



By Kathleen L. Radcliff, Suburban New Publications

In 1987, Adonna and Carl Besece, decided to share their passion for a heritage that began 105 years ago – the wind in your face as you hit the road on a Harley-Davidson motorcycle. Twenty years later, C&A Harley-Davidson has gotten too big for its britches at its 7610 Commerce Place location, but instead of going on a diet, the dealership is expanding its facilities and services.

Construction began July 16th to expand the dealership’s showroom space and to house the new Rider’s Edge® training facility, Alexa McAllister, director of marketing and promotions for C&A said. The expansion involved the purchase of a 4-acre tract north of the current site. C&A now has seven acres and a portion of the new acreage is designated for the new range maneuvering site. Half of an additional 4,200 square feet will be used to display more bikes, as well as additional parts and accessories specific to each Harley bike family. The remainder will be set for two classrooms and a lounge , because Harley riders and the C&A crew are always ready to sit down, swap stories and talk shop.

“We anticipate our finish date will be probably sometime in mid-October,” Barry Besece said. “I didn’t realize how long it takes to move dirt around.” Besece is the dealership’s certified public accountant as well as Adonna and Carl’s son. His brother and sister, Dena and Kerry, work at the dealership as well, with Dena as general manager and Kerry managing the parts department.

Adonna and Carl Besece are riders with 50-plus years under their belts. Carl Besece retired in 1997. “My mother is a different story,” Barry Besece said. “She comes in just about every day. I think she likes to work. I’m the only one in the family who doesn’t ride,” he said. “When I got out of college, I went to work for Ernst and Young for 10 years, then I worked for Bank One (now Chase) for five years,” followed by a one-year stint with a friend who has his own accounting firm, before coming to crunch the number for the family dealership.

“I still do the same CPA work, but not only is this a small business, it is a Harley-Davidson dealership,” he said. “It’s different. We have a fun product to sell, and people just want to come in and hang out.”

“Most of the (members of the) chapters are a pretty playful group,” McAllister said. “When someone owns a Harley, their lifestyle becomes heavily involved with their bike and the dealership.” Coffee and donuts is familiar Saturday fare at the dealership, and just about every weekend, Harley owners hit the road for a ride. “People can come in, hang out and talk shop,” McAllister said. “We really just like to sit and chit-chat.”

Even though her uncle and a few family members are Harley riders, having purchased their bikes at the dealership, McAllister said she joined the legion of riders several months ago. “All my life, I wanted to ride, but I had never taken it upon myself

to take it any further than that, until recently,” she said. To help address the “shoulda, coulda, woulda” element, the dealership will celebrate the completion of its expansion with a fall garage party, from 7 to 9 pm. Oct. 17. It will be a females-only party, for women who always wanted to ride, but did not know where to begin. The party will feature stations explaining motor parts, clothing and operations. By the end of the evening each guest will know the correct procedure for lifting a downed bike, by herself, McAllister said.

The celebration continues as the dealership is also hosting a VRSCR charity raffle-to win a Harley. Tickets are @20 each, with a maximum of 1,000 to be sold. Proceeds will benefit the Heart of Nursing Foundation, which offers scholarships and grants to individuals pursuing the nursing profession. For more information or to make reservations for the garage party, call McAllister at 614-764-2453 or visit online at www.CA-HD.com