

Hello and welcome to TOC. I'm your Diane Jenks. Thanks for tuning in today.

It is a tough day for the Outspoken Cyclist Podcast as well as the many shows and most of the staff of WJCU – the radio station at John Carroll University that hosts my show.

Back in 2010, when TOC first went on the air – and we were a radio broadcast as well as a podcast for many years – my co-host, engineer, and mentor was a gentleman named Greg Priddy.

He spent endless hours editing our show for podcast and taught me ins and outs of the studio sound board, how to edit, mix, and upload my shows, and would fill in for me when I had that occasional cold or lost my voice.

For those of you who have been listening to the show from the beginning, you will remember Greg. He could be funny, but he was more likely to be the Abbott to my Costello, offering a serious note on many topics.

So, it is with a deep sadness that I report Greg lost his long battle with cancer this week. Back in August of 2017, Greg asked if he could offer his thoughts about the disease and especially what he believed you might do to make sure you stay healthy. I've added a link to that episode on our website if you'd like to hear it – or maybe replay it if you heard it back then as a reminder of what you can do for you and your family to ensure you detect any problems in a timely way.

Our best deepest condolences go out to Greg's wife Jean, and we hope that Greg's last days were peaceful. There is a short tribute, with photos, on the WJCU website.

Keeping Greg in our thoughts, we have two great guests on the show today to talk about two timely topics – tariffs and the fires in California.

First up, I've invited Steve Frothingham, the editor-in-chief of Bicycle Retailer and Industry News, to weigh in on not only the tariffs but the bicycle industry in general, as it struggles with everything from inventory issues to where our bikes are being manufactured and sold.

Steve will be with me in a moment.

In the second half of the show, we meet another Steve – yep it's Steve squared today.

Only this Steve is a retailer whose store in Altadena, California for almost 40 years. And, yep you guessed it, the contents burned to the ground. (You'll see before and after photos on the outspokencyclist website.)

But, rising out of the ashes like the proverbial Phoenix, Steve immediately started sourcing bikes from anywhere and everywhere in an effort to replace the hundreds that were lost in the fire for his neighbors and customers. It's a helluva story.

When one of my listeners suggested we look into tariffs and how they might affect the bike industry, I knew just who to call – BR&IN's editor-in-chief, Steve Frothingham.

His immediate response was – tariffs? I'm your guy. Steve has been immersed in the issue of tariffs since the first Trump administration and can speak about them in depth.

However, it isn't all about tariffs that are plaguing the bike business. Here's Steve to enlighten us.

Let's take a short break and when we return, we'll speak with Steve some more. You're listening to TOC.

We are back on TOC. I'm your host Diane Jenks and my guest is the editor-in-chief of Bicycle Retailer and Industry News, Steve Frothingham. We have been discussing tariffs, manufacturing, and how the bicycle industry is faring as we head into the 2025 season.

My thanks to Steve Frothingham for taking time to speak with me today. You can read his articles on tariffs and a lot more at bicycleretailer.com.

Let's take a short break and when we return, we'll speak with Steve #2 – Steve Salinas, from Altadena, California. You're listening to TOC.

We are back on the OC. I'm Diane Jenks.

We all watched in horror as unrelenting fire, fueled by massive Santa Ana winds, ripped through Altadena, California – leaving devastation in its wake.

Steve Salinas, who has lived and worked in Altadena for more than 40 years, couldn't save his store. He did help many others save their homes and got his own family and their beloved horse to safety. And he just keeps on helping. I think you'll appreciate his story.

Let's take a short break and when we return, I ask Steve about what he's up to while he awaits the rebuilding of his shop and his community.

My thanks to Steve Salinas for taking time to talk with me. You can see the before and after photos of his shop at outspokencyclist.com. Help him rebuild his shop and continue his work giving bikes to those in his community who lost everything by donating to his [gofundme](https://www.gofundme.com) account and follow him on Facebook.

And of course my thanks to you for listening.

Remember you can find photos, links, and a written transcript of the show at outspokencyclist.com

Subscribe to the podcast on your favorite app and follow us on FB, Instagram, and LinkedIn. You can also tune in to our YouTube channel to hear the show.

Spring is coming! In the meantime, stay safe, stay well and hopefully... you can get out for a ride! Bye bye

Audio file

[wjcu-the_outspoken_cyclist_2025-02-13.mp3](#)

Transcript

Speaker

The. I. A.

Speaker 1

It's time for the outspoken cyclist to weekly conversation about bicycles. Cyclists trails travel advocacy, the bike industry and much, much more.

Speaker

The.

Speaker 1

You can subscribe to our weekly podcast at [outspokencyclist.com](#), or through your favorite podcast catching app to listen anytime. Now here's your host, Diane Janks.

Speaker

I.

Speaker 2

Hello and welcome to the outspoken cyclist. I'm your host, Diane Jenks. Thanks for tuning in today. It's a really tough day for the outspoken cyclist podcast, as well as the many shows and most of the staff at Wjcu, the radio station at John Carroll University that hosts my show. Back in 2010, when the outspoken cyclist first went on the air and we were a radio broadcast as well as a podcast, my Co host engineer and mentor was a gentleman named Greg. Gregg spent endless hours editing our show for podcast. He taught me the insurance and outs of the studio sound board how to edit, mix and upload my show and would fill in for me when I had that occasional cold or lost my voice. For those of you who have been listening to the show from the beginning, you'll remember Greg. He could be funny, but he was more likely to be the Abbot to my Costello, offering a serious note on many topics. So it is with a deep sadness that I report Gregg lost his long battle with cancer this week. Back in August of 2017. Asked if he could offer his thoughts about the disease and especially what he believed you might do to make sure you stay healthy. I've added a link to that episode on our website if you'd like to hear it.

Or maybe replay it if you heard it. Back then as a reminder of what you can do for you and your family.

Speaker

I.

Speaker 2

To ensure you detect any problems in a timely way, our deepest condolences go out to Greg's wife Jean, and we hope that Greg's last days were peaceful. There is a short tribute with photos at wjcu.org. We have two great guests on the show today to talk about two timely topics, tariffs and the fires in California. First up, I've invited Steve Frothingham, the editor in Chief of bicycle retailer in Industry News, to weigh in on not only the tariffs, but the bicycle industry in general as it struggles with everything from inventory issues to where our bikes are being manufactured. And sold. Steve will be with me in a moment. In the second-half of the show, we meet another Steve. Yes, today it is Steve squared. Only this Steve is a retailer whose store was in Altadena, CA for almost 40 years. And yes, you guessed it. It burned to the ground. You'll be able to see before and after photos at outspokencyclist.com, but rising out of the ashes like the proverbial Phoenix Steve immediately started sourcing bikes from everywhere. And anywhere in an effort to replace the hundreds that were lost in the fire for his neighbors and customers. Steve Salinas from. Steve's bike shop will be with me in the second-half of the show. When one of my listeners suggested we look into tariffs and how they might affect the bike industry, I knew just who to call Steve Frothingham. He's the editor in chief of bicycle retailer and Industry News. His immediate response was tariffs. I'm your guy. Steve has been immersed in the issue of tariff since the first Trump administration and can speak about them in depth. However, it isn't all about tariffs that are plaguing the bike business. So here's Steve to enlighten us about a lot more. Hi. Welcome back to the outspoken cyclist. For joining me. How are you editor in Chief of bicycle retailer and Industry News? That's the trade journal that we have here in our little world.

Speaker 3

I'm good.

Speaker 2

Been doing a lot of research and reporting about tariffs. I think everybody wants to know about tariffs. Today or this week, I guess sometime the new administration instituted a 10% tariff on Chinese goods coming into the country. The truth is not that much is made in China that comes to the US, but it still is. To affect us. So we've taken some hits between the pandemic and this tariff situation. Tell me some of the factors other than tariffs that might be affecting the bike industry right now.

Speaker 3

Well, you know the. Tariff was the biggest story in the industry back in 2018-2019, and then the pandemic took over. And you know, personally I had put a lot of time. Researching and learning about the tariffs. Back before the pandemic and then? Factors that affected the industry starting in March 2020 dwarfed the tariff by far. As you know, I lost track of what was going. Tariff seems like a pretty small part of the whole overall thing. When you have, you know, swings of people saying that they're, you know, demand is up to 100%, sales are up to 100% and then inventories. Are below. You know, wholesalers and retailers are selling stuff that's been on their back shelves for 20 years. So you know, I I, as a journalist, I. I kind of lost track of what was going on on the terror front for a couple of years. And now it's back. Along with Mr. Trump.

Speaker 2

Yeah. Yeah. And along with a lot of other stuff, you, you begin to wonder how much of its bravado as he pauses the tariffs on Canada and Mexico, keeps the ones for China. The inventory situation in the United States has been very fluctuating, as you said, in 2020 everything was gone. Even old tubes, old tires, you couldn't get anything, and then all of a sudden we had too much. Where's inventory right now?

Speaker 3

It's a lot better. It's spotty. I think there's some categories where. There remains excess inventory in other categories. Things are a little closer to normal. There is a mystery about how much inventory is in the pipeline that we don't know about whether. It's work in progress in Taiwan or China. That's in factories. In warehouses there you know there are a. Of. Increase about there being hundreds of thousands of bikes sitting over there that we don't know about directly. We do have the advantage of, you know, the people for bikes, the former bicycle Product Suppliers Association numbers. Track wholesale. So we have pretty good numbers on that and that tells you what bikes. Are in US wholesale warehouses. We don't have a direct measure of how many bytes are in retail warehouses. There are some companies that don't participate, but the major ones do, so we can. We can have a pretty good view into how many bikes are in warehouses and the number has been coming down every every month. I know you have a copy of bicycle retailer sitting next to you. Now. If you go to, I think it's Page 3. You can. At our little dashboard, we track every month. Or we publish every month the numbers on wholesale inventory and wholesale sell in which is not retail sale but the sales. Wholesale sales into the bike shops. You know, there was a time back back in 2020 when the number of sales was higher than the inventory. It hasn't been that way for quite a while, but you. You do see them coming closer to each other, obviously, for a healthy industry you want to. You know, whether it's, I don't know, four or six months of supply in the warehouses. It got up to where there was probably, you know, three years supply in the warehouse, but those lines are coming closer and closer together every month as inventory comes down and the sales are creeping back up slowly.

Speaker 2

Right. People don't often think about the bicycle business as a very seasonal business, and so some of this looks different from other manufacturing and where inventory levels are both at brick and mortar and even big box and then warehouse. It's not necessarily an important conversation for this particular interview, but it is good to know that bike shops have inventory. The question is, do we have enough bike shops? And that's beginning to change. I will be talking with Steve. He lost his shop in the Los Angeles or the Altadena Fire, and so we've got some mitigating factors that are changing that. Calculus as far as how many shops there are, how many bikes there are, who's buying bikes? And then there's this new generation of youngsters who aren't riding. So there are a lot of questions that I would have around that, but. I think we should probably refocus on on tariffs. And maybe at a different date, have a conversation about what's really happening in the industry and going forward. So let's let's. Talk about this 10% tariff on Chinese goods. Much will that affect? Our industry and how many bikes and parts are made in China and is Taiwan part of that picture?

Speaker 3

OK, let me go back a little. I refer to the tariffs that were imposed back in first Trump administration. Some of those were 25% on China, but a lot of by categories, a lot of by products were excluded from those pretty quickly. So you know, it was big news about it, but then various parts of the industry lobbied and were able to get these exclusions, which made them irrelevant, although the exclusions kept expiring. You know, every six months or nine months they would have to start all over again and request these exclusions. But those and those exclusions continued into the Biden administration until last April or May, when the Biden administration let them expire. Effective I think June 14th last year. So that's when the imports after June 15th or so last year from China were hit with the 25% tariff. So that was big news and that continued all the way through until. This just Tuesday morning, when an additional 10% was tacked on top of that.

Speaker 2

So they took the 25% and reduced it to 10%.

Speaker 3

No, no, no, they added it.

Speaker 2

Oh, so now it's 35%.

Speaker 3

On on E bikes it's now because E bikes previously had no tariff. So he went from zero to 25. Last June and then you put another town on top of that other bikes, mountain bikes, Rd. bikes, kids bikes have either a 5 1/2 percent or a 10% tariff depending on the type of bike. And that again is in addition, 11 percent, 5 1/2 or 11%. So that on some of those

bikes now it's a 46% tariff. Mountain bikes and kids bikes over 46% tariff. Now I believe out of China and to answer your question, that's China not Taiwan.

Speaker 2

Oh, OK. So that is China not. Let me reintroduce you real quick, because then I wanna ask you about how the tariff actually comes out dollar wise at the other end, we're speaking with Steve Rottingham. The editor in Chief of bicycle retailer and Industry News, and he's done a lot. Of research and looking at tariffs, beginning with the pandemic or pre pandemic 2018. That's an amazing #46%. So it on a mountain bike and these are not coming out. Is strictly. This is not Taiwanese. So what do we get from? Do we get a lot of bicycle parts and and bicycles themselves?

Speaker 3

We. And we don't. The high end mid to high end part of the specialty, you know the the bikes that are sold in bike shops above a certain price level don't have a lot of Chinese parts. A lot of the parts are coming out of in Taiwan. Increasingly, the bikes are being assembled in Cambodia, Vietnam, especially above a certain price point. So you can throw around a number that gets thrown around a lot, which is nearly 90% of the bicycles that come into the US are from China. But at least half are, I think, more than half of those bikes are really low price kids bikes that are going to Walmart. So it really pads that number up a lot. When you subtract out those kids bikes and you start looking at the dollar value. You know, it's less than less than half. The total dollar value coming into the US? Is from China and in the higher mid higher end part of the specialty retail market. It's even less than that. But there still is a huge exposure to China. Even the companies that are assembling bikes in Vietnam or Cambodia or other nations Taiwan are still getting a lot of stuff out of China. We also still are getting a lot of soft goods helmets particularly.

Speaker

Bye.

Speaker 3

Also shoes and apparel. You know, bags, bike bags and computers and a lot of little accessories or bikes are coming out of China still. So we still have a massive exposure. To China.

Speaker 2

On the US end, what do you see as the? Dollar increase that's going to get passed on from the manufacturer to the importer, to the distributor, to the bike shop.

Speaker 3

You get a lot of variables in. You never know how much somebody squeezing something here and pushing something. One thing to keep in mind is that you know a a

percentage tariff is applied to the landed cost of the product. That percentage doesn't carry through, so let's just say hypothetically it's a. A bike worth \$1000 at port. That's a bike that might normally retail for, say, 2300. By the time the distributor and the retailer put on margin to it, but at the port thousand dollars 10% it's \$100 check.

Speaker 2

OK.

Speaker 3

That the importer is going to have to write to get that bike out of their customs. So he's just taking. Another 100. So how does he pass on that \$100? He might add some margin to it, but by the time that \$100, I mean the old rule of thumb was 3 to one. I don't. It's very rough, but that a dollar added to the import cost of a bike. Import value of bike becomes \$3 on the retail sales. So by that rule of thumb, that \$100 extra that the importer is paying to get his bike through customs raises the price at retail \$300. So now you had a bike that maybe originally was going to retail at 2300. Now it retails for 2600.

Speaker

You.

Speaker 3

See what I'm saying? So it's a dollar increase. A percentage increase.

Speaker 2

Yeah, I see how that works. Let's take a short break, and when we return, we'll speak with Steve some more. You're listening to the outspoken cyclist.

Speaker

I. The.

Speaker 2

We are back on the outspoken. I'm your host, Diane Jenks, and my guest is the editor in Chief of bicycle retailer and Industry News, Steve Frothingham. We've been discussing tariffs manufacturing and how the bicycle industry is faring as we head into the 2025 cycling season. Here's the question that Brian and I were. Wrestling over yesterday because both of us come from a place in the industry where there were actually bikes made in the US, including people like Trek, who had at least two factories in Wisconsin. Think economy Walk and Waterloo and they made beautiful bikes. And I know that at that time, if I'm not mistaken, most components came from Japan. Did not actually come from Taiwan or China. So you were dealing with Shimano or you might have been dealing with Sun Tour even earlier than that. You're dealing with. Mono and they aren't actually manufacturing well. Ceram manufacturing in probably Taiwan or China, but.

Japan, and nothing's really being made in Japan as far as I know. High end durace, but that's it. So what would it take? For the US to look at this market and say, you know what, we can take it over, we can do it. Is that a? Is anybody talking about it?

Speaker 4

A lot of people.

Speaker 3

Are talking about assembly of bikes here. The big problem is the proximity to the component makers and the existence of a cluster of. I mean, when you go to Taiwan, it becomes apparent when you go out to Tai Chong, where a lot of the bikes and parts are made. It's where ceramics based. There really is this massive community of. Little and large companies that are supplying the bike industry and if you want to get aluminum tube hydroformed if you want you to get a cable end or a cable stop, you need to get a spoke *****. You need to get a seat call or there's a guy. That does that and a lot of times it turns out to be somebody's brother-in-law. But there's a cluster there. It reminds me my dad was an electronics industry back in Massachusetts and back in. You know, 60s and 70s, there was a cluster of electronics manufacture. In Massachusetts, around Route 128, I think some people might remember that, and I can remember being in the back of my dad's car driving around, going to different little factories, little buildings and reading. And Gloucester and Beverly, and picking up, you know, oh, this is. Guy that does. You know the. This is the guy that I can get Transformers. This is the guy. I get this from and then we just drive around and pick up all the stuff and that's what it's like in Taiwan now. So we. Have that in the US and it's hard to see on a large scale. How that would return here? Partly because. You know, it's a global market and those China and Taiwan and other parts of Southeast Asia are serving the entire global market, which is so much bigger than the US market. They don't see any incentive to to relocate to North America. To serve a market that's a lot smaller than the global market. Market.

Speaker 2

So you have people like Kane Creek and velocity and you have well, Paul is an American company, but Cane Creek is the one that comes to mind to me that they did build a factory where in Carolina. Of the Carolinas, I think and we buy out of out of that factory. They're not building it overseas and it's I. I don't think they're. Well, they are now.

Speaker 3

Oh, they are.

Speaker 2

You weren't.

Speaker 3

Yeah, I haven't visited Ken Creek in a while. When I was there, they were assembling suspension. And I think assembling there, the thudbuster seat post there in North Carolina, I think they do import a lot of parts and then assemble there. And I think some of their products like probably their stems are still primarily made in Asia and imported but. I haven't visited there in quite a while, so I shouldn't. I don't get in trouble with my Cane Creek friends, but.

Speaker 4

Yeah, there I.

Speaker 3

Mean there's always been a few, a handful of high end makers that do some cool stuff in the US and you know, if we talk about people who buy performance bikes, people who buy relatively expensive bikes, that's very important to them. To me, I look. At something like, you know, attract Marlin. When's a trek Marlin going to be assembled in the US or when's it going to be made? And we're a long way from that. And it's just so much more efficient to have that thing made in Asia.

Speaker 2

So I have a couple of more questions and that is if you have your ear to the ground in so many areas of our industry, do you see? Any movement away from carbon fiber and either back to aluminum, back to steel. Something different, something new, something that might be more and I don't like to use the word ecologically, but certainly environmentally friendly than. Carbon is not an environmentally friendly.

Speaker

Well, I think I think.

Speaker 3

The thermoplastic type of carbon fiber has a lot of promise and people have been playing with that. Are some rims made in the US that are thermoplastic, which is recyclable?

Speaker 2

OK.

Speaker 3

Which is more easily automated. It's also better at impact. Durability. It doesn't often have strength to weight characteristics that are as good as a traditional pre prep lay up carbon fiber. But you know, I mean, there's a company in Utah called CSS that makes thermoplastic rims for. A bunch of different brands, including Chris King and they're very nice wheels, very nice rims. 1. There was a company called Gorilla Gravity that was here in Denver that was making thermoplastic frames and rims. They went bankrupt

last. I did find it interesting that. A Taiwanese factory bought their equipment out of bankruptcy out of liquidation.

Speaker 2

That is interesting.

Speaker 3

And shipped it to either Taiwan or Vietnam. Sure, where? Shipped it, but they're bringing that.

Speaker 2

Continuing the technology.

Speaker 3

Back to set up, but it's more. Like I said, it's more easily automated, which is the key because you know you probably know this. But I mean, the perception for a lot of people is that carbon fiber frames and other parts pop out of a mold, you know, like some kind of Lego factory or. And if you go to a car, in fact a carbon fiber frame or component factor, you see there's an enormous amount of hand labor that goes into it. It takes a long time, takes a lot of resources. You have the people that have to cut very precisely the the carbon fibre fabric they have to lay it into the mold very precisely, and then they run it through the the ovens and bring it out the other end. And it looks like ****. And then they spend a whole lot of time sanding it. Versus when you see somebody Weld in aluminum frame or a robot welding an aluminum frame, it goes so much quicker. It's so much easier. So I think if people don't know that, but where the thermoplastic though is a little bit closer to the whole image that people have of something popping out of a mold like a piece of candy or something, it it's closer to that. There's a lot less hand Labour involved.

Speaker 2

Well, that begs the question for me that the industry always looks at the high end. Know what are they writing in the tour? Are they writing in the? What are they writing down under and forgetting that there might be a huge market that says, yeah, we care how carbon fiber rides. I want something a little less expensive, just more. Durable, more environmentally friendly, of course. I'm of the old school. I mean, Brian still builds handmade lug custom frame. So I see those bikes all the time and I see 30 year old bikes that are like brand new and still ride like brand new.

Speaker

Mm.

Speaker 2

It seems like the industry isn't interested in anything but carbon fiber, and I don't know if that's true or not.

Speaker 4

I think there's a.

Speaker 3

Lot of aluminum out there and I haven't written any of the new aluminum. You know, I'm told that you know it's 98% of the performance of the carbon that you know significantly. Less money and you know it only adds a couple 100 grams or. So there's some really excellent value, performance bikes, mountain bikes, mostly that have aluminum frames. Of course you can build an aluminum frame with the exact same suspension system as you would use on a carbon frame. Think there's a lot there? You know, I don't know if you've looked at treks sustainability. Came out last month.

Speaker 2

No, not yet. I should.

Speaker 3

Really interesting they. They were able to massively decrease the carbon footprint of the Marlin. The bike I mentioned earlier. Which is an aluminum frame mountain. I think it's I want to say it's like a \$1400 bike.

Speaker 2

Yeah. See, that's reasonable.

Speaker 3

And they switch their aluminum sourcing to a factory that is powered by renewable energy and uses recycled aluminum. And it just massively reduce the carbon impact of the entire. They're also making their bat bikes, you know, handlebar, seat, post work. Some other parts with the same kind of what they call clean aluminum. And pretty remarkable how much they were able to reduce the footprint. Of course, aluminum is pretty easily recycled.

Speaker 2

Yes, of course.

Speaker 3

Minimum beer cans.

Speaker 2

So final question, if you had your crystal ball. What do you think the biggest issues are facing the bike Business Today? I mean, we have tariffs we have. Obviously, environmental issues like fires in California decimated a lot of the bike infrastructure that was already there in places like Altadena and Pasadena. Biggest thing we're facing right now.

Speaker 3

I mean, I think it's a big question mark of whether and where bicycle as a transportation part of the transportation system will get further developed. Yeah, I'm. I'm encouraged. When I look back at the history and we look now at the Netherlands as being this amazing place for bicycle transportation. It wasn't always that way, you know.

Speaker 2

No, no, it was.

Speaker 3

Mean that started. I believe in the 70s and before that, Holland was just as screwed up as the US now. You see the old pictures? Amsterdam. It was clogged with.

Speaker 2

Wait.

Speaker 3

It was horrible and they made a massive change to switch over, and now it's, you know, it's bicycle riding paradise there. Even though it's. Maybe that is paradise for some people. People.

Speaker 2

No hills, yeah.

Speaker 1

Right.

Speaker 3

So when so that can that can change and you know, I think in the US it's more likely to happen city by city than on a massive federal level. But you can see when some changes are made in different cities that there's pretty measurable increases in the use of bikes and. There's huge opportunity there, there's there's massive changes that can be made and the use of the E bike to the percentage of E bike sales have of course exploded in the US. But the still as a percentage of. Of the number of the bikes sold, it's still much, much smaller than what it is in. Western Europe. So there's there's a lot of growth potential there. I don't how much of it is an American thing that'll that increasingly

we're getting a bikes. Whereas their, you know, their transportation machines in Europe and here we're getting. Mountain bikes and we're getting E Rd. bikes and E gravel bikes, and they're not transportation bikes, they're recreational bikes. I don't know that. How do I feel about that?

Speaker 2

No. I knowing who you are and who I. Yeah, I don't how I feel about it either because the market for an E bike for somebody who isn't necessarily an athlete is probably pretty big if we focused on it, I don't know. I mean, I've read some and I've talked with Don D. I think it is from Pedago and he did a really, really good job and then he got out. I don't know what's gonna happen and that's why I'm asking you. Are you working on what's your? Like next 30 days, 60 day, 90 day window. As far as stories about our our work.

Speaker 3

Well, I'm still picking away at the tariff. There's a lot of different aspects to it that I had to break up because you know otherwise I could have written a book about it and I'm trying to chop it up into digestible pieces. There's a lot of aspects and a lot of what I do I find myself, you know, being the explainer in chief. To the bike industry. Not that I'm all that. I go out, you know, my job is to spend 40 hours a week going out and educating myself about stuff and then trying to turn that into 1000 word story that explains things to people.

Speaker 2

Great.

Speaker 3

I'm increasingly learning just this week how political things can be. I think I sent you a screensh. Morning. I mean, it's. It's a crazy climate out there right now, and I've discovered that, oh, if I use the word trade war, that's a trigger to some people. I thought that was a relatively useful word. It described what was going on, but apparently some people think that if I use the. Trade war that I am. Showing some kind of bias one way or. People are offended by it.

Speaker 2

Just about anything and everything.

Speaker 3

Yeah, I I don't. I wrote a story yesterday about the the import statistics that came from the US Department of Commerce yesterday morning, you know. Bike imports were up 16% last year by by unit count, and that was my headline and I was accused of being of hating Donald Trump. Because of that headline.

Speaker 2

I saw that.

Speaker 3

That baffles me. I don't know what to make of that.

Speaker 2

And that's my point. Everybody is offended by everything.

Speaker 3

People are very, very wound up right now.

Speaker 2

And journalism is being threatened from absolutely every corner. Well, Steve, I always appreciate talking with. You do your homework and that works for me and I think my listeners will be happy. Some of the stories that go along with your tariff research and conversation people can read by retailer online.

Speaker 3

Yeah, it's, it's, it's. Just go to bicycleretailer.com.

Speaker 2

Yeah. Well, thanks for talking with me and we'll see where it goes from. We'll check in again in a couple of months and see how crazy it's going to get from now. Till then, when we hit spring, which of course. I don't know what's going to happen. You have a great day.

Speaker 3

Alright, thank you.

Speaker 2

My thanks to Steve Frothingham for taking time to speak with me today. You can read his articles on tariffs and a whole lot more at bicycleretailer.com. Let's take a short break, and when we return, we'll speak with Steve #2. Steve Salinas from Altadena, CA. You're listening to the outspoken cyclist. We are back on the outspoken cyclist. Your host, Diane janks. We all watched in horror as unrelenting fire fueled by massive Santa Ana winds ripped through Altadena, CA, leaving devastation in its wake. Steve Salinas, who has lived and worked in Altadena for more than 40 years, couldn't save his store. But he did help many others save their homes, and he got his. Own family and their beloved horse to safety and he just keeps on helping. I think you'll really appreciate his story. Hi. Welcome to the outspoken. Thanks for being my guest today. How are you?

Speaker 4

Oh, I'm doing well as expected.

Speaker 2

Yes, I'm not sure what that means in the context of you having been through the fire in Altadena. It destroyed your bike shop. Were in business there for 40 years.

Speaker 4

Yeah, I've. There for 40 years, I would say. But I I just started working there when I was 14, so the 40 years is basically when I landed there up until today and I started. Running it full time out of high school and then bought it shortly thereafter in about 97.

Speaker 2

That's a long time.

Speaker 4

Yeah.

Speaker 2

That kind of fills in a little bit of the history. Was it a neighborhood type shop? You sold pretty much everything.

Speaker 4

Correct. Yeah. It's a neighborhood bike shop. A little bit of everything. It's not a pro shop, it's just a family bike shop and we just kind of evolve with the market as it changes. We adjust a little bit here and there, whether it's BMX boom or a fixie boom or a 29 cruiser boom. You know we we move a little bit. We. We don't chase trends by any means. We we land straight in the pocket of middle market. Know the bikes are generally around 3 to \$500 is our main goal. Do have some bikes that are a few \$1000, but that's not. Where the majority of them are.

Speaker 2

Yeah, that's not your big market, I get it. Get it? The building actually burned right to the ground.

Speaker 4

Yeah, the outside perimeter of the building is all brick. And so the brick stayed the entire contents of everything inside the four walls is burnt to the ground. No roof, there's no contents. Depending on the shop. Shop has a lot of metal, so there's. A lot of burnt contents but. The the Hat Store 2 doors down from me. That was pretty much Felton Wood, so there's not much left inside there.

Speaker 2

So this was a store within like a complex of retail spots.

Speaker 4

Could envision sort of a mainstream USA from the turn of the century with a trolley out front. That's what this building was. I believe the building was built. Oh, probably 1910, give or take five years, you know, has the the atypical individual storefronts with the awnings out front. Obey Windows type of a thing. That's the building.

Speaker 2

Wow. Unbelievable. So I was reading on your, I guess it was your Facebook page that during the fire while your store was burning, you were helping other people, you and your son, I guess.

Speaker 4

Both my sons. Yeah, absolutely.

Speaker 2

Oh, both your sons. What were you doing to help? I mean, I guess everybody's been helping everybody. But what kinds of things were you able to do to help people and not get yourself burned?

Speaker 4

Well, you stay out of the line of the fire. But at 6:30, when it started, I turned the key in the shop to close it at about 6:00. And as I'm working on getting out of the shop, I get a call from my brother and he lives up against the mountains, like right up against the mountains. His backyard is is, the is the mountains. So the mountains sort of ends directly into their backyard, so they have to worry about. Large animals eating their animals, fires and heavy rains, especially after a fire back in 94. There was a big fire 9495. It was a big fire that kind of swept through and burnt a lot of homes. Along the edge, and I was there for that one too, but a bunch of houses out, customers, houses out that I knew up there. And they opted because their pool house burned down to put a system in with a pump that goes into the pool. And in the event of a fire coming through there, they could take this pump. Floating pump and fire it. Put it into the pool and it has sort of a soft 4 inch fire hose style connector that goes to it and it goes to a main line. Plumbed it around the property. And that. Is sort of their fall back when the fire breaks out, and that happens every couple years. There's a fire in the in the mountains. It starts high in the mountains. Sometimes it starts in Azusa and it kind of works its way towards Altadena. So every time that happens, the pump comes out and we get it going and we just kind of stand by. Well, this one land. Close it started at Eaton. You don't have a lot of time to maneuver, so we had act fast. So as soon as I got the call 630 that there was a fire in Canyon. I called both my boys told them to meet at their uncle Rob's house and

I headed up there as well while we were working on the pump, my wife reminded me. We had to get our horse out of Eaton Canyon stables. Where it boards and I explained to her this thing's it's coming our way. Can see it over the. There's a there's a glowing Ridge because we, you know, it's heading our way. But I felt like I had about an hour before it got to us. A pretty safe. That's pretty safe. I put my boys on pulling fire hoses, helping their uncle out. And my one son, who works on these 24 and he works on vintage cars. He was trying to get the pump started because the spark plug had kind of corroded and it just been sitting for a while. He was working on that while I sort of headed towards the fires. Area where it originated from over Eaton Canyon and that was that was a feat because that's a ride around 7:30. The sun's already down. It's dark. And a lot of fires are happening along the road. Heading towards it follows the edge of the Canyon and I head that direction. Once I got there, it was tough getting in cuz there's a lot of fire trucks holding the fire back and it jumped over the fire. And they were sort of chasing after it while trying to head it off at the same time. But I was able to kind of squeeze between some fire trucks. Median a short period median and got into the Canyon where the fire originated from where the where the horse corrals. So I hooked up our trailer that was there and put my horse in the trailer and picked up a couple extras that needed to get out. And took them home real quick. And then once I dropped him at home, I just. I left the car in the trailer and the horses, everything just in front of my house with my wife and two neighbors. Then I changed cars and headed back to my brother's house. And you know, you have to get there real fast. So it's it's a, it's a no rules drive up to my brother's house around police barricades. And you know, you don't ask for permission. Just drive through.

Speaker 2

It's. I don't think people. Certainly I don't have a concept of how fast. This really moves about how. Quickly fire just takes. I mean, we see it on television, but I'm sure when you're there, it is an experience that is unlike anything else.

Speaker 4

Yeah, I did it before, so I kind of know what to expect and. It's interesting, I mean to say the least, I I had to give both my boys a crash course in in in how to put out fire as it's coming up to them so. So I explained to them how it's gonna. It's gonna come over that cuz at this point it was just, it was still behind the Ridge. Even when I got back, it was behind the Ridge. But it was on its way. Ridge was getting brighter and you could start to see smoke coming up from the Ridge and. Not. It actually shows its face when it comes over the top and starts coming down the mountain at you. Is when it becomes real and a neighbor had got into my car when I was headed up to my brother's house the second time and he said he's gonna come to help. And I told him. Doesn't know what he's in for. No, it was. I tried to talk about it. Wouldn't take no for an. So you got in the car and I had to give him the the, the the crash course, the Cliff notes on how to fight a fire. So I got him and my one son on a on a fire hose down below the lower house and I was on the upper house with a pool was with my. 24 year old Son Foster

and he. And he's the sort of the engine guru. So I had him just making sure he was on a hose and I had another hose. Was just US 2 on the upper house. So yeah, it got interesting as soon. It came down the hill.

Speaker 2

I'll bet it did. Let me reintroduce you to our listeners and then I have. I have so many questions. Speaking with Steve Salinas, Steve's bike shop is no more, but will rise from the ashes like the Phoenix. I think we're going to be told he lost his shop in the Altadena fire. You know, I remember that during the Paradise fire. A couple of bike shop people. I think it was Paul components they lost. Yeah, their homes up there. It's just. So you know, I always wonder about people who rebuild in these areas. And I was listening to a show about. Firefighting by Native Americans and how important managing this these fire areas is and that maybe we're not doing it right. You have. Ideas about the techniques that would make this better for people like you that think these things wouldn't happen the way they happen?

Speaker 4

Well, I do. I don't think it translates to everybody. I know what we did. My family did it with my brother from the last fire in 94. It came through and and burnt the pool house down and they were really lucky. It could have gotten their houses because they're they're right up against the mountain and they should have burned down. But they were able to fend them off. We have a tiny bit of a connection to firefighting. My uncle was a captain for LA County. So, you know we've we've kind of been around that, my brother around the explorer post at Station 11 Fire station, which was right next to my shop. It's. I don't. Couple 100 feet from. Shop so we we know the drill sort of. And as a result of that I need for fire coming through and burning the pool house down up at their house. They developed this system and. And it works fine. Just. To be able to want to do it. That's the take away from this whole. I obviously have a lot of connections to people in Altadena, a majority of them all have lost their homes. Almost all of them actually. And the handful that didn't were on the leading or the the the last edge of the fire were. It was. Of petering out by Wednesday afternoon and a lot, there was a lot more firefighters there and the winds had died down. And as long as there was somebody there to drop some water on it, it would stop the fire. I have a lot of friends that got their garage burned and it got close and then. Mostly everybody I knows house burned down with the exception of the people that stayed. I I have. Lot of friends and friends of friends that actually stayed and they stopped the fire. When it got to their house and I've had those conversations with them and you know it's it's hard to tell somebody to stand your ground. The house that I was saving up there, my brother's house. It used to be two properties with the his his his parents. And. And then they're house on the lower property. They've just recently sold the big house. The pool was. And the new owner was there early on the fire and we were getting the pump set up and he was kind of just hanging out with us for a little while. And I asked him if he was going to stay and hang out with us to fight the. And he. Said he'd stay for as long as he could, and that's

understandable. And when I got back from delivering my horses to my house, I ran into him. Once the fire had sort of rounded the corner and was headed down the hill towards us. And it was a different a different feeling. Once it's it's there and you're looking at it. He'd gotten in his car. Friend was out and he looked at me and told me I didn't have to. K But I told him it was perfectly fine. Know what? Doing and we'll be fine.

Speaker

Wow.

Speaker 4

Go ahead, go ahead and go. We got all my hoses all set up. Just basically. We're, that's all it was. Was a waiting game. So you know, we took a lot of pictures, a lot of video, and we're just kinda hoses in the hillside down, but that's all it is, is a waiting game. You're waiting for it to get close enough that you can hit it with some water and that's what. Did. And it finally landed in our lap at about 8:30 or so. And we fought it till about midnight, when it would finally. Four corners of the property once it comes in from. And. And you stop. There it wraps around the sides and then comes around the front and then it starts getting houses you know next door and down the street that are obviously we can't get to because we're battling it right at our at our feet. We, we. Really, we can't get past. Plus, our hoses are only so long. We fought it until about I stopped around 1:30 and I left about two because I couldn't see anymore. Didn't have any goggles or anything. But the smoke wasn't. Believe it or not, but the the smoke in the eyes is what really took us out. At least me and my sons. We I got a phone call from my son at the lower house saying he couldn't see anymore and I agreed because I couldn't see any I. Didn't say anything, and a lot of a lot of blinking, a very a lot of closing your eyes and then short blinks, but your eyes just never could clear. It's kind of a weird thing. My eyes wouldn't clear up. And all the kids had that.

Speaker 2

How far is it from where you were fighting the fire off to the shop?

Speaker 4

No, it's it's about a half a. Nobody would have ever thought it would have reached that deep into a neighborhood, but the winds, the winds were really strong, my brother said. When I was speaking to him the next day. He stayed when I left. He was he was connecting his fire hoses and going down the street and kind of chasing after the fire a little bit. On the street. And they saved two more homes, a little further down the street that it was sort of knocking on their doors a little bit, you know, because you're there, you're able to walk up to it and they kicked over some planters that they're, both these houses are on rid. It's all hilly, right? So they were able to pull planters away from Windows and. And stomp out fires and squirt little bits of hot spots with the hoses, and they were able to save two more houses on the block. That was good. Was while I was leaving to go home and rest my eyes for a bit. And so I blinked my way all the way

home. Through the a fire engulfed Altadena, which was. Unbelievable, unbelievable. To witness and see. It was just. It was incredible to see.

Speaker 2

Your plan is to rebuild, or at least I I read that your landlord plans to rebuild the building and you plan to reopen.

Speaker 4

That's correct.

Speaker 2

Yeah, you got a timeline on that. I don't.

Speaker 4

I know they're pretty motivated. Landlord is. Really good at getting things done quickly. I think they have the resources to do that. Think they have the resources to get this thing moving rather quickly within a few days there was already insurance adjusters there and they had already started sort of getting the ball rolling. And in speaking with them, they're they're hot to move pretty quickly.

Speaker

Do you think?

Speaker 2

They're gonna rebuild differently from the way the building came down from when it came down. Will things change?

Speaker 4

No, I think they want to put it back exactly. Way. Was the building is actually divided by a tiny alley in between. The two are building the sort of the main building, and then there's a little split alley. And then there's more of the the same. Style of building that continues all the way to Lake Ave. And the alley allowed the fire to stop at our building, and it didn't burn the other side down. So. Half the buildings there and then the other half of the building burned down. And I know for a fact that they're going to put this thing back together again. The same way that it was, and it looks like a lot of the brick is. The walls aren't bowed and the mortars all intact, and then speaking with them and the insurance adjusters they're working on. Rebuilding the interior and leaving the four walls if, if it's possible there are some steel girdering that that sort of held everything together as well. So you know, we're going to defer to the engineers on that one and let them figure it out.

Speaker 2

Let's take a short break, and when we return, I ask Steve what he's up to now as he awaits the rebuilding of his shop and his community. You're listening to the outspoken cyclist. We'll be right back.

Speaker

The. The. I.

Speaker 2

We are back on the outspoken cyclist and my guest is Steve Salinas from Steves Bike Shop in Altadena, CA. And that city should tell you exactly what happened, Steve. Burned to the ground. We've been talking about what he was doing during the fire. Now we're going to talk to him about what he's doing after the fire. So what are you doing in the? I saw that you are actually asking for people to donate bikes to get people back. In your neighborhood. What else are you? I mean, you did so much during the fire about helping people and getting them out, helping keep their homes from burning. But now you're it's sort of a wait and see process. What's going on for you right now?

Speaker 4

What else am I doing besides collecting bikes and handing them out to people for free? That's a majority of what I'm. That's a it's a. It's a lot bigger job than I thought it was going to be started out by just thinking about a few of the customers that we knew lost their homes that rode their bikes around. So we reached out to them. And decided to try to find them some bikes. Then the word went out I. A post on Facebook that is for the Altadena community kind of explaining what we're doing and that sort of opened up the floodgates. And I had a few businesses in Pasadena and some coffee shops put signs in their windows, stayed in the same thing to kind of explain. The program what we're doing and that opened the floodgates few people. Posted that flyer on their Instagram pages, so it went. Big and now my day consists of answering texts from people, figuring out how to get bikes from all over the place to my house. And that's it's a big deal. And then also finding. All the people that were affected by the fire and because we use lightspeed, all of our gadgets in the class. So we're able to access it easily and it's all preserved, so that's fantastic.

Speaker 2

Yeah, people need to know that lightspeed is not all only just a bike. Lightspeed is an inventory and system that bike shops use to do their accounting and their inventory and all kinds of stuff. Yeah, it's interesting. I the first time I heard that I'm like what's lightspeed because we don't happen to use it. I do know what it is. So how many bikes have you been able to accumulate and give out? I mean, your tools were in in the shop, so you don't have. How are you actually being able to make sure these spikes are are ride worthy?

Speaker 4

Well, I I'm a I'm. A drenching kind of guy, even at. You know whether I'm building a shed or or fixing a car with my son. So we have tools here. Tools are relatively. We all know a majority of the bike work can be done with very limited tools. Mean do you need a third hand to adjust a brake? Can you do it without it? Or so I'm doing it without it and. You know a three-way Allen Wrench is. So I have a three-way Allen Wrench that works out great and I just have regular wrenches and that seems to be just fine for now. I did get a shipment of tools. Care package if you will. Yes, Sir. Your cyclery back east and they sent me a box full of a bunch of extra shop tools. Which was fantastic. So I got a couple pairs of park cutters, wire cutters and. Dave sent me some cables and housing and a couple boxes of inner tubes. All the normal popular sizes a. A few sets of tires that are popular, mostly 20 sixes, and got a couple 20 sevens, which was great. And it was just. It was great to get that because that really springboarded me and that got me going. But before that, we've obviously been fixing bikes for, I guess the better part of a few weeks now and we're doing what we can, the real rough bikes are sort of getting put. To the side until we have a pop up shop where. A better ability to get these things done, but in the meantime. We're fixing bikes as fast as we can, and we're sending them out the door. We're now the big thing is going back in our database and we're reaching out to. We first started with repairs and we reached out to all the repairs from last week, the week before that, into the month and then the next month and we're just calling people up. If they, or if their house burned down, and if they need a bike. And that's where we're starting. I got a shipment of bikes from retrospect, one of my suppliers. And they get to need 2 pallets of bikes and we're in the process of getting those assembled and we're going to go back into our inventory of sales for that particular whatever particular model. We got, track that customer down and ask them if they lost their house and. Bike and if they would like a replacement if they did, and that's what we're doing right now. And that and that happened last week. We just got the two pallets of bikes, so we're that's going to keep us busy today and tomorrow.

Speaker 2

What do you still need? Know there's a GoFundMe. We're gonna put it up on our. We'll, I'll talk about it when I put the show together and explain to people where it is. People have been very generous and I know. That you're doing everything you can, but what is it that you would still like? Is it that you need? Necessarily. Food on your. But even that it's important that you guys have everything you need. I mean, this is a devastating thing.

Speaker 4

This is this is beyond devastating to a lot of people, more than even. I feel fortunate that I didn't lose my. It smells like it smell like a campfire in here for a solid week and a half, two weeks, but we didn't lose the house and the business for some reason. It doesn't feel like as much of a loss that I see other people's pain and sorrow and loss because they lost their house, my sister included. Mean they're just devastated and. I had a. I was at one of the FEMA sites a couple of days ago I saw a customer, you know, gave

me his condolences for the shop. And I kind of blew it off and said, you know, now the shop's nothing. Sorry about your. And then he reminded me well, my house didn't make me money. Shop makes you money. I kinda I had a pause and re jiggered my brain and go. Oh yeah, I I mean, I know. But there's something. It is very personal, but it's, I don't know, it's just affecting me a little bit differently. Really bummed out about a lot of the things that I lost in. There's a lot of things that I lost in there that I've been I've had for a long time. Things like because we did a lot of vintage repairs. So we're kind of famous for vintage BMX stuff and vintage Stingrays and Schwinn. So I have a lot of really, really rare parts that I've had that were new old stock that I've collected throughout the past. 30 of my 40 years. And made our shop kind of special and my my diploma from Schwinn School hanging. The wall. Know just goofy things like that. Kind of forget. About that kind of irreplaceable.

Speaker 2

Yeah, we've got a shop like. You know that has vintage bikes hanging, and even though that's not what we work on right now, we fit design and build custom bikes. My husband has this beautiful collection of bikes and if we had a fire nut shop his. Brand new Adirondack Guide Boat, which is all handmade and would. Would go up in. It would kill him, you know.

Speaker

Sure.

Speaker 2

I get. I absolutely get it.

Speaker 3

Yeah.

Speaker 2

Would you say anything good has come out of this?

Speaker 4

Well, I knew there would be some good that came out of this. Strangely enough early on. A lot of my neighbors that were also devastated. Were amused with how upbeat I was about this. And I'm. I'm not happy that it happened on any normal and I'm and I'm not even.

Speaker 2

Of course not.

Speaker 4

Even if it was just me, I'm not even glad that it happened to me. What I was explaining to them is. This is going to open up a lot of opportunities that we don't know what they are yet and. In a couple of years where you are, you're going to be able to look back and be sort of blown away by what this tragedy has gotten you and where it landed. You and I don't know what the answer to that is and nobody does. And it's going to be a journey and I don't know where it's going to go, kind of I kind of do. I think it's gonna be. I think it's going to be kind of neat. I I want to stop short of saying I've enjoyed. Thus far, because I have it. This whole thing sucks, but talking to customers and getting them bikes and then seeing the giving of other people towards this. Cause it's not so much my 'cause it's it's my cost to to to re gift people bikes so that that have lost stuff that alone has just been enormous and has been fantastic. I get a lot of compliments from people that I'm doing this, but I also. Get people explaining to me that they can't believe the outpouring in the neighborhood, just in general, like just down here in my neighborhood that didn't burn, but it was close and people that are sort of new to this area. They've moved here from wherever recently in the past few years. Can't believe how tight and how giving this neighborhood is and how we're all helping each other out. Whether it's me giving away bikes. But there's a lot of other examples of of this. All over this. So if there's anything good that came out of this. It just reminds everybody how great we all are towards each other and how we can all help each other and politics aside. There is this common. Connection that we all have to the neighborhood and it's great.

Speaker 2

I do have one question that may run along sort of the edge of a political question, and that is you mentioned FEMA. Have they been doing what they're supposed to do? They. You get so many people who say, oh, FEMA needs to go away or whatever. I believe it probably needs to stay. It been helpful.

Speaker 4

Yeah, I think so. I mean, I can only. I can only speak for what I've seen here and and then I can only speak to what I've seen in. Other disasters. And again, it's what I've seen, whether it's North Carolina. I mean, they really. I got friends in North Carolina and South Carolina. Then boy, they got hit really hard and I know they were having trouble with FEMA speaking with them directly. Were having a lot of trouble with FEMA. And I'm not talking about what I've seen on the Internet. Talking about just speaking with people directly. I know here they're everywhere and the amount of giving here it's it's pretty amazing. I can go eat lunch today. Can leave this. This zoom call with you and go have a free lunch at the World Kitchen. By my. They're there every day and they're handing out food and it's free and they and they don't care who you are, you just walk. Mean it's kind of in the fire area and you can get fed and then there's a FEMA trailer close by. Also, the SBA close by and. I went and spent. Of a day at this. Sort of. Site of all of the agencies, it was a FEMA Red Cross, SBA and. Core and then another Buddhist money giver out of her group. I can't pronounce their. It was something, but it was a Buddhist

based and they gave out basically gift cards and. It was great. They were. It was a pretty well oiled machine. I can't. I can't say FEMA can do anything for me because they. They told me directly. It's your house, didn't burn down to. We're here to help people whose houses burned down. But you need to be over talking to the SBA, which is what kind of why? I was there to begin with. And but somebody had told me just to. See FEMA anyway. So I know they are helping people in talking to a lot of my customers and family and friends. I really haven't heard anything negative or extremely positive with FEMA. Here. And there they are definitely working but. Extends even further than FEMA where there's. Tragedies and and you know, weather events that happen like a hurricane in North Carolina. Not just. Fema's not in charge of. There's a lot of infrastructure that has to be done and I know there's a lot of areas. And. Weather events that. Have not gone smooth, but here it is gone. Unbelievably quick and it's impressive to see Edison. Working it up here. Putting in power poles. They were the first week after the fire. It was all blocked off. Nobody could get in every street going in had a Humvee or a BearCat or some big military vehicle. I've never seen before. There was no getting in. But if you got in, you could see first hand how much activity was going on behind the scenes. And I did get in quite a few times and it was just go check on friends that I had behind the line and give them stuff and supplies and check on my shop and. It was really interesting to see how fast all these telephone poles were going back in, cause a lot of telephone poles broke. The one behind my shop actually burned a little bit and then just snapped because the wind was blowing so hard. Umm, people don't realize that it wasn't just the fire. There was massive winds and when my brother was putting out the fire after I left, he had said to me he's never seen winds that strong before up here and somebody clocked him at 100 miles an hour. Brother told me he got knocked down twice. From the fire, from the wind excuse and it was. A lot of damage done by. A lot of trees fell over not because of the fire, because of the wind. So Edison had kind of a double whammy. They were dealing with telephone poles that were knocked over from trees that had fallen over and knocked down power lines. So they were in a lot of cases along main routes. They were basically re pulling the entire St. And they've done that and it's all done as of now, I.

Speaker 2

Think for the most. That's pretty fast.

Speaker 4

Yeah, it's crazy. It was crazy fast and it wasn't just. Company was up there and and all the telco people were there, you know, pulling fiber. And then AT&T had a mobile cell site at the very top of the neighborhood to top of Lake Ave. and and that was running getting cell service to everybody up there. So it's pretty amazing to see that thing moving along at that. There wasn't anywhere you could be on any St. and not see some activity of a utility series of trucks, big cranes and and pole installers and guys with jackhammers capping off gas lines under the street. All that stuff. That happened fast. Then real fast. That was amazing. Unbelievably, amazingly fast.

Speaker

Yeah.

Speaker 2

You know, I know my listeners are gonna be just. Amazed at how? Upbeat you are. Which you are and I I think it's. I'm really, really happy to be able to have spoken with you today. If there's anything that listeners can do, I am going to give them your go fund me site. I imagine you're working with the SBA. Yeah. Not my favorite organization, but not because they don't do a good job. They do. It's sort of like, you know, you sign those papers and you sign those papers.

Speaker 4

Yeah, I'm a little. I I don't know if I'm gonna. I've already done all the I've already done. Work on the SBA stuff. I just don't know if I want to. Take out a loan.

Speaker 2

Right.

Speaker 4

If I don't have. So I'm kind of standing by, you know, we all know how the bike industry takes along. And I was doing really well. We're a small. You know about 1300 square feet? Wasn't that big. Just doing family bikes. You know you can only tick so well. But for for who we were. Sure. Our numbers were aligned real nice for the first time in my entire career. I really got them dialed in. Didn't go to college and get a business. It was sort of the business of life. So it's taken me this long to really Polish it and we were there. So that doesn't go. The knowledge of knowing how those get those numbers lined up doesn't go away. I and I'm a little worried about. An SBA. Kind of hanging out there. Know guys right now. Sort of in the surrounding ZIP codes that are closing their shops and both of them both said separately that they still have this SBA loan leftover from COVID. They're still paying. It'll probably pay for the rest of the life on so.

Speaker 2

Yeah, any idea how long? Yeah, I have one for my other studio.

Speaker 4

Yeah.

Speaker 2

Get. It was small, but you still pay it every month. It comes right out of your bottom line.

Speaker 4

So I I wanna see if I can get through this without. The donations have been fantastic and a lot of the donations people have given me. Told me directly to my face that it. For me to do with what I want the the spirit behind this whole thing was to take these bikes and give them to people. And that's truly what it's about. Just rehoming. And I'm I'm rehoming really nice bikes and. It's sometimes it's a little bit hard to give away a really nice bike, but it really.

Speaker 2

Exactly. Wait, I like this one.

Speaker 4

Yeah. Yeah, I really enjoy giving nice bikes to people, have lost everything, especially with the kids, because the kids are kind of devastated, 'cause. They've lost all their. Boys. So when I get their parents telling me that it's just the most they've seen smile since this fires happened, it's great. It's great, and it makes it all good. The shop will be. It's just stuff we'll try to fill it back up with some more cool stuff. Hopefully I can find some really cool vintage bikes that were like what we had in there. And keep on ticking along and, you know 2.0 is always better so.

Speaker 2

So that that leads me to my last question. If people want to offer you these vintage bikes, you're willing to take them. Do you have a place to store them for the time being?

Speaker 4

Yeah, I. I mean, I have my house here.

Speaker 2

Yeah, we just fill it up with bike stuff.

Speaker 4

I have an office. Yeah, I'm having to deal with.

Speaker 2

Like we don't all live like that anyway.

Speaker 4

Right now, my wife. Looking at me a little sideways right now at the moment, but I gotta. I gotta start. These bikes down the road a little bit quicker. I am getting a lot of people that are hitting me up giving me. I'd like a donated. That was theirs when they were a girl and college and it's. A you know a. 27 inch wheel Schwinn World tourist you know with a positron shifter.

Speaker 2

Right. You know how scary that that stuff is vintage, right?

Speaker

And it's not exactly.

Speaker 2

Well, Steve, I really appreciate you talking with me today. Been speaking with Steve. He owns Steves bike shop in Altadena, CA. We are waiting for it to be rebuilt after the devastating fire. In the area and I really wish you so much luck and you and your family. Glad everybody's. Thank you for talking with me.

Speaker 4

Thanks for having me.

Speaker 2

It's my pleasure. My thanks to Steve Salinas for taking time to talk with me today. You can see the before and after photos of his shop at outspokencyclist.com. You can also help rebuild his shop if you're interested and continue his work of giving bikes to those in his community who lost everything. By donating to his GO fund me account and following him on Facebook. Of course, my thanks to you for listening. Remember that you can find photos, links and a written transcript of the show. At [outspoken cyclist com](http://outspokencyclist.com). Subscribe to the podcast on your favorite app. And follow us on Facebook, Instagram and LinkedIn. You can also TuneIn to our YouTube channel to hear the show spring is coming, I promise. And in the meantime, stay safe, stay well and hopefully you can get out for a ride. Bye bye.

Speaker

The.

Speaker 1

Thanks for joining us today on the outspoken cyclist with Diane Jenks, who welcome your thoughts and contributions on our Facebook page or visit outspokencyclist.com to leave a comment on any episode.

Speaker

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Speaker 1

We'll be back next week with new guests, topics, conversations and news in the world of cycling.

Speaker

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Speaker 1

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