

“On the Job” Showcases Rosholt Motorcycle Company

The sturdy brick building at the corner of Main and Randolph Streets is hard to miss. It's been a mainstay of downtown Rosholt for more than a century, with both the State Bank of Rosholt and Pan-A-Live-Pizza occupying the location before the Rosholt Motorcycle Company moved in in 1987.

I'd walked past the building dozens of times, but until I worked a day there as part of my “On the Job” series, I'd never been inside. What I found was a thriving business that has become a magnet for motorcycle riders across the Midwest. The shop's current owner, Nick Johnson, has been working on motorcycles since he was thirteen years old. In 2015, he realized a lifelong dream when he bought the company. Since then, the shop has added employees and expanded its services. They offer repairs, custom builds, and even storage options. The people who work there are both passionate and knowledgeable about motorcycles, and it really shows.

Even for non-riders, the Rosholt Motorcycle Company is worth exploring. They have a clean, colorful showroom with plenty of biking accessories that would make great gifts. I enjoyed my time working on the bikes and learning about a business that is definitely worth a closer look.