

An author on Main Street

Owner of Main Street Cyclery pens book on how to start your own business

BY DENNIS KAISER

Dave Dunton has packed a lot of experience into his life.

He's an entrepreneur, having opened the doors of his Main Street Cyclery in Seal Beach on Father's Day 1997.

Before he got into the bicycle business, Dunton worked for more than 20 years as a biomedical engineer. His job was to work on ideas and development of medical products. The work kept him busy making sure all of the applications and materials worked together and the products were compatible to work on human beings. Dunton worked on projects such as creating pig and bovine parts that could be used to fix human heart valves.

Dunton is also an athlete who conquered cancer and went on to complete the Ironman Triathlon. He has faced down many challenges throughout his life, and has found success regardless.

As Seal Beach resident for 26 years, Dunton has now added published author to his list of accomplishments. He wrote his book, "Build Your Own Damn Mousetrap," as a way of sharing his experiences in overcoming adversity.

"It's really a primer on how to get into and start your own busi-



AUTHOR AND ENTREPRENEUR: Dave Dunton, owner of Main Street Cyclery, is the author of "Build Your Own Damn Mousetrap," a book about what you need to know to start a business.

ness," Dunton said. "It contains everything you need to know about how to go out on your own."

Dunton said he began his journey to become self-employed after things in the bio-medical field changed and he no longer felt challenged and excited about his work.

"That industry became commodity driven," he said. "We kept

making the same products and had to work on ways to keep the cost down. It took all the fun out of it."

"Once I turned 50 I decided I did not want to work for anyone else any longer," he said. "I took a year off and finished off my master degree."

Once Dunton found out Main Street Cycles was for sale, he said he jumped at the chance to buy the

shop at 135 Main St. After 10 years he moved the shop, now called Main Street Cyclery, to its current location at 317 Main St. He said the shop has thrived based on a commitment to good service and quality merchandise.

"We have our niche," he said. "It's been wonderful. Seal Beach does a really good job of taking

Please see Mousetrap, page 26

BUSINESS & REAL ESTATE

Mousetrap

From page 25

care of the local merchants. They know it's important or we won't be here very long."

Dunton said he likes to do things in his own unique way. Such is the case with his book.

"I didn't want to write a boring textbook," he said. "I wrote it so it would be easy to understand and have some depth to it."

The book is somewhat autobiographical as it traces Dunton's triathlon experiences, challenges as a youth and eventually his move into the bike shop business.

"I fell in love with the industry," he said. "That is a big part of what makes it a success. And that's what people need when they go into business for themselves. They need passion."

He said that about five years

ago people started coming to his shop and asking about triathlon training.

"I realized that part of being successful is being able to last long enough," he said. "Yes, you need good ideas going in, but you need to stick to it."

That is when he got the idea to write down his thoughts on business and they eventually were incorporated into "Build Your Own Damn Mousetrap."

Dunton said that the book is also a way for some people to realize that they don't want to go into business for themselves.

"Some people are not right for running their own business," he said. "They should realize that up front and make informed decisions. For example, let's say you are a guy with kids and people to support. It may be too risky to go into business."

In addition, Dunton said he has

tried to make the book reader-friendly by including humor and keeping it entertaining.

"No one wants to read something that is boring," he said. "I think it is a good teaching tool and I hope it helps people who read it."

"Build Your Own Mousetrap is published by Dorrance Publishing Co., Inc, 701 Smithfield St., Pittsburgh, PA 15222. It is available online through Amazon.com for about \$18.

Book will also be available at Main Street Cyclery.

For more information, call (562) 430-3903, or send e-mail to bikeshoponmain@gmail.com.

**LOOKING TO
ADOPT A CAT
OR DOG?**