

Rick Hatch's name has been synonymous with motorcycles in Arizona for more than 40 years. Most familiar to many is his recent position as owner of Hacienda Harley-Davidson in Scottsdale, from 1998 until January 2012.

While a very rewarding enterprise, it can also be said that running that dealership was easily among the most high-pressure endeavors of his life. Stories of just getting the building structure in Scottsdale built are pretty amazing in themselves.

Rick could be considered a visionary in the motorcycling industry. *Back in the '70s, riders from around the country found Rick in Safford by way of his internet presence. The Safford Hacienda H-D store was 1 of the top 10 dealers by volume in the country. He created an internet presence to sell bikes 3 years before H-D Motor Co. went online. *In 1978, he was offering fly-n-ride to Safford for buyers. *Top Spoke Rentals was the first authorized H-D rental fleet, even before H-D established a rental program. *He's also the one who broke from tradition and started opening his stores on Sundays and Mondays. [Sometimes there's a fine line between being a visionary and a workaholic.]

Rick shared anecdotes of some tangles with H-D Corporate... such as the look & feel of the dealership and the type of music Rick played. Rick preferred playing rock 'n roll; whereas he would be encouraged to play more 'subdued' music. He expressed that H-D Corp stores have become too 'sterile'.

But on the other hand, no one could argue with his success ~ including H-D Corp. Rick built a \$40m business that was selling 1500 bikes per year.

There had never been any intention to sell. Rick expected to reduce his hours and bring family members into the operations of the H-D dealership. If all had gone as expected, Rick's son Colter would have taken over the dealership. His untimely death, in a motorcycle wreck, changed all that. Rick's second son had found success on a different path ~ and had no interest in taking on the store.

Eventually, Rick's decision to sell came from an entirely unexpected avenue. He got pneumonia & was in the hospital for 10 days. He was extremely ill and saw his mortality.

While still reluctant to sell, the offer was too

good to pass up. So on January 22, 2012 Rick Hatch sold his beloved Hacienda with the belief that he was leaving it and all who worked there in hands that could perpetuate it to another level, building off the story that was already written.

Two years later, he now reflects that decision turned out to be a blessing in disguise. The man you meet today is unburdened, relaxed, and very happy. He's still an energetic, driven individual who has worked and played hard all his life. Now he has time to enjoy life.

Everything you've learned here brings us to our visit to his newest creation. In 2009 Rick bought the local EagleRider store and has blended two businesses; creating EagleRider Motorcycle Sales, Service and Rentals located at 1000 N McClintock Drive in Tempe, AZ 85281; just 12 miles south of Scottsdale. He's had this property since October 2013 and he's got big plans in motion. It's fun to come to work, he says.

The property is fully-fenced, including the huge parking lot. This place has 'Party Venue' written all over it. Plans include a restaurant, vendor display, and conducting Motorcycle Safety classes through Team AZ.

The themes are reminiscent of all of Rick Hatch's previous locations; the man built each one with his own hands and heart. The walls display many mementos of H-D and Rick's life in the motorcycling world, aka Old School Cool. The theme of the façade will look familiar to those who have ever visited Rick in Safford or Scottsdale. Some say it reminds them of home. When you visit the shop you'll see a wall of bikes ~ literally. These are a display of Rick's personal bikes... And each has its story.

Rick has gathered a loyal and dedicated team at EagleRider, including some familiar faces from previous days. Rick and Julie both actively participate in the day-to-day overseeing of the store. There are 3 techs in the 5-bay shop; each PHD-certified. The shop rate is \$75/hour.

We toured Rick's 'Motorcycle Swap Meet', which is a used parts treasure trove; and visited with Cliff who somehow keeps track of every item, large & small. Here you'll find takeoffs, sheet metal, accessories, handlebars, seats, saddlebags, & lots more. Too far away to visit the store personally but need a

hard-to-find part? Call 480-905-9397 or check in at the Top Spoke Rentals eBay store for parts & accessories, at

<http://www.ebay.com/sch/big-gs-bike-barn/m.html>

The General Store is where you'll find unique apparel, helmets, and other rider accessories to ensure your ride is a success.

The rental fleet offers numerous choices of late-model Harley Davidson, Honda, BMW, and Indian motorcycles. Want to go out and play in the dirt? They rent ATVs and UTVs, including the trailer and gas ~ you add the dirt.

Indoor, climate-controlled motorcycle storage is another amenity of this multi-faceted facility.

While Rick acknowledges that We Rent Dreams - now in this location he proudly states that We Rent Dreams, We Grant Dreams, and We Maintain Dreams. This new location is about the experience, the destination, and being a part of your journey.

This venue is an event center capable of hosting your run's launch or being its final destination. It is Rick's intent to host at least 6 events per year; starting with Bike Week 2014 as EagleRider will be having a major motorcycle slasher sale. Push, pull, or tow it in, everyone rides during this semi-annual event. In addition to helping you get a new ride; EagleRider is proud to host this year's 3rd Annual Crusaders for the Children "Child Empowerment Ride" on Sunday, April 6th. This final ride of AZ Bike Week is fully escorted and includes breakfast and an autograph signing. This is a motorcycle community favorite.

On the south end of the parking lot there's access to EagleRider's neighbor... the 9-10 Live Elite Cabaret. This is where Rick hosts his after-parties. More than just a "gentlemen's club" ~ there is a sizeable outdoor venue with bars and stages for concerts and private parties.

Rick has found his real 'hawg heaven'. We've got to agree & we are very happy for him. Stop by, say 'hi', and check the place out. They're located at 1000 N McClintock Drive in Tempe. Any questions? Give 'em a call at 480-905-9397.

Please let them know you read about the store here in *AZ Rider*.

Betsy & Bruce

