Retail Spotlight Baby Boomers Open Up Shop on events," Deb said. "We're emphasiz-

A new shop called Uphill Grind is opening in Effingham, Illinois, a town

of 12,000 people east of St. Louis. The owners are two Baby Boomer couples who are transitioning from their corporate jobs.

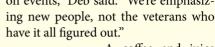
"We don't want to retire to a rocking

chair or a cruise ship," said Deb Reimers. "We're all cyclists and runners, so we're looking at a multi-sport focus."

Deb, an attorney with an MBA, is working the finances while her husband Dick, 57, is planning day-to-day operations.

"Retail is a new thing for us," Dick said. "We went to an outdoor apparel show, and we didn't know what keystone meant. You mean the beer?"

Despite their lack of experience, their grasp of the market is spot-on. "We want to grow the market for bike, outdoor and adventure sports by focusing





A coffee and juice bar and rides to the store from surrounding towns are also in the plan. Their storefront is in a shopping center next to a fitness gym and a martial arts studio. The parking lot

is filled with parents dropping off their kids and gym fanatics, which Uphill Grind hopes to attract.

Another smart move was hiring a 25-year-old mechanic and offering him part of the business to make sure he's invested. "We know what we don't know," Deb said.

With a Trek dealer in town, the Uphill Grind folks are looking at Cannondale, Raleigh, Specialized and Felt. "We're going to focus on the lower end pricewise, and as our customers get more experienced, we'll be there to sell them a high-end bike as well," Dick said.