



North, South, East or West, riding on the Central Coast is best!

"It's Time To Ride!" News TM

Join Our Mailing List!

805-922-5577



Pismo is always a great stop!



The sign says it all.

"It's Time To Ride!" News TM

As Christmas 2018 draws near, I realize that I am approaching my 39th Christmas in the bicycle business. After all this time, and it sure has gone fast, it is still fun, exciting and personally rewarding. Sure, much has changed, but the basic elements of having a successful season at the shop remain.

Analogue, analogue, analogue. In the all encompassing computer age, I still make a hand written tabulation of all the Lay Aways, the names and notes associated with and keep track of each bike with details. Since this is Christmas, there is no "do over" for mistakes after the 25th. Data that is sitting on a computer hard drive is not easily "seen". Constantly monitoring a paper list has proven invaluable many, many times. If the bike needs a seat at 1" over seat clamp height, it's done. Customers will remember the details, even if you do not. Take notes and check them repeatedly. (Hum sounds familiar)

Attach accessories to the bike at time of sale. With the rush of Christmas, it is so easy to get distracted. If we do it all at time of sale, it will ensure that they are on the bike when Santa picks it up.

Solve problems. We are not here to "sell" our customers, we are here to solve their gift problems. Sometimes it is easy, sometimes a little more complicated, but we are dedicated to go the extra mile if needed. Many times I have pre-authorized an exchange in case of



Kirsten at Pismo pier, our only "girl power" for the day!



Coffee contemplation



Scotty's whip, "Orange Crush"



wrong size or color on the 26th. One Christmas Eve, I had 1 lay away left to pick up.

After repeated attempts to reach customer after closing, I went home but left my cell number taped to door. Yep, he called as soon as I rolled into my drive way. Saving his marriage was worth it LOL!

Always sell with confidence, integrity and know when to say when. If there are too many unknowns and complications, it is better to NOT make a sale than wind up with a train wreck. I have advised folks not to buy many times. Almost always the sale we pass on turns into the perfect bike for the next customer with no drama. Especially when models get down to single units in stock.

Have fun and Celebrate. Even with all that we have to do and keep track of, we still have fun, enjoy each others company and give thanks for all that we have in life, especially our wonderful customers (like you) that we have built lasting relationships with.

May this email find you and your family peaceful and well, and that the new year brings more goodness than you can imagine or think!

Merry Christmas,

Scott Clark

Last Weeks Saturday Ride Report

Riding to Pismo and visiting the Pier is never a bad thing. In fact, I have heard that being at the beach is to receive more positive "ions". I just know I always feel better having seen the beach and breathe in the Ocean air. Making the stop at Old West Cinnamon Rolls was awesome and everyone enjoyed it! Our pace was steady and no rider was ever more than a few seconds back between re-groups. To see what our route looked like, click on link below (courtesy of Alec) and enjoy the "relive" segment arial view.

<https://www.relive.cc/view/2018864251>

Ride for this week Dec 22

This week it is time for Circle of Pain. Milage is about 40 from Albertson's in Orcutt. We will do the usual route with usual regroup spots, including an extended stop at the Village Market. This is a great ride to develop strength, endurance and skills. Route is challenging and geographically interesting. Questions? Contact me at 805-922-5577

Special Note:

Many people have been inquiring about Mainstreet Cycles Vests and Jackets not being available on the at once order link (below). While that will not be possible now, we have found a work around by doing a shop customer order for stock, available late January. If you would like a new MSC Vest or Jacket, please let us know your size and what item/items, and we will reserve them for you.

Quote of the Week

"Real life is way more entertaining and interesting than fiction" -Scotty Chang

Custom Mainstreet Cycles Clothing link

You can now purchase new Mainstreet Cycles clothing anytime 24/7 by using the link below and receive your order in less than 10 days!

<https://www.voler.com/browse/collections/details/li/MainStreetCycles>



Two lines at register keeps things moving



Alec taking a photo of his bike.
All bike geeks know and appreciate the "bike portrait" on location :)



Mainstreet Gift Cards now available in any \$ amount

Regular Rides



Saturday Group road ride, Albertson's Orcutt (twice monthly) Mainstreet Cycles (twice monthly). Year round, ride leaves at 9am Info:805-922-5577



Brew Crew Mountain bike ride
Thursday nights, year round. Must have lights after end DST. Meet at former Rooney's, ride leaves at 6pm

Groups

Brew Crew (Year round): contact 805-922-5577

Club Tailwinds (Year round): Tailwinds Bicycle Club is a group of sociable

cyclists with no-drop rides starting in Orcutt and Santa Maria. Various routes and speeds to meet your requirements. biketailwinds@gmail.com

Cutters: contact Chris Ries 805-934-8736

Kids Club (Seasonal): contact 805-260-0556

Saturday Morning (Year round): 805-922-5577

Vivid Financial is going to host a new morning group ride in Old Orcutt on Tuesday and/or Thursday Mornings from 5:30-7:20am. The plan is to meet at their office (340 E. Clark Ave) for coffee at 5:15am to depart at 5:30am. For more information, contact Calvin at 805-937-4556

I welcome any links to other upcoming events that I could post to help keep riders focused and to use as goals to shoot for. Just drop an email to me with date and event info. If you could also include a link, that would be awesome!

To help communicate when we do have flats or lost riders, please put my cell number in your phones; Scott Clark 805-451-7805.

Please make sure to come prepared with **EVERYTHING YOU WILL NEED** to be comfortable and safe on ride. **CHECK ALL YOUR EQUIPMENT BEFORE SHOWING UP FOR RIDE.** This includes making sure that you have Helmet, working cleats on your shoes, flat gear, food, cash and of course that your bike is in good working order.

Interested in our ride but have not tried it yet?

We are a no drop, group-minded group ride, however:

You need to have a true "road" bike and can pedal at least 14mph on your own for a couple of hours. If you can do this, we can help you to integrate into a faster group setting. If you are working your way into this fitness level, ride part way with us.

We hold a pre-ride meeting each week and can advise on where and how to participate and cut short if needed.

Ride leaves Albertson's parking lot (Taco Bell side) in Orcutt at 9am, and twice a Month from Mainstreet Cycles at 9am when posted.

"Nobody ever got better by not showing up" -Scotty Chang

Below is a list of other up-coming events that you may be interested in and can focus your training and commitment on/for:

Saturday December 22
Ride from Albertson's Orcutt
Circle Of Pain
9am

Saturday December 29 (last Saturday ride of 2018)
Ride from Albertson's Orcutt
Tracking Ball
9am

March 9, 2019
Solvang Century

Sunday March 31, 2019
Open Streets Santa Maria
Contact Carlos Escobedo 805-819-8727
santamariaopenstreets.org