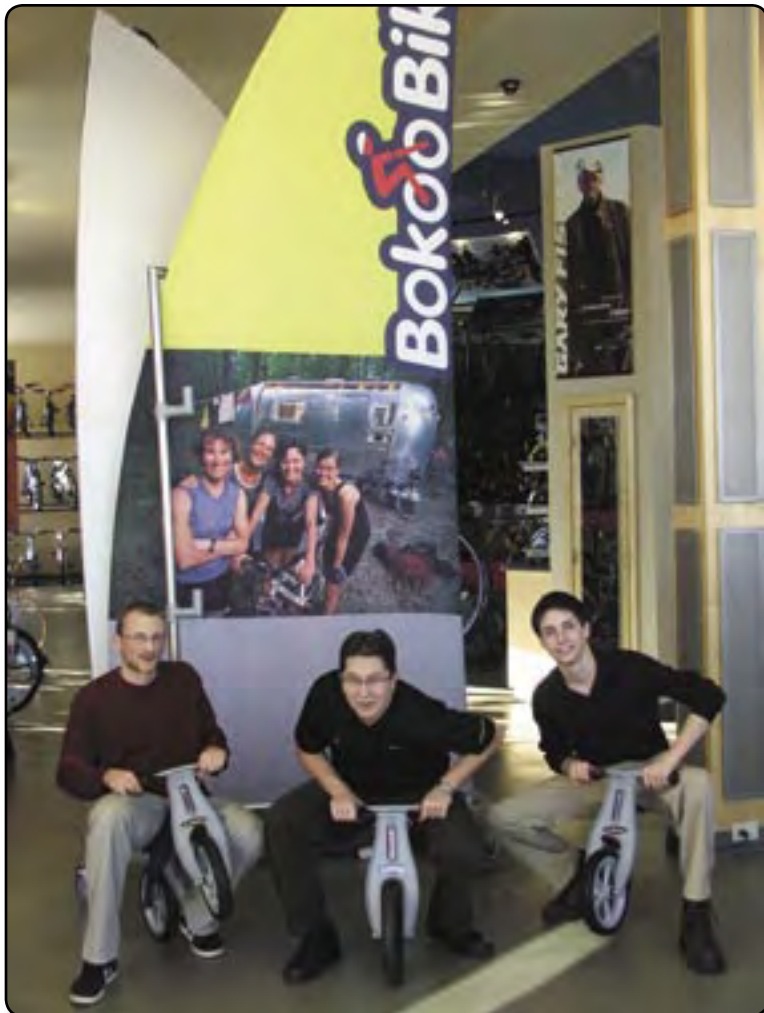
Bike N Hike

Portland, OR

Number of locations: 6
Years in business: 36
Square footage (main location): 10,000
Number of employees at height of season: 43
Owners: Kevin Chudy and Al French
Manager: Jens Schrader

What Sets You Apart: Kevin Chudy won an "Alice B Toeclips" award from the Bicycle Transportation Alliance, a Portland-based advocacy organization. We partnered with Giant Bicycle and the BTA to help provide 300 new bicycles for the statewide youth cycling programs. We focus on providing high-value products and services for our customers. We are committed to the cycling community with race team(s) sponsorships in addition to supporting the Bicycle Transportation Alliance in all of their efforts.





Bokoo Bikes

Chanhassen, MN

Number of locations: 2

Years in business: 7

Square footage (main location): 11,000

Number of employees at height of season: 35

Owner: Ed Vigil

Manager: Lance Schultz

What Sets You Apart: Our founder has been able to apply his knowledge and experience as an international commodities trader to our industry, and give us the edge to deliver the ultimate experience to our customers. Since opening in 2000 we have been at the forefront of providing an exceptional bicycle retail environment. By reinvesting our money and resources into the business, it allows us to constantly tweak and refine our business using the kaizen philosophy. We monitor our business like a large corporation, using reports from our retail software to track trends and review the history of the business. This allows us to create a plan to achieve our goals. All of this allows us to deliver the ultimate retail experience to our customers.



Bob's Bikes

Vestavia Hills, AL

Number of locations: 2

Years in business: 30

Square footage (main location): 5,000

Number of employees at height of season: 8

Owner: Roger Byrd

Manager: Mike Hurley

What Sets You Apart: Chivalry—we strive to meet customers outside. We've thought about having a bellhop of sorts, but these guys are on top of it. It's an internal bond with all of us here that we can share everything and work out all issues effectively and create a consistent positive atmosphere that everybody wants to be a part of. It's like the family that keeps it together from the beginning that grows stronger with time.



BikeSource #5

Overland Park, KS

Number of locations: 7

Years in business (this location): 19

Square footage (this location): 10,000

Number of employees at height of season (this location): 23

Owner: Incorporated

Manager: Mark Neace

What Sets You Apart: We don't just sell parts and service; we strive to deliver a complete cycling experience tailored to each individual who walks through our door. Whether they're beginning recreational riders or professional athletes, our customers depend on us to identify their needs and maximize their enjoyment of the sport. We've assembled a diverse and knowledgeable staff that shares our customers' passion for cycling, and we continually educate ourselves on the industry's latest technology.



BikeSource #8

Highlands Ranch, CO

Number of locations: 7

Years in business (this location): 24

Square footage (this location): 26,000

Number of employees at height of season (this location): 40

Owner: Incorporated

Manager: Bob Copeland

What Sets You Apart: Our store has a 10,000-square-foot training center that offers pilates, yoga, personal training and a cycling studio complete with a 12-foot screen for movie night and spin classes. We are located along a paved trail that offers wonderful test rides. Our company is nearly 60 percent employee owned, by cyclist for cyclist. Every year we host an employee commute-to-work challenge. This year 15 of our 20 winter staff rode over 3,700 miles in one week. Dedicated? You bet! Our staff is inspired to building the cycling community, not destroying it. This is something we strive for each day.



Criterion Bicycles

Colorado Springs, CO

Number of locations: 1

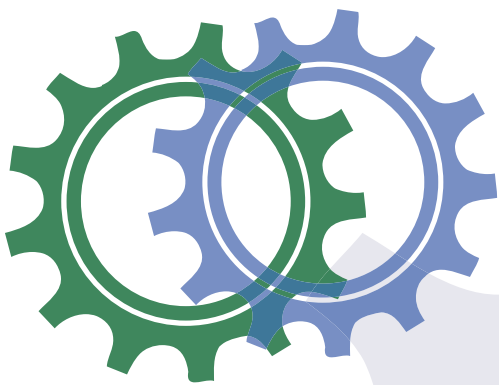
Years in business: 35

Square footage: 11,000

Number of employees at height of season: 16

Owners: Kay Caunt and Nic Ponsor

What Sets You Apart: Even the people who have the day off ride to work for the Ride to Work Day. We actually listen to the customers and sell them what they need to be successful with their bike.



Bike Connection—Cardinal Bike Shop

Palo Alto, CA

Number of locations: 2

Years in business: 22

Square footage (main location): 5,600

Number of employees at height of season: 20

Owner: Gregg Forrest

Managers: Mike Boeser, David Garcia

What Sets You Apart: Our staff is very dedicated to the store. Most employees have worked here for two to 15 years. The owner takes a few of the employees deep-sea fishing in Mexico every year, and buys lunch and sometimes dinner for the entire staff on weekends. Our store is right next to Stanford University, and we display a different and unique banner on our shop truck daily.



BikeBeat

Williamsburg, VA

Number of locations: 3

Years in business: 9

Square footage (main location): 2,500

Number of employees at height of season: 40

Owner: David Wilson

Managers: Steve Wetmore, Sharon Oakley, Chris Nusbaum, Chris Scales, Patrick Kane, Rick Young

What Sets You Apart: The BikeBeat advantage starts with a fabulous staff of knowledgeable and enthusiastic cycling professionals. Our longstanding commitment to advocacy includes involvement in regional bikeway advancement, trail development, organized ride involvement, commuter support, in-store classes and safe riding skills classes.



Bike Gallery

Portland, OR

Number of locations: 6

Years in business: 34

Square footage (main location): 12,000

Number of employees at height of season: 130

Owner: Jay Graves

Manager: Daniel McGinnis

What Sets You Apart: In the past three years, Portland has seen a 64 percent increase in cycling for transportation. This thriving cycling scene energizes and inspires us. Bike Gallery has an amazing staff that works very hard to develop relationships with their customers and to make connections in the community. They work hard, play hard, and are the reason for Bike Gallery's success.



Brick Wheels

Traverse City, MI

Number of locations: 1

Years in business: 34

Square footage: Not provided

Number of employees at height of season: 20

Owner: Tim Brick

Managers: Kristi Messing and Betty Clement

What Sets You Apart: We also sell Nordic and alpine skis as well as snowboards. We are Fischer and Nordica race centers. We have taken a leadership role in the development and promotion of our local trail systems. The owner was recently awarded the Jim Mudget award, the highest honor given out by our local trails organization known as T.A.R.T. Only five people have received that honor.



Cahaba Cycles

Birmingham, AL

Number of locations: 4

Years in business: 25

Square footage (main location): 10,000

Number of employees at height of season: 30

Owners: Kal Malki, Barbara Malki and Faris Malki

Managers: Jonathan Robbins, Chris Leven, Chris Storie and Kenny Rush

What Sets You Apart: Owners are family members and are active in day-to-day activities. Employee turnover rate is low. Stores are always well-stocked and customers are treated well. Our staff is highly trained in bike fitting. We have an extensive sponsorship for grassroots and pro athletes. We support the majority of races and rides in our community.



Center Cycle

Renton, WA

Number of locations: 1

Years in business: 33

Square footage: 8,500

Number of employees at height of season: 7

Owner: Dave Groom

What Sets You Apart: We are a unique store with over 600 assembled bikes at all times. We have a small shop atmosphere with great customer service and full-service shop with mechanics that have been in the industry for almost 20 years. With one of the largest selections in Washington state, we take customer service very serious. We take pride in our abilities and being a full-service shop with confident employees that ride what we sell. Our mechanics take pride in quick turnaround times.



Century Cycles

Rocky River, OH

Number of locations: 3

Years in business: 16

Square footage (main location): 3,600

Number of employees at height of season: 18 full-time, 20 part-time

Owner: Scott S. Cowan

Manager: Mike Petcher

What Sets You Apart: We focus on treating all customers, novice or experienced, with equal passion and enthusiasm. We are here to help everyone explore and enjoy the fabulous world of cycling. "Define Your Life. Ride a Bike" isn't just our company slogan, it's our way of life.



Chainwheel

Little Rock, AR

Number of locations: 1

Years in business: 36

Square footage: 9,000

Number of employees at height of season: 15

Owners: Patrick Barron and Bruce Thalheimer

Manager: Patrick Barron

What Sets You Apart: Our success is built on relationships. Our shop has been the launching pad for several businesses including Orbea USA, Javelin Cycles and Competitive Cyclist. We attract very passionate, dedicated people. We are an Old Guard shop in business since 1971, so we are getting our third generation of customers into cycling. We are a top 10 dealer for Orbea, a top 50 dealer for Cannondale and a 17-year Giant overachiever.



Clarksville Schwinn & Fitness

Clarksville, IN

Number of locations: 1

Years in business: 35

Square footage: 12,000

Number of employees at height of season: 10

Owner: Bob Peters

Manager: Same

What Sets You Apart: We carry a wide selection of specialty bikes and fitness equipment. In addition to being the only Scott, Giant and Fuji dealer in the region, we have been a top 50 Cannondale dealer in the nation for three years straight.



Contender Bicycles

Salt Lake City, UT

Number of locations: 1

Years in business: 7

Square footage: 8,000

Number of employees at height of season: 18

Owners: Dan Colangelo, Alison Littlefield and Ryan Littlefield

Manager: Jim Fearick

What Sets You Apart: In the day and age of "concept stores," our concept is our own. We believe that our brand is as critical to our success as the brands that we sell. We dedicate our resources to having the best staff, building a world-class facility, supporting worthy events and carrying great products in order to help our customers have the best cycling experience.



Conte's Bicycles and Fitness Equipment

Virginia Beach, VA

Number of locations: 7

Years in business: 50

Square footage (main location): 7,500

Number of employees at height of season: 8-12

Owners: Charles and David Conte

Managers: Daniel Dalton and Roberio Bezerra

What Sets You Apart: Conte's Bicycles and Fitness Equipment has one family-owned store and six independently owned and operated franchises in Virginia. Franchisor Conte's USA will be opening two more stores in 2008 in Conyers, Georgia and Bel Air, Maryland. For 50 years Conte's has provided riders with the personal one-on-one attention and guidance that has built generations of Conte customers. Conte customers are customers for life. Our service departments are on a level like no other.



Cross Country Cycle

Holland, MI

Number of locations: 1

Years in business: 23

Square footage: 21,600

Number of employees at height of season: 9

Owner: John VanderPloeg

Manager: Laura Harris

What Sets You Apart: John VanderPloeg, former research chemist, loves talking about how chemistry affects cycling. Laura Harris (John's daughter) is the fit technician. Brian Harris (Laura's husband) is a USA Cycling coach, head of a very successful cycling team and fitness testing in the store. Our goal is to help our customers have more fun on a bike. We work with the local government agencies and community groups to reach this goal.



Danny's Cycles Scarsdale, NY

Number of locations: 1
Years in business: 40
Square footage: 6,000
Number of employees at height of season: 8
Owner: Steve Kahn
Manager: Sam Fiorino

What Sets You Apart: Steve Kahn started working here when he was 13 years old as an assembly mechanic and bought the shop from the original owners. Other than having an extraordinarily good-looking staff, we are very involved in the local community. We have always offered exceptional customer service, but we back it up with actions like personal notes to customers thanking them for their purchase regardless of its size. We don't specialize in a "type" of bike. We do very strong children's business as well as pro-level bikes. Our staff ranges from daily commuters with modest bikes and pro-level roadies to avid mountain bikers.

Earl's Cyclery and Fitness Burlington, VT

Number of locations: 1
Years in business: 55
Square footage: 5,500
Number of employees at height of season: 28
Owners: Roger Frey, Jon Rodd
Managers: Jarrod Ogden, Richard Tom, Tyler Jeppesen

What Sets You Apart: Earl's sincere interest in bicycle advocacy is the hallmark of our reputation in northwestern Vermont. We support every local and national bicycle organization. In addition, we are called upon, gladly support, and participate in every benefit ride in our region. Earl's has one of the nation's largest bike swaps; this past year we consigned 677 used bikes. This huge event helps customers re-sell their old bikes and creates great PR for our store—and in-store sales of current inventory are huge during this event.



Cycles de Oro Greensboro, NC

Number of locations: 1
Years in business: 33
Square footage: 8,000
Number of employees at height of season: 15
Owner: Dale Brown
Manager: Charles Gibson

What Sets You Apart: We are very much involved in the community—active in sponsoring and leading clubs, organizing and sponsoring races, charity rides and tours, supporting trail building, lobbying, advocacy, supplying and equipping local bicycle police and even engaging in politics. We organize more bicycling events than any other shop in the state.



Downtown Bicycles Fort Lauderdale, FL

Number of locations: 1
Years in business: 8
Square footage: 7,000
Number of employees at height of season: 8
Owner: Mario Aponte
Managers: Sheena Johnson and Patrick Clotfelter

What Sets You Apart: We're the first Giant Retail Partner store in the USA. We won the BRAINy for best new retail concept in 2007. We focus on the complete customer experience. It's more than just service—it's unique presentation, broad selection and professionalism. It's more than wanting to sell people a lot, it's wanting people to ride a lot.



East Ridge Bicycles Chattanooga, TN

Number of locations: 1
Years in business: 25
Square footage: 8,000
Number of employees at height of season: 8
Owners: Dave Mansfield, Wayne Mansfield and Garth Mansfield
Manager: Garth Mansfield

What Sets You Apart: We're a family-owned business for the past 25 years. We offer a great selection. With over 300 bikes on the showroom floor, we have choices for everyone. The combination of value and quality brands, enthusiastic sales staff and experienced mechanics has proven to be successful for 25 years.



Eddy's Bike Shop

Stow, OH

Number of locations: 4

Years in business: 68

Square footage (main location): 18,000-show room, 29,000-warehouse

Number of employees at height of season: 84

Owner: Jim Ruggles

Manager: Jim Ruggles Jr.

What Sets You Apart: Eddy's Bike Shop is still family owned and operated. With four busy stores, we have always recycled a massive amount of cardboard. We also collect inner tubes to be sent out for recycling. We are an enthusiast-owned business filled with cyclists of all backgrounds. Our huge staff is comprised of MTB racers, triathletes, road and 'cross racers as well as year-round commuters and fitness riders. We stock the broadest selection of bikes and accessories in the area, and route items between stores quickly. With such a wide selection, we are able to really qualify a customer and truly meet or exceed their needs.



Elite Cycling and Fitness

Pinecrest, FL

Number of locations: 1

Years in business: 1

Square footage: 2,800

Number of employees at height of season: 5

Owners: KC Boutiette, Jen Rodriguez

Managers: Garrett Goodman, Patrick Dodard

What Sets You Apart: Elite is a new shop, so we're still making adjustments to what our customer wants. We make sure we listen and that everyone gets individual attention. We have a laid-back attitude, rare in Miami, and base customer relationships on knowledge and honesty. Our mechanic is one of the best in the business and has quite a following. KC and Jen are former speed skating Olympians (Jen medaled twice in 2002) and coach road cyclists and triathletes. We all ride avidly—road, tri, mountain, street/urban and BMX—and make it a point to ride with local cyclists.



Erik's Bike Shop

Bloomington, MN

Number of locations: 15

Years in business: 30

Square footage: Ranges from 4,000 to 12,000

Number of employees at height of season: 200

Owner: Erik Saltvold

Manager: Dave Olson

What Sets You Apart: We evaluate everything we do based on how it will impact our customers. Our extensive sales and service training, community involvement, and our continued business growth all demonstrate strength and reliability to our customer and support our brand. These items contribute greatly to our most valuable asset—our customer-focused reputation.



Focus Cyclery

Gilbert, AZ

Number of locations: 1

Years in business: 3

Square footage: 2,400

Number of employees at height of season: 4

Owner: Michael Hershauer

Manager: same

What Sets You Apart: Mike Hershauer has a degree in industrial design and spent several years designing hand-held power tools for Ryobi followed by several years of graphic and product design consulting for various industries. His studies branched into materials, manufacturing processes, human factors and ergonomics. These background skills are used every day in product selection, store identity/branding and refining the "focus fit" bike fitting technique. The goal of the store is to bring ideas, processes and design elements from outside industries not typically found in the independent pro shop to the industry. "Go ride!" That is the tagline at Focus. We start all bike sales with a conversation (not a pitch) about how the customer intends to use their new bike. We do not pull a bike off the rack to show until we've determined the correct size to show. We created Focus to be the hub of the local cycling community. The store is staffed by seasoned professionals that have made a commitment to the cycling industry out of a love for the sport. Focus sponsors local riders of all levels including a top three finishing Xterra triathlete, as well as a mountain bike team and newly formed Tri Club. The store is designed to promote customer interaction on all levels. The repair shop is separated from the sales floor by 20-foot bar stools for customers to sit and chat/watch as their bike is worked on. A 42-inch plasma TV shows the latest pro event, and we serve coffee and cold brew for those special regulars. We provide regular group road and mountain bike rides and keep the Web site up-to-date with upcoming events and races. We even have the customers involved in the growth of the store. It was customer feedback that drove us to a recent remodel and massive increase in our tri offerings. We've had a huge response from the riding community, and in just a few short years have become known as one of the nicest pro shops in Arizona, maybe anywhere.



Free-Flite Bicycles

Marietta, GA

Number of locations: 3

Years in business: 30

Square footage (main location): 7,800

Number of employees at height of season: 35

Owners: Dan and Christine Thornton

Manager: Chris Willis

What Sets You Apart: If there is a way to help promote cycling or improve the cycling community, Free-Flite gets involved. Dan Thornton dedicates his time and resources to cycling advocacy at the state and national level. Free-Flite believes that it is our duty to serve as advocates for cycling, whether it's giving time to serve as a board member or donating resources to cycling projects in the community. We hope that by preserving and growing cycling in the community, we create more opportunities to serve cyclists.



Geneva Bicycle Center

Geneva, NY

Number of locations: 1

Years in business: 12

Square footage: 6,000-retail, 4,500-storage

Number of employees at height of season: 6

Owner: Jim Hogan

Manager: Dave Hopsaweasel

What Sets You Apart: The best thing we do is copy all the really cool ideas that Tomias Hinchcliff thinks up (Genesis Bicycles, Easton, PA). We only plagiarize the best!

George's Cycles & Fitness

Boise, ID

Number of locations: 3

Years in business: 38

Square footage (main location): 10,000

Number of employees at height of season: 54

Owners: Mike Cooley and Tom Platt

Manager: Sandy Rust

What Sets You Apart: We just set up a 7,000-foot warehouse with centralized bike building and storage for 1,000 boxed bikes and 450 built bikes that's attached to our main office. Our whole organization is "connected." We have spent a lot of time formulating a mission, value and expectations for our employees, chasing advocacy issues and living what we are selling. We love cycling and it shows to our customers.



Freewheel Bike

Minneapolis, MN

Number of locations: 1 currently, second opening in April

Years in business: 34

Square footage: 10,000

Number of employees at height of season: 40

Owner: Kevin Ishaug

Managers: Joshua Klauck (sales), Lucas Jensen (service)

What Sets You Apart: Freewheel is a community of cyclists serving other cyclists daily. We strive to give the best possible service with the best possible attitude inside and outside the walls of the store. We proudly have more people riding to work than driving. This said, we have a huge knowledge base derived from personal experience, which allows us to recommend the best possible product, fit or service for an individual's needs.



Get a Grip Cycles

Chicago, IL

Number of locations: 2

Years in business: 7

Square footage (main location): 3,500

Number of employees at height of season: 9

Owner: Kevin Corsello

Manager: Jason Start

What Sets You Apart: What are our clients after? Do they want to crack one hour in a 40K time trial? Survive a double century or a multi-day charity ride? Knowing that, we fit them with the proper equipment. Get a Grip has a fitting studio where we start with interviews and measure body proportions, flexibility and range of motion, then apply the information and refine the fit. We also offer comprehensive, personalized training and coaching.



Goodale's Bike Shop

Nashua, NH

Number of locations: 3

Years in business: 88

Square footage (main location): 50,000

Number of employees at height of season: 55

Owner: Brad Hill

Manager: Ron Bingham

What Sets You Apart: Our huge selection, including more than 1,000 built-up bicycles. Beyond that, Goodale's invited comment: Dave Manchester, Cannondale: "Driven business owner recognizing the need for continued commitment and investment." Rickey Strawn, Raleigh: "One of the industry's most colorful dealers, whose business savvy and strong opinions have positively influenced many suppliers' product and marketing direction."



Guy's Bicycles

Feasterville, PA

Number of locations: 1
Years in business: 37
Square footage: 6,000
Number of employees at height of season: 25
Owners: Bob Burke, Bill Nagel and Suzanne Pacitti

What Sets You Apart: We boast over 135 years combined experience to help serve our customers. In addition to inventory selection, each staff member has his own special interests and acts as the go-to person when customers have specific needs like BMX, fixed gear or suspension technical questions.



Gregg's Cycles

Seattle, WA

Number of locations: 3
Years in business: 75
Square footage (main location): 20,000
Number of employees at height of season: 130
Owner: Stan P. Gregg
Manager: Marty Pluth

What Sets You Apart: Gregg's was started in 1932 and is in the third generation of family ownership. We are committed to the specialty bike market and have made significant investments to ensure future success. In 2007 we moved into our new 12,000-square-foot Bellevue building; renovated the Greenlake building; and moved into a new location near the Alderwood Mall. Gregg's is committed to being the best specialty cycling retailer in the Seattle market.



Jax Bicycle Center

Long Beach, CA

Number of locations: 6
Years in business: 36
Square footage (main location): 8,800
Number of employees at height of season: 87
Owner: Dave Hanson
Manager: Robert Blain

What Sets You Apart: We never stop learning how to be better at business. Jax is committed to treating all of our clients as guests in our own home. We have the Jax promise. If for any reason customers do not love their purchases, they can bring them back within 30 days. We will refit it, adjust it, exchange it, exchange certain components or give them their money back. We are 100 percent confident Jax will serve its customers' needs.



Handlebars Cycle Co.

Buffalo, NY

Number of locations: 1
Years in business: 37
Square footage: 6,000
Number of employees at height of season: 8
Owner: Peter dePagter
Manager: Jim Costello

What Sets You Apart: Our attitude. Our motto is "the customer is always wrong," making it easy to work backwards and educate them. Education and empathy are the keys; we have patience and go to extremes to ensure that customers share our passion for cycling. We all ride and race and stay actively involved in every facet of our cycling community. We are a destination store because we sponsor road/tri/mountain/cross races in a 200-mile area. We sponsor three full teams and many individual athletes, perhaps 60 people, including local heroes and nationally recognized competitors. We involve Handlebars in every local charity ride and in repair classes, bike rodeos, clinics and more.



Helen's Cycles

Santa Monica, CA

Number of locations: 6
Years in business: 72
Square footage (main location): 12,000
Number of employees at height of season: more than 100
Owners: Karen Stier and Jay Wolff
Manager: Jay Wolff

What Sets You Apart: It never gets old hearing grandparents say, "I remember getting my first bike here." Helen's Cycles would like to thank our service technicians. Our 25 mechanics have served our customers for an average of more than 15 years.



Indy Cycle Specialist

Indianapolis, IN

Number of locations: 1
Years in business: 14
Square footage: 12,500
Number of employees at height of season: 12
Owner: Scott Irons
Manager: same

What Sets You Apart: We offer free maintenance classes and rent a bike repair workbench. We are an urban neighborhood bike shop that has a Midwest regional draw. No attitude, no-pressure friendly environment. We have very knowledgeable staff that rides what we sell and promote family and fitness.



High Gear Cyclery

Stirling, NJ

Number of locations: 2
Years in business: 26
Square footage (main location): 7,600
Number of employees at height of season: 20 in main location; 12 in second location
Owner: Rone Lewis

What Sets You Apart: We focus on finding the need of our customer and satisfying it. This approach is successful because many of our employees have more than 20 years in the business and a passion for cycling.



Liberty Bicycles

Asheville, NC

Number of locations: 1

Years in business: 27

Square footage: 8,000

Number of employees at height of season: 21

Owners: Mike and Claudia Nix

Manager: Sam White

What Sets You Apart: We have a staff that has a high level of education. They each have a passion for bicycling and sharing it with others. Our long-term employees have worked from 5 to 18 years with us. The owners are involved in advocacy on a local, state and national level. We are friendly to each person coming in the door and try to make them feel like they belong. Instead of selling to them, we concentrate on educating them.

Landis Cyclery

Phoenix, AZ

Number of locations: 4

Years in business: 95

Square footage (main location): 10,000

Number of employees at height of season: 7 full-time, 5 part-time

Owners: Richard and Robert Landis

Manager: Tim Ferguson

What Sets You Apart: The degree to which we are involved in local cycling. For 95 years we've been supporting all things cycling—races, clubs, teams, bike rodeos, health fairs, bicycle-related charities and bicycle advocacy. From helping kids develop a high school cycling team to the sponsorship of a RAAM team, we get involved. The people we come in contact with share our passion for cycling and often become our best ambassadors.



Keswick Cycle

Glenside, PA

Number of locations: 2

Years in business: 75

Square footage (main location): 10,000

Number of employees at height of season: 20

Owners: Brian Hackford and Dave Kaplan

Managers: Tom Tompkins, Dan Janofsky and Jordan Czajka

What Sets You Apart: 2008 will be our 75th anniversary. All of our employees are required to ride and participate in the sports we support. We have employees who race MTB, BMX, road, cyclocross, track, time trial and triathlon.



Kozy's Cycling and Fitness

Chicago, IL

Number of locations: 4

Years in business: More than 60

Square footage (main location): 8,000

Number of employees at height of season: 60-70

Owners: Ron and Paul Kozy

What Sets You Apart: We attribute some of our recent successes to the digital age of advertising. Our ad budget has gone down and our use of the World Wide Web has brought good returns. The people who staff our stores ultimately make the bottom line happen. We rarely hire people from the industry, preferring to hire people we like and train them the Kozy way. These key factors—along with selection, selection, selection—make Kozy's the place to buy a bicycle.



Landry's Bicycles

Natick, MA

Number of locations: 4

Years in business: 86

Square footage (main location): 16,500

Number of employees at height of season: 67

Owners: Tom, Peter and Jeanne Henry

Managers: Mark Gray, Allison Snooks, Patrick Flaherty and Mark Vautour

What Sets You Apart: To promote bicycling locally, Landry's has recruited more than 1,000 new members for MassBike and NEMBA through its advocacy-membership sales program. We train Landry's staff to treat all our customers like honored guests. We try to sell the whole experience of bicycling and transform customers into cycling enthusiasts.



Marty's Reliable Cycle

Randolph, NJ

Number of locations: 3

Years in business: 29

Square footage (main location): 8,500

Number of employees at height of season: 30

Owner: Marty Epstein

Manager: Rob Kolesar

What Sets You Apart: Marty Epstein has been a race and event promoter since the store opened in 1978, including New Jersey's first mountain race series and the Morristown Triathlon. The store has been involved in road races and teams for over 20 years, and Team Marty's has 160 active members. Community leadership and involvement, encompassing school safety programs, various recreation department programs and other local charities, has always been a mainstay. Relating to community and sensing what is important to the community and our customer base has a profound effect on our customer relations.



Montgomery Cyclery

Cincinnati, OH

Number of locations: 5

Years in business: 43

Square footage (main location): 12,000

Number of employees at height of season: 45

Owner: Thomas Mueller

Manager: Jeff Sellers

What Sets You Apart: What separates Montgomery Cyclery is how well our staff is trained to listen to our customers' needs and wants so they can match them with the bike that will ensure the best cycling experience.



Mack Cycle and Fitness

Miami, FL

Number of locations: 1

Years in business: 51

Square footage: 4,000

Number of employees at height of season: 15

Owner: Mary Jane Mark

Manager: Andre Quirino

What Sets You Apart: Mary Jane Mark brings a woman's perspective to the customer shopping experience to create an environment that is comfortable for all cyclists and personally and economically rewarding for her staff. Many staffers have worked at the store for decades. Mack Cycle and Fitness takes pride in supporting cycling by providing cash, product and staff for rides, races, education, teams, charities and advocacy.



Mike's Bikes

San Rafael, CA

Number of locations: 6

Years in business: 43

Square footage (main location): 11,000

Number of employees at height of season: 110

Owners: Matt Adams and Ken Martin

What Sets You Apart: Mike's Bikes was founded in 1964 as one of Marin County's very first Schwinn shops. It is rumored that our store in San Rafael was home to some of the first mountain bikes in the country. Today, Mike's Bikes is part of a growing family of local bike shops, all with a single purpose—to get as many Bay Area people on bikes as possible. We own and operate six successful stores in San Rafael, Sausalito, San Francisco, Berkeley, Palo Alto and our newest store in downtown Sacramento.



Newbury Park Bicycle Shop

Newbury Park, CA

Number of locations: 1

Years in business: 42

Square footage: 6,000

Number of employees at height of season: 25

Owners: Mike Cicchi and Benjamin Cox

Manager: Shane Kelly

What Sets You Apart: We work constantly at building every prospective customer into a long-term relationship. We do this by listening to what our customers need and want and qualifying every customer every time. This attention to detail creates loyal, repeat customers and continues to be our No. 1 asset in growing our business.



The Off Ramp

Santa Clara, CA

Number of locations: 2

Years in business: 35

Square footage (main location): 5,000

Number of employees at height of season: 25

Owners: Dennis Uphoff, Bill Kuckens

Managers: Ralph Castro, Recnre Lugardo, Cosimo Rumore

What Sets You Apart: The Off Ramp has been in business for over 35 years offering customers one of the largest selections and largest overall inventory. We always offer the best values with a friendly atmosphere. We have a large amount of second-generation buyers and always welcome new customers.



Orange Cycle

Orlando, FL

Number of locations: 1

Years in business: 35

Square footage: 10,000

Number of employees at height of season: 25

Owners: Deena Breed and Howard Larlee

Manager: John Salmons

What Sets You Apart: Fabulous selection of bicycles, parts, accessories and clothing. A large women's department and several female employees.



Palo Alto Bicycles

Palo Alto, CA

Number of locations: 1
Years in business: 77
Square footage: 4,100
Number of employees at height of season: 23
Manager: Jeff Selzer

What Sets You Apart: Palo Alto Bicycles was established in 1930. In the late '70s we sponsored Greg LeMond as a junior racer. This shop also spawned Avocet, which developed one of the first cyclometers in the market. Our customer service includes a guaranteed fit to every bike or your money back. Every bike in for service gets a complimentary cleaning at no charge. Store staff is a bit older than most other bike shops, making it easier to talk to them. I also have a number of women on the sales floor.



Park Ave Bike Shop

Rochester, NY

Number of locations: 2
Years in business: 20
Square footage (main location): 6,200
Number of employees at height of season: 35
Owner: Andy August
Manager: Pete Kocher

What Sets You Apart: Our two locations are situated in prime retail areas. The owner, his wife and the staff are all passionate about cycling. We take the time and expense to train our staff. Our systems for handling a large volume of business are well defined and executed. Compared to our competition, we have much broader and deeper inventory. We also happily incur the expense of carrying employees on our payroll over the winter months. We are very involved with our local community. We are the only shop in our area that contributes to the United Way in the form of a corporate gift as well as through an employee payroll deduction giving campaign.



Pedal Power

Middletown, CT

Number of locations: 1
Years in business: 12
Square footage: 9,000
Number of employees at height of season: 13
Owners: William Mcenery and Gary Nicol
Managers: Steve Davis (sales), Spencer Gates (service)

What Sets You Apart: We have been giving our customers opportunities to ride with us consistently for 12 years. We have led 3-4 group rides year-round for the last 12 years. When we have sales reps come on "demo" rides they are amazed at the 75+ non-racer cyclists we get out every Monday night. We have the resources and systems in place to allow anybody on staff to find the correct answers to our customers' questions. This allows us to be a source of quality information and all of the staff to be equally useful to our customers. There is no one "superstar."



Northtowne Cycling and Fitness

Cedar Rapids, IA

Number of locations: 1
Years in business: 83
Square footage: 16,000
Number of employees at height of season: 14
Owners: Bill and Derek Stepanek
Managers: same

What Sets You Apart: We added fitness products to our business in 1981, which allows us to broaden our customer relationships and retain 100 percent of our staff year-round. The two seasonal businesses complement each other and help each other grow. We are an independent retailer with the privilege to work with many outstanding industry partners. We show our staff and partners that they are our greatest assets. We listen carefully to our clients for any opportunity to improve and differentiate our business, and then react with our product mix and services.

Paceline Bicycles

Winston-Salem, NC

Number of locations: 2
Years in business: 12
Square footage (main location): 8,000
Number of employees at height of season: 24
Owner: Van Brown
Manager: Cameron Whitley

What Sets You Apart: Van Brown is a former dairy farmer who holds degrees from Princeton, Wake Forest University and Union Theological Seminary. Mechanic Mark Hekman has spent the last two years as the No. 1 ranked Cat. 1 racer in the country. He is also the only amateur to ever win the Athens Twilight Criterium (2007). Steve Hollingsworth (service department) is the head wrench for Mark Hendershot (Santa Cruz Syndicate) 24-hour race specialist. Our Monday night spin ride is the best ride in town. Paceline is a cycling family and we want everyone to be a part of it. Paceline wants to get customers riding and keep them riding. We have the best mechanics in town: Curtis Pippins (service manager) and Steve Hollingsworth.

Our fit service is bar none the best. Our fitters are all trained and pull from every major fit philosophy. We expect to develop a lifelong relationship with the people we fit. We host many different weekly rides catering to all abilities and disciplines. We also support many local cycling events including numerous charity events and races. We have the friendliest staff on the East Coast. Customers will not get the aloof bike shop feel at our store. They will feel like hanging out and talking to Van or Mark or Curtis over a nice cup of coffee and figuring out who will win the Carolina versus Duke game or discussing quantum physics.





Pittsburgh Pro Bicycles

Pittsburgh, PA

Number of locations: 3

Years in business: 22

Square footage (main location): 7,000

Number of employees at height of season: 30

Owners: David Blank and Alan Orlansky

Manager: Jason Wright

What Sets You Apart: We do a lot of team-building activities. We do a monthly get-together for the staff ranging from a baseball game, bowling or just dinner and drinks. The entire staff is extremely close. One of the owners started working in the store when he was 10 years old sweeping the floors. Every decision we make we ask ourselves how this would benefit the customer. We have a "mom and pop" atmosphere that you get in a small store but with the selection of bikes, parts and accessories that you get anywhere else in the country. By carrying the best brands in the industry, we are able to choose the best products and stock them for our customers, thus eliminating redundant products in the store. We make the process of buying a bicycle as easy as buying an inner tube. When someone comes in to buy a bicycle, we interview them first so we know what bicycle will best suit their needs.



Roll Columbus, OH

Number of locations: 2

Years in business: 3

Square footage (main location): Not provided

Number of employees at height of season: Not provided

Owners: Stuart Hunter and Allyson Morena

Managers: Jake Scott and Tim Kress

What Sets You Apart: A singular focus on the guest experience drives everything we do.



Plano Cycling & Fitness

Plano, TX

Number of locations: 1

Years in business: 35

Square footage: 15,000

Number of employees at height of season: 30

Owner: Rick Gurney

Manager: Kyle Carlson

What Sets You Apart: Our store has nearly 300 years combined retail bicycle experience as well as a USCF Cat. 1 mechanic and former head mechanic for the U.S. National Team: Sean Thomson. Sean has wrenched at World Cup track events on almost every continent including the 1996 Olympics in Atlanta. Our goal is simple: We provide an inviting and comfortable environment for everyone who wants to experience cycling in our community.



Penn Cycle & Fitness

Bloomington, MN

Number of locations: 6

Years in business: 50

Square footage (main location): 12,000

Number of employees at height of season: 140

Owner: Pat Sorensen

Manager: Bill Randen

What Sets You Apart: Our specialty is selling bikes to families that ride and we had two of our customers qualify for the Hawaii Ironman this year. Our experience also sets us apart. Pat has 41 years in the business, Bill has 30 years, and all our managers have been with us for almost 10 years. We employ seasoned cyclists that can relate not only to the gear heads. We have a flair for making things simple for new riders and we live the lifestyle.



Revolution Cycles

Arlington, VA

Number of locations: 4

Years in business: 10

Square footage (main location): 13,500

Number of employees at height of season: 100

Owners: Mike Hamannwright and Santiago "Pinkey" Gonzalez

Manager: Darrin Misiera

What Sets You Apart: We are the bicycle retailer of choice for the president, the White House and the U.S. Secret Service. We are continually seeking and implementing new, better and innovative ways to create a paradigm shift in bicycle retail toward the goal of meeting the needs of today's consumer in a very competitive retail marketplace.



Roswell Bicycles

Roswell, GA

Number of locations: 1

Years in business: 20

Square footage: 10,000

Number of employees at height of season: 27

Owner: Todd Kaib

Managers: Taylor Kaib, general manager; Raul Lopez, service manager; Frank Eastland, director of marketing; David Dudley, sales floor manager

What Sets You Apart: Same owner and same location for over 20 years. At least seven team members tenured at over a decade each. Community involvement also sets us apart. We have full-time positions for just this, as we do more than 100 off-site events every year. These range from putting on a local NHRC scheduled pro criterium, triathlons, running races, and charity events to local school bicycle rodeos and Books for Bikes programs. We also sponsored three road teams, one mountain bike team and two triathlon teams in 2007.



Richardson Bike Mart

Richardson, TX

Number of locations: 3

Years in business: 46

Square footage (main location): 35,000

Number of employees at height of season: 130

Owner: Jim Hoyt

Manager: Ken (Woody) Smith

What Sets You Apart: We've been involved with racing since 1981. Lance raced for RBM. Jim, Woody, Joe, Jack and Rhonda all have been to the Tour de France. Our staff has over 20 years of service; 10 staff over 10 years. Team Bike Mart raised over \$1 million for MS. We're involved with every bike event in our area and are a major sponsor of racing clubs.



River City Bicycles

Portland, OR

Number of locations: 1

Years in business: 13

Square footage: 13,000

Number of employees at height of season: 63

Owners: David Guettler and Mark Ontiveros

Manager: Barry Haw

What Sets You Apart: In 1999, we hosted two American Tour De France champions, Greg and Lance, together for the first time. We have an indoor test track, a shrine to Eddy and free cappuccinos on the weekends. Our fixtures are custom-made of hardwood by the owner. River City is the home of full wood fenders and reach-around fender brackets. Our staff is the best. We are a single, large, destination store that is owner managed.



Rock N' Road Cyclery

Mission Viejo, CA

Number of locations: 4

Years in business: 16

Square footage (main location): 4,000

Number of employees at height of season: 45

Owners: Matt Ford, Stuart Uehara, Jeff Renteria and Greg De La Paz

Managers: Kris Hassett, Tracie Stephenson, Charles Hawkins and Ed Pineda

What Sets You Apart: All of our stores are Specialized Concept Stores. Our staff shares their passion for cycling with all of their customers. They work to provide excellent customer service, and all of the staff works as a team to make the days go smoothly.



Schlegel Bicycles **Formerly The Bicycle Store Too**

Oklahoma City, OK

Number of locations: 2

Years in business: 14

Square footage (main location): 6,000

Number of employees at height of season: 12

Owner: Steve Schlegel

Manager: Ted Summers

What Sets You Apart: Very limited advertising budget. We have huge word-of-mouth business. Our shop is progressive and follows industry trends. We give employees incentives to ride to work. Our fitting services have made us stand out in our market. We really enjoy showcasing the products we stock.



Sid's Bikes NYC

New York, NY

Number of locations: 2

Years in business: 29

Square footage (main location): 2,500

Number of employees at height of season: 30

Owner: Allen Schulmann

Managers: Ashlei Schwartz and Jay Tarrant

What Sets You Apart: Our newest Westside location just opened. We've expanded in size to 4,000 square feet and built the store up with custom cabinetry, displays and graphics. We sell the company brand of Sid's Bikes through a professional environment. That's done by maintaining a clean, easy-to-shop place as well as providing a happy-to-shop place with staff that's passionate about providing a positive experience.



Spokes Etc. Bicycles

Alexandria, VA

Number of locations: 4

Years in business: 21

Square footage (main location): 8,000

Number of employees at height of season: 120

Owners: Bob Fadel and Jim Strang

Manager: Mark Repak

What Sets You Apart: The owners met as second graders during a dirt ball fight. To this day there is still a dispute as to who won. We have a diverse and seasoned base of employees who are empowered to make decisions and solve problems on their own.



Spin

Lakewood, OH

Number of locations: 2

Years in business: 4

Square footage (main location): 3,500

Number of employees at height of season: 14

Owner: Greg Jackson

Manager: Brian Rybak

What Sets You Apart: We actually ride our bicycles, and we love doing it. Everyone who works at Spin is an avid cyclist in some regard, whether it's for transportation, competition or just plain enjoyment. It is amazing the impact that has on the atmosphere here. That common thread has helped create a very rewarding work environment, and it provides us with a more direct connection with our clients.



The Ski Rack

Burlington, VT

Number of locations: 1, Years in business: 38

Square footage: 16,000

Number of employees at height of season: 45

Owners: Zandy Wheeler, Spike Clayton and Karen George

Managers: Dave Whitaker, Matt Lyon, Susie Andregg and Shawn Starcher

What Sets You Apart: We have a very strong collection of departments within one store. This includes specialty running, downhill ski and cross-country skiing as well as a year-round service shop and staff. Our multi-level store is merchandised well. We strive to train, support and offer appropriate staff for each of our customer groups. We have focused on hiring, training and following up with staff. In addition to choosing great people, we focus on how we can get better.



Trek Bicycle Superstore

San Diego, CA

Number of locations: 4, Years in business: 5

Square footage (main location): 8,000

Number of employees at height of season: 50

Owner: Mike Olson

Manager: Rob Templeton

What Sets You Apart: We were voted the Best Bike Shop by Southern California's Competitor Magazine for five years in a row. We make sure everyone in our company knows that their mission is "To Improve People's Lives."



Sportz Outdoor

Albuquerque, NM

Number of locations: 1

Years in business: 12

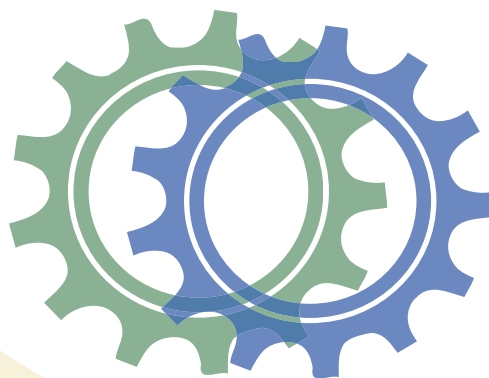
Square footage: 8,000

Number of employees at height of season: 16

Owner: Art Gardenswartz

Manager: Randy Silva and Lee Newsom

What Sets You Apart: The store owner won the Xterra World Championship in the 65+ age group in 2007. We listen! It is very important that we hear what our customers are asking of us. Delivery is the key.



Stadium Bike

Green Bay, WI

Number of locations: 1

Years in business: 21

Square footage: 4,000

Number of employees at height of season: 10

Owners: Randy and Stacie Bailey

Manager: Jim Wiegand

What Sets You Apart: Our mission is to create cyclists. We focus on selling the experience. Customers are treated like fellow cyclists and friends. We are involved in community events and advocacy to ensure riders in our area have safe, fun places to ride.



Steven's Bicycles

Fresno, CA

Number of locations: 2

Years in business: 52, 18 under current ownership

Square footage (main location): 4,000

Number of employees at height of season: 25

Owner: Brent Kutzbach

Manager: Jon Stewart

What Sets You Apart: Our shop has been around for more than 50 years. We've been able to keep up with the changes in the industry and stay on the cutting edge of new trends and technology. We take the time to find out our customers' individual needs and fit them with the best possible match. Our staff rides so they have first-hand knowledge of what they're selling.



Trek Bicycle Store Schererville, IN

Number of locations: 1
Years in business: 2
Square footage: 7,500
Number of employees at height of season: 27
Owner: David Eenigenburg
Manager: Chad Wolfe

What Sets You Apart: We are truly dedicated to making a difference in our community, continually working with local governments to improve traffic patterns to include cyclists. If our clients love cycling and we can provide them with safe and fun places to enjoy it, our business will continue to flourish. Our store is beside the abandoned Pennsylvania Railway Corridor, and the owner has been working to develop this into a bike trail network, which would connect five towns by bicycle. In 2007, we were awarded \$1.5 million to start work. It's part of the American Discovery Trail (ADT), which will someday stretch from the Atlantic to the Pacific Ocean.



The Bicycle Planet Syosset, NY

Number of locations: 1
Years in business: 13
Square footage: 10,000
Number of employees at height of season: 16
Owner: Morry Edelstein
Managers: Russell Gobetz, Chrissy Goldman and Paul Schumacher

What Sets You Apart: Our staff is knowledgeable in all products that we sell, from children's bicycles and auto racks to cycling clothing and pro-level road and mountain bikes. With our ongoing staff training, they keep up-to-date with the latest. We also offer customer financing, extended warranties and other service plans to help our customers enjoy the sport of cycling.



Toga Bike Shop New York, NY

Number of locations: 4
Years in business: 40
Square footage (main location): 3,000
Number of employees at height of season: 45-50
Owners: Luis Viera and David Nazaroff
Manager: John Keoshgerian

What Sets You Apart: Our reputation for professionalism and expertise comes from the quality of our staff. The sales staff is not compensated with commissions. Their only incentive is to make the customer happy. Our mechanics are the best in the business. The confidence and respect others have for us is demonstrated by how often we are asked to provide technical support at races, triathlons and charity rides all over the New York metropolitan area.



Two Wheel Tango Ann Arbor, MI

Number of locations: 2
Years in business: 10
Square footage (main location): 8,500
Number of employees at height of season: 30
Owners: Dennis Pontius and Leslie Isaacs

What Sets You Apart: We have the good fortune of doing something we love. However, we try to not lose sight of the fact that running Two Wheel Tango is a business and not our hobby.



Wheat Ridge Cyclery Wheat Ridge, CO

Number of locations: 1
Years in business: 35
Square footage: 30,000
Number of employees at height of season: 65
Owners: Eugene and Ron Kiefel, Erlinda Stafford and Leona McCormick
Manager: Ron Kiefel

What Sets You Apart: We have a Fitness Center that offers spinning, power yoga and core strength training. What makes us different is a long-term dedicated staff, top trained mechanics and multi-faceted bicycle fit studio.



Village Bike and Fitness Grand Rapids, MI

Number of locations: 4
Years in business: 33
Square footage (main location): 8,200
Number of employees at height of season: 45
Owners: Dale Phelps, Pam Kruse
Managers: Cory Bultman, Brian Krause, Charley VanPortfliet, Jeff Gumina

What Sets You Apart: We strive for continual improvement in all aspects of our business, whether it's sales, operations, merchandising or training. Our goal is to find places to improve and implement processes that will ultimately result in a better overall experience for our customers. The key to it all is the quality of our staff.



University Bicycles Boulder, CO

Number of locations: 1
Years in business: 23
Square footage: 8,000
Number of employees at height of season: 50
Owner: Doug Emerson
Manager: Lester Binegar

What Sets You Apart: We have a great museum in the store and offer exceptional service to every customer. We are an efficient operation that is highly organized to serve one purpose: give honest, friendly, knowledgeable service to every person who comes into our shop. While other shops in the market cater to one specific part of the market, we welcome everyone. We do not advertise. We rely on word-of-mouth to keep the engines humming.



Wheel & Sprocket Hales Corners, WI

Number of locations: 6
Years in business: 34
Square footage (main location): 13,000
Number of employees at height of season: 180
Owner: Chris Kegel
Manager: Liza Le Claire

What Sets You Apart: Wheel & Sprocket's support of cycling is unequalled at both a local and national level. We're involved in community health and safety programs, over 30 charity events, sponsor several race teams and events. We promote cycling at our Bike Expo and serve on 10 boards including IMBA, NBDA and Bikes Belong. Our No. 1 commitment is to make a difference by sharing our passion for cycling. Our No. 2 commitment: we make it easy and fun to buy a bike.



Z's Bike and Fitness Davie, FL

Number of locations: 2
Years in business: 5
Square footage (main location): 3,000
Number of employees at height of season: 10
Owners: Alex and Lisa Zambrana, Nicholas Yanarella (partner)
Manager: Nicholas Yanarella

What Sets You Apart: Every person on our staff is passionate about cycling. We encourage our staff to try the latest, lightest, fastest and best product to stay current with what does and doesn't work. We sponsor and employ four members of Team Z's Bike/Santos Elite cycling team, South Florida's No. 1 ranked team and Florida State criterium champion. Community involvement includes youth development programs and a beginners women's ride.