



Betteravia re-group before heading for the hill

## "It's Time To Ride!" News <sup>TM</sup>

Join Our Mailing List!

805-922-5577



View from top of Tep looking East

### "It's Time To Ride!" News <sup>TM</sup>

So by now most of you have heard or are going to; Mainstreet Cycles is the last and only Local bike shop still around in Santa Maria. The industry calls us "IBD's", short for "Independent Bicycle Dealer". Consumers sometimes refer to us as "LBS", or "Local Bike Shop". If you are a News watcher, we're even called a "Brick and Mortar". However you choose to label us, we just consider ourselves Mainstreet Cycles, and we just do what we do. We are passionate about it, we live it, we have paid our dues. Lately there has been a lot of interest in what has happened to all the bike shops in Santa Maria. While I have somewhat of an idea, but not all the facts, I will comment only on my own journey to get to this point. I could probably bore everyone (or terrify you) with all the shit that I have been through the last 33 years, but the simple reality and truth is is that things have changed and those who change with the times survive. I consider myself first and foremost blessed, a bit stubborn (Irish), and loaded with a ton of dumb luck.

### Beginnings

I began Mainstreet Cycles in 1986 after working for another IBD for 6 years. Racing was just firing up in this country again thanks to 84 Olympics, Greg Lemond and a handful of other American Pro's, events and of course the now Infamous Mountain Bike boom. I began my Bicycle shop career prior to all this coming about, so easy to see why my enthusiasm turned into risk and action, I threw out my shingle.

### Solo is a no go

I ran my store alone for the first year and then realized that I still wanted (and needed) a life outside the store say, to ride and race bikes plus keep my sanity, so I began hiring. This of



Super Nice to have Dr. Ryan Allen join us for the day



Alex and Scott take a break at Kenneth Volk Winery



Smiling Mike Staples at Palm Tree House stop



The deceptively strong Mark putting a wrap on the climb

course comes with a whole new set of issues, but I felt it was worth it and I have never looked back. The bike industry is very labor intensive, and I could only do so much alone. If I was always buried in repairs, I would never be able to properly serve the shoppers coming in to discuss increasingly higher end, technical bikes and accessories. My motto became; "When it is slow, the lone guy wins, when it is busy the lone guy is the biggest loser". I have been beyond lucky to have great people work with me all these years and I am not ashamed to say I love all of them.

### Here comes the Computer age

The bike industry is not only labor intensive, but notoriously low on profit margin. I used to have a basic cash register, and I prided myself on "knowing what was going on". After I got the fancy *new computer*, I found out how really, really wrong I actually was, so I stopped giving everything away. Margin in the bike business is like a waterfall charging off a cliff; the pressure is always down. Watch your damn margin.

### The customer is always right -sometimes

I was young and a little hot headed, I had to learn to "swallow your ego and take it to the bank". As I got older and a bit more seasoned, I found wiser ways to handle situations and developed a better long game. Customers and myself benefited.

### You need to do this, be that

I have never been afraid to re-invent myself or do what I had to do, but I was never a fad or flavor of the month retailer. I knew what segments I loved about the bike industry, and I knew my personal interest limitations. If what I wanted to do and sell was not a match for what my customers wanted or needed, it was time for me to change or leave. I have to sell what I know, am passionate about, believe in, I couldn't do it any other way. Thankfully, it is still a match.

### No rush, but can I have it yesterday?

Most sales transactions are pretty casual, but the reality is we are all human. Once a decision has been reached about service or a purchase, we want it now. I am so glad that I developed a sense of urgency in my manner years ago, it has paid dividends ever since.

Consumer knowledge and expectation is at an all time high, especially with pressure from the internet, so you have to get stuff and get shit done fast. I was once accused of being "pushy", but the real truth is that I am direct and honest about pricing, inventory and time frame. If I sit on my butt and don't close the deal and/or get the product fast, vendor inventory gets depleted, vendor prices change, or product does not arrive in time.

Catch 22; get it done = pushy, be too relaxed = we don't want the business. I guess I will just be pushy and get the job done. I have never had a bad review about getting things done too fast.

### Words, phrases and nuance to live by

Smile and remember names

Find ways to connect with your customer

Find more ways to add to customer experienced and stay relevant

Keep good days and hours, and then stick with it. If you can add more great, never subtract

My job is not to know everything, but find out everything and do it fast

Under-promise and over-deliver

Do the unexpected -in a good way

Have a TIP jar, it feels good for everyone

Write shit down, analogue is still cool

Hand written cards rock, try doing this in your own life and watch good things happen



The opposite of the bathroom line...



George and Juan



Tony grinding up the climb



Paul enjoying the rest at the top

## Summary

I could go on and on about all the stuff I think I have done right and an especially long list of all the things I have done wrong, but at the end of the day we are not here without our beloved customers (that's you). We know we are not perfect, but we are constantly trying to improve. Even in this new chapter of being the last shop standing, we are powwowing about how to be better and live up to this challenge and opportunity. This has been a hell of a ride and let's see how far we can take it, together.

Thanks for being our customers,

Sincerely,

Your LBS, IBD, Brick and Mortar, oh hell we're just your bike shop!

Peace,

Scott

## Last Weeks Saturday Ride Report

I am now convinced that Tep just does not get any easier, no matter how many times you ride it. The climb up or the blasting down and out of there, you *FEEL* it. It appeared to me that most were pretty cooked after this one. It really anchors my past decisions of only taking us to Colson Canyon and back, that last bit up and back can really take it out of you!

That been said, the ride was great and everyone rode really well. Thanks to John, Alex and Alvin for taking a ton of pulls and for being super Wranglers for the group. Fantastic pavement, light wind and a guest appearance of probably 20 wild Turkeys really sets the stage for how lucky we are to be able to live and ride here.

## Up Coming Saturday Ride

This week we can head to the other side of the valley and do Circle of Pain (COP). Milage is about 40 miles with several re-group points. We will make an extended stop at the Village market before heading back over Harris Grade.

Questions? Contact me at 805-922-5577

## Quote of the Week

"If you want to be happy, tie it to a goal, not to people or things" -Albert Einstein

## 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>

## 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



Thank you to Eric and Juan for always dropping some cash in the Tip jar at Kenneth Volk. We really appreciate this rest stop and do not want to wear out our welcome!



Alex leading the second group out of the canyon heading for Kenneth Volk



Alex and Scott take a break



**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](mailto:biketailwinds@gmail.com)

**Cutters: contact TBA**

**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 up coming 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.

I would also like extend a warm welcome and encouragement to the new riders (new to our group) who have Been recently coming out with us, keep showing up and tell

your friends!

"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:**

Thursday Nov 22

Thanks Giving Day ride -leave from Albertson's at 9. Usual Holiday route, Aliso counter clockwise

March 9, 2019

Solvang Century

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