

BIO FOR BRETT FLEMMING:

I ENTERED THE BICYCLE BUSINESS IN MAY 1979 WITH THE AMAZINGLY CLEAR INTENTION (FOR A 17-YEAR-OLD) OF PURSUING BICYCLE MECHANICS AS A CAREER. MY FIRST WORK WEEK WAS 54 HOURS LONG, AND, UNLIKE MOST MECHANICS WHO START OUT IN ASSEMBLY, I WAS "BAPTIZED BY FIRE" AS ONE OF THE MECHANICS IN A VERY BUSY REPAIR DEPARTMENT.

I HAVE ALWAYS SOMEHOW UNDERSTOOD THE FUNCTIONALITY OF MACHINES AND MECHANISMS DUE TO A NATURAL CURIOSITY ABOUT "HOW DOES THIS WORK?" MY SOMEWHAT UNUSUAL HOBBY IS, OF COURSE, PERFECTLY SUITED TO MY INTERESTS: "HOME SHOP MACHINING." A PEEK INSIDE MY GARAGE WOULD REVEAL A NEARLY COMPLETE MACHINE SHOP! WHEN IN MY SHOP I INVENT, PROTOTYPE AND MANUFACTURE BETTER BICYCLE REPAIR TOOLS, AS WELL AS CREATE OR MODIFY MOST ANYTHING MADE OUT OF METAL. MY MOTTO: "IF I CAN'T FIX IT, I CAN MAKE IT."

I COMPLETED SCHWINN SERVICE SCHOOL IN 1980, AND SOON EARNED THE POSITION OF HEAD MECHANIC/SERVICE MANAGER AT THE VERY BUSY BICYCLE SHOP I WAS WORKING AT IN SIOUX CITY, IOWA. I REMAINED THERE FOR 15 YEARS, ACCUMULATING A WEALTH OF EXPERIENCE AND "EXPERIENCES." NEXT I MANAGED THE SERVICE DEPARTMENT OF A VERY LARGE BICYCLE STORE IN OMAHA, NEBRASKA, FOR THREE YEARS.

TIRED OF ENDURING HIGH HUMIDITY, MOSQUITO-RIDDEN SUMMERS AND BONE-CHILLING WINTERS, MY WIFE (RUTH), DAUGHTER (ERIN) AND I DECIDED IT WOULD BE MORE EFFICIENT TO LIVE IN THE PART OF THE U.S. WHERE WE HAD ALWAYS VACATIONED: THE BEAUTIFUL PACIFIC NORTHWEST!

I ASSUMED THE POSITION OF GENERAL SERVICE MANAGER FOR THE BIKE GALLERY IN DECEMBER 1996. AND, TO BE FRANK, I THINK MY CAREER TRACK IS OVER IN THE BICYCLE BUSINESS: I HAVE DISCOVERED A WONDERFUL "HOME" HERE AT THE BIKE GALLERY; IT REALLY IS AS FUN TO WORK HERE AS IT LOOKS. I FEEL FORTUNATE TO HAVE FOUND THE BEST BICYCLE RETAILER, WITH THE BEST PEOPLE, LOCATED IN THE MOST BEAUTIFUL LOCATION AND CLIMATE (IN MY OPINION) IN THE U.S. – WHERE ELSE WOULD I GO?

I LOVE WHAT I DO FOR A LIVING, AND ESPECIALLY WHEN I HAVE THE OPPORTUNITY TO PRACTICE MY TRADE OUTDOORS, WITHIN THE BEAUTIFUL SETTINGS FOUND ON CYCLE OREGON (PRETTY NICE OFFICE, IF YOU ASK ME!). WHAT I REALLY DO FOR A LIVING ISN'T MANAGING BICYCLE SERVICE DEPARTMENTS. MY TRUE VOCATION IS HELPING PEOPLE HAVE FUN, IMPROVE THEIR HEALTH AND ACHIEVE GOALS. MOST IMPORTANTLY, I HELP FOLKS TO CONTINUE EXPERIENCING FREEDOM AND EXHILARATION WHILE GLIDING THROUGH THE ATMOSPHERE ON A BICYCLE – THE SAME THINGS

YOU FELT ONCE YOU PITCHED YOUR TRAINING WHEELS AND WOBBLLED
DOWN THE SIDEWALK FOR THE FIRST TIME.

IT IS MY PLEASURE TO SERVE YOU AGAIN ON CYCLE OREGON.

SINCERELY,

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