

the experienced people I've hired." Average age of shop employees is at least 35, Hammond said. "Everyone here has their own customer base," he added.

## Ohio Shop Stirs Yoga, Bikes in with Coffee

CHESTERLAND, OH—After three decades in the bike biz, Diane Lees has experience in a variety of things. But when it comes to running three separate but complementary businesses under one roof, she's a new hand. That said, running High Peaks Coffee and Daily Yoga along with HubBub Custom Bicycles has proved a success. Lees added the coffee shop and yoga studio to the custom bike shop last year. HubBub specializes in custom frames of all kinds. The shop sells bikes from \$2,000 touring models to \$12,000 tandems. During the off season the bike shop is open by appointment, so selling coffee and doing yoga classes gives Lees steady, year-round business. Lees recently custom designed a new space to house the three businesses. "I should probably be put in the category of 'nuts,'" Lees told *Crain's Cleveland Business*. "It probably takes a lot of guts doing what I'm doing. On the other hand, I cannot imagine not doing it. Here, it's all possible. We can go in any direction we want."

## Former Editor Takes on Retail Management

COSTA MESA, CA—The day after the fourth of July weekend, former *Bicycle Retailer and Industry News* editor-in-chief Michael Gamstetter began his new job as manager of Costa Mesa shop Two Wheels One Planet/Sea Schwinn. After 10 hours on his feet on day one, followed by an 11-hour day then a 12-hour day, Gamstetter reported on his adaptation. "Retail is rough," he said. "We're slammed all the time. I've been learning the store on-the-go since I started." Kristen Larance, Two Wheels One Planet's general manager, hired Gamstetter, in part, to rebuild the store's high-end business and staff. The 9,000-square-foot store carries Giant and Trek and—just a quick ride from the ocean—does well with cruisers from companies like Electra, Felt and Nirve. Gamstetter said he has a lot of ideas on how to improve the store's environment and boost its high-end presence, but said, "I need to learn how to fill out a work order first." The Costa Mesa store, which opened in 1963, already has modern installations like computerized inventory and a SmartEtailing web site. Two Wheels One Planet has a second store about 15 miles to the south in Lake Forest, California.

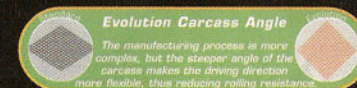
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