



Teddy Lepp/The Gamecock

Bill (third left), Marty (second right), and Tom Herbkersman (first right), along with other Cycle Center employees, take time out from their opening day festivities this Saturday.

Bicycling brothers

By KATHY HEBERGER
Assistant to the Editors

Partying, studying, eating and living together are nothing new to the Herbkersman brothers; and when Bill, Tom and Marty opened their new Cycle Center this Saturday in Five Points, they added working together to that list.

"The beauty of it is that my brothers are my friends. That makes it good working together now," said Tom Herbkersman, the fourth oldest of seven Herbkersman brothers.

As the accountant of the three Cycle Center executives, Tom said being in business with your brothers is different than working with non-blood relations.

"You have arguments just like any business partners, but you can forget them two minutes later and get back to business as usual," he said.

All of the brothers attended USC, and all were in Lambda Chi Alpha fraternity, just as their father was. Marty Herbkersman, who is graduating with a theater degree and business minor in May, says the decision to go to the same school was not collective nor coincidental.

"We're a pretty close-knit family. We've always done things in groups. We're from Columbia, and USC was close to home and a good school," he said. "USC definitely prepared us for what we're doing now. It helps to be

near home where we have our brothers and friends and all the people we know in Columbia," Marty said.

Bill Herbkersman, at 32, is the second oldest. He agreed that opening a cycle shop in Columbia feels good. "It's neat to be back in Columbia and at USC," he said.

Bill, while renting beach equipment as part of a job for the Hilton Head beach patrol during his undergraduate years, noticed the demand for bikes. He opened his first Cycle Center in Hilton Head in 1987.

Bill got his journalism degree from USC in 1982 and his masters in communication from Pepperdine University. He tried his own talents in Category 2 cy-

cling in California, trying out for the U.S. Olympic team, before returning to South Carolina to his old Hilton Head turf. The Herbkersmans are now the largest Trek bike dealers in the Southeast.

The Five Points branch of Cycle Center will be the fifth store of a chain that has developed in the past 10 months. Marty says the brothers try to surround themselves with pro cyclists, athletes and mechanics who are in the thick of the bike business. The strategy is paying off. "Business is great," he said.

Tom, who graduated with his masters in accounting in 1987, joined his brother when Bill needed help expanding. He says he and his brothers get along very

well. "We don't fist fight anymore," he said. "It's great (being in business with brothers) because you know what they're thinking. You've grown up with them, lived with them your whole life. You know them like the back of your hand," he added.

The brothers said their strong family background has been a primary factor in their professional success and in their personal happiness. Marty said their parents have always supported him and his brothers.

The oldest of the seven brothers is producing the movie *Ghost House* in California. One of the brothers was killed in an accident. "Our family really came together to get through it," Marty said.

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THE HUNT FOR RED OCTOBER [R] No Bargain Day • No Passes 1:00-4:00-7:00-10:00	PRETTY WOMAN She stole his heart. RICHARD GERE JULIA ROBERTS 1:20-4:05-7:15-9:50 NO PASSES
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