

Susan Ferrier

Mike Wiesen is still grateful to the landlord who gave him a break when he started in his own business more than 25 years ago.

Bike shop customers give it straight A's for service

By SUSAN DECOTEAU-FERRIER

VENTNOR — Operating a fair-weather business on an island with a largely seasonal population can be a challenge. Nevertheless, Mike Wiesen, owner of AAAA Bike Shop in Ventnor, has mastered the trade. He has done so by offering quality bicycles and exceptional service to natives and vacationers alike for the past 25 years. "I am a firm believer that most people appreciate good service. Without it we would be like a chain store that sells bikes," said Wiesen.

Whether you are looking for a cruiser to ride the boardwalk or a high-end road bike, AAAA Bike Shop can fill the need. "Giant bicycles are our number one seller...a great bicycle at a reasonable price," reports Wiesen. Additionally he stocks Klein, Gary Fisher,

Fuji and LeMonde as well as a full line of accessories. In recent years, Wiesen has added apparel to his product line.

If you are looking for something a bit out of the ordinary, AAAA tries to accommodate even offbeat requests. One customer said, "When I was ready to purchase my road bike, I had done my research and knew exactly what I wanted — the previous year's model of a LeMonde Nevada City. Mike went the extra mile and located one for me and had it shipped to his store within a couple days."

AAAA does more than just sell bikes. An occasional flat tire is bound to happen which is why they perform repair services on any bicycle. According to Wiesen, "There is a need for fast service during the summer. People coming on weekends have limited time." At AAAA, weekenders and

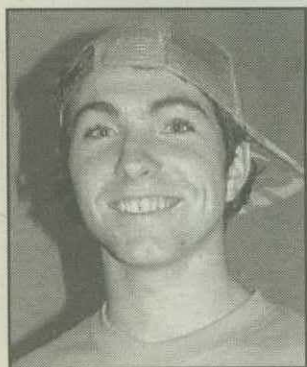
everyday riders do not need to wait a week to get their bike back. According to one customer, "I can bring my bike in anytime and most minor repairs or adjustments can be done while I wait — sometimes at no charge."

Further separating itself from the competition, AAAA accepts trade-ins. This is a win-win situation because by accepting trades, Wiesen can offer a wide selection of rental bikes.

If one good deed deserves another, perhaps Wiesen's willingness to provide good service stems from his gratitude to not only his customers but to those who gave him a break when he started. "I owe a lot to the Perfetti family. They were the owners of the building where I started out...charging me a low rent in order to get established," said Wiesen. All these years later, he is still paying it forward.

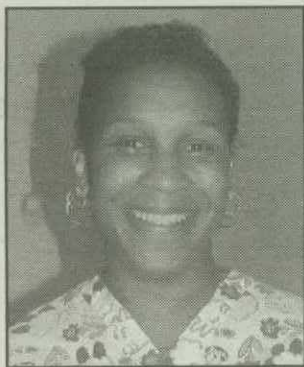
INQUIRING PHOTOGRAPHER ASKS:

What do you like most about Thanksgiving?



Jack Kehoe, 18
Galloway

"There is a lot of food everywhere."



Cynthia Thomas, 40
Ocean City

"Spending time with family and friends."



Maria Spear, 51
Mays Landing

"Spending time with family."



Anesah Owens, 22
Absecon

"I love Thanksgiving. It's the one time I get to be with family. We are spread out and countries, it's an excuse to catch up."



Barbara Brooks, 52
Mays Landing


"It's a chance to be with family and friends, to remember what we are blessed with and to give thanks to God."



Kathy Sarinelli, 37
Mays Landing

"Looking forward to spending time with family and giving thanks for all we have."

compiled by Sue Brutchey



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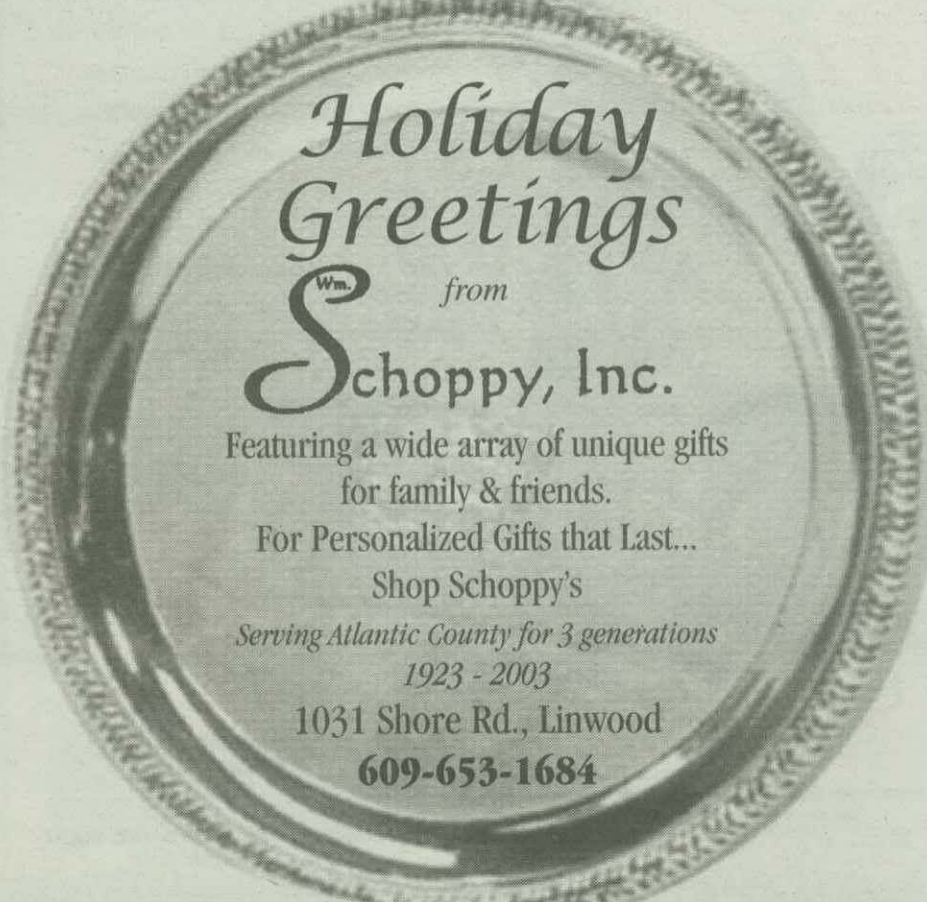
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