

TODD RICKETTS

Shortly after his family purchased the Chicago Cubs last September, Ricketts, 40, became co-owner of the city's Higher Gear bike shops

You've had a busy year.

I'm only on the board of directors for the Cubs, so I spend most of my time around the bike shop. I mean, the Cubs gig is awesome because it matters to the city—the team is a part of our conversation, win or lose. The shop is the same way, because it performs an essential function in the community as a meeting place.

How do you make the time to ride?

I ride mostly in the neighborhood during the week, but I'll

Below 15 is just too cold to be on the road, especially if you add the wind. From 15 to 45 I've got a good rotation of clothing, especially to protect my face, and I'll use my 'cross bike and throw on some studded tires to deal with the snow.

I live in Chicago. I hear I can ride my bike to the ballpark and have it valeted.

We wanted Cubs fans to ride to Wrigley, so we improved the valet service and teamed up with SRAM to raise cash for World Bicycle Relief. You can

YOU CAN RIDE YOUR BIKE TO WRIGLEY AND LEAVE A TIP THAT WILL HELP SEND BIKES TO KIDS IN THIRD-WORLD COUNTRIES WHO TRAVEL LONG DISTANCES TO SCHOOL.

join our group rides up north on the weekends. I recently timed my errands and saw that anything less than five minutes away by car is always quicker by bike, so I try to pick up the kids from school with the Burley trailer.

Chicago has a soul-crushing winter—how do you deal with it on the bike?

I've set the cutoff at 15 degrees.

ride your bike and leave a tip that will help send bikes to kids in third-world countries who have to travel long distances just to go to school.

Any lessons make it from the bike shop to the clubhouse?

I got the players a nutritionist. You'd be surprised at the food in a major-league locker room—it's Ho Hos, Twinkies and Cheetos everywhere. I have customers who would never eat a Ho Ho just so they can pump out a



Definition of an optimist: someone who invests both in the Cubs and bike shops.

20-mile-an-hour pace for 40-plus miles. How can some guy who's riding in his spare time be eating better than the shortstop for the Cubs? That's when I realized our roster is made up of 21-year-old guys. So we did away with the junk, redid the

clubhouse kitchen and trained our team cook to work with a nutritionist. It's not mandatory or anything; I just wanted to give them better options.

Are Cubs fans going to get the health-food treatment?

This is a sporting event, so I think we should see some healthier stuff on the menu. We do have bison hot dogs now, which are pretty lean and taste the same as regular hot dogs.

The Yankees sell sushi...

Sushi? We'll never sell sushi. We're a little too Midwestern for that.—T.R. Foley

Small Talk

FIRST BIKE A hand-me-down Schwinn Krate with a broken crank. It was stolen when I was eight and I thought that meant I'd get a new bike, but we ended up finding it in a ditch a few blocks from the house. I guess the thief didn't want a broken bike either. Now I ride a Specialized S-Works Tarmac, which basically feels like you're riding with little jet packs attached to you.

CUBS WHO RIDE Starting pitcher Ryan Dempster rides to the stadium from his apartment. Manager Lou Piniella also rides 15 miles a day in the off-season, but he spends his time in Arizona and Florida in the winter, so we haven't had the chance to ride together.

THE HEADWINDY CITY We don't have many hills, so the wind is our challenge. If you get frustrated you just have to pretend it's a nice hill ride somewhere out in Washington.