

Cycledelic's Totally Awesome Extreme 80's Dance Party

A Zone 3 Journey at 80 rpm to the Pop Culture of the 1980's

**Created by: Kathy Ehrlich-Scheffer, former owner,
Cycledelic Indoor Cycling Studio, Rochester, NY
www.EnjoyTheTrip.net**



Background

It's officially been one year since I closed the doors on my beloved studio, but there are so many rich and wonderful memories that live on. One of the most thrilling things about owning my own studio was getting to be outlandishly creative with special events. In celebration of Halloween 2012, Cycledelic hosted The Totally Awesome Extreme 80's Dance Party, taught by Jane Fonda (a.k.a. Mia Bink) and attended by Richard Simmons (a.k.a. Tom Scotto) and many others dressed in 80's regalia. We decided on a 1980's theme because of the popularity of the decade and its pop culture and music, as well as ease in finding a costume appropriate for a cycling class. Having one event centered on a single decade provided camaraderie in a way that a broader costume event probably couldn't have. Most (but certainly not all) of those in attendance remembered the decade first-hand lending to some great story-telling throughout the event.

Safety First

As a studio owner I always had many balls to juggle, including safety and liability; marketing and profitability; and always, always client satisfaction. On the safety side of things we wanted clients to be able to get into the act and dress the part, but in a way that was still safe to participate in an indoor cycling class. A focus on the 1980's made for easy costume choices for clients without the fear of overheating or having bulky clothing in the way of moving bike parts. We saw some clients go all out with short shorts and mesh half-shirts, but many others opted for a sensible approach: a scrunchie holding a side ponytail; a banana clip; some neon; pinning on lots of obnoxious "statement" buttons. One client even wore a vintage 80's cycling kit and helmet! Everyone was dressed safely and appropriately to enjoy



Indoor Cycling Association *Go Retro!* Profile contest

class. (Richard Simmons may have something to say on the subject of his “hair,” however...)

Target Audience

On the marketing and profitability side of things, I created my own in-house posters for the studio and blasted about it in my e-newsletter. The cost was \$25 per person and we found that clients were willing to pay it as the class did sell out. The class was originally intended to be a zone-three dominant class lasting an hour and a half targeting established clients (we received numerous requests for such a class), but what we experienced was a number of newcomers to this event invited by established clients. A 1.5 hour class, regardless of zone, is simply too long of a class for a newbie not used to riding indoors! Because of this, I played the role of tending to the newbies: distributing gel seats, water bottles and lots of encouragement and hand holding so that “Jane Fonda” could otherwise lead the class. My advice to others considering such an event would be to shorten it, unless you know for a fact that only your established riders will be attending and they are asking for a longer class. The 1980’s have mass appeal and as we found it was a great way to get newcomers into the studio. In retrospect, a 45-minute class would have been a better choice. Learn from my mistake, as most of those newcomers were so sore “down below” that we never saw all but one again.

Video

We made use of our projector and screen and I put together a home-made video using Windows Live Movie Maker lasting an hour and 45 minutes. In this way, there was 1980’s themed entertainment still up even after class officially ended. The clients loved after-class social time in our lounge after events such as this and we wanted to keep the spirit of the evening going to help out with that community-building. The movie combined music videos, commercials, news clips, sound bites from movies, exercise clips, etc... The commercials, movie sound bites and exercise clips were great during recoveries. The news clips were used during the warm-up as a way of introducing the decade and setting the stage. The following is a detailed account of the imagery found in the movie:



Indoor Cycling Association *Go Retro!* Profile contest

Pictures of the Following News Stories:

Chernobyl, Beirut, Video of the Berlin Wall falling, Space Shuttle Challenger, Exxon Valdez oil spill, Michael Milken, Oliver North, President Reagan assassination attempt, Pan Am Flight 103, Tiananmen Square.

Note: you may opt to keep any negative news stories out of your event imagery; it comes down to knowing your audience. Cycledelic was heavily supported by those in academic circles and they enjoyed the “trip down memory lane” via the news images. I opted to keep anything news-related in the warm-up, leaving the rest of the class to focus on the fun, upbeat, pop culture of the decade.

Videos:

Girls Just Wanna Have Fun, by Cyndi Lauper
Take On Me, by A-Ha
You Spin Me Right Round, by Dead or Alive
Breakfast Club Video Montage
Dancing in the Dark, by Bruce Springsteen
Jump, by Van Halen
You Give Love a Bad Name, by Bon Jovi
Billie Jean, by Michael Jackson
Video Parody of the 80's
Money For Nothing, by Dire Straights
John Hughes Movie Montage
You Grew Up in the 80's If... (to “Tainted Love” by Soft Cell)
Addicted to Love, by Robert Palmer
Like a Virgin, by Madonna
Come On Eileen, by Dexy's Midnight Runners
Pour Some Sugar on Me, by Def Leppard
Eye of the Tiger, by Survivor
Hungry Like the Wolf, by Duran Duran
Back to the 80's MegaMix
We Are the World, USA for Africa

Commercials:

Wendy's “Where's the Beef”?
Apple- 1984
Coca Cola
Epcot Center



Indoor Cycling Association *Go Retro!* Profile contest

Movies:

Clip from “Dirty Dancing”: “Nobody puts Baby in the corner,” followed by the last dance of the season.

Misc:

Crystal Light Aerobics Championships
Richard Simmons

Imagery:

Used during the song “White Wedding” by Billy Idol: 80’s hair fads, Hypercolor t-shirts, hacky sack, chia pet, cassette tapes, Garbage Pail Kids trading cards, Hard Rock Café t-shirts, jelly shoes, rubber bracelets, MTV, plastic charm necklaces, shoulder pads, Spuds MacKenzie, stirrup pants, sweaters worn over the shoulder.



Indoor Cycling Association *Go Retro!* Profile contest

Totally Awesome Extreme 1980's Dance Party Profile

We opted to play on “the 80’s.” Our profile featured cadences in the 80 rpms, predominantly in zone 3. This class was originally designed to be done as a fairly comfortable and highly social 1.5-hour class for the established indoor rider. Please note that the profile as presented would be very simple to pare down or even cut in half; simply shorten the intervals and take out some music/video and voila! Note that there is ample recovery packed into this profile—that’s by design. First, 1.5 hours is a long time in the saddle and riders need saddle breaks. Second, events tend to be much more social by nature and extra recovery allows for this interaction to take place more naturally. Earlier events at Cycledelic did not include so much recovery and we learned quickly that more recovery = happier riders at themed events such as this one.

Quick Profile Structure:

- Warm-Up (8:00)
- Tour of the 80’s via rpm’s (80 rpm – 89 rpm) w/ intermediate recoveries (27:00)
- Recovery (3:00)
- Resistance loading at 85 rpm (12:00)
- Recovery (4:00)
- Cadence Loading 80 rpm – 89 rpm with increases in speed every 1 minute (9:00)
- Recovery (2:00)
- Progressive Standing Climb Intervals w/ intermediate recoveries (24:00)
- Cool-Down/Stretch (10:00)

The profile is to-the-point because of the use of video for what amounts to a more social event. “Jane Fonda” was able to add cues as she saw fit, but otherwise there was lots of room for the students to experience the event. A zone 3 focus allowed for easy singing along to favorite videos, motivational quips by “Richard Simmons,” and reminiscing among the clients. A more detailed profile sheet is included with the playlist, but I wanted to illustrate how easy it would be to pare this class down to suit the time/needs of your particular event or class.



Indoor Cycling Association *Go Retro!* Profile contest

The Experience

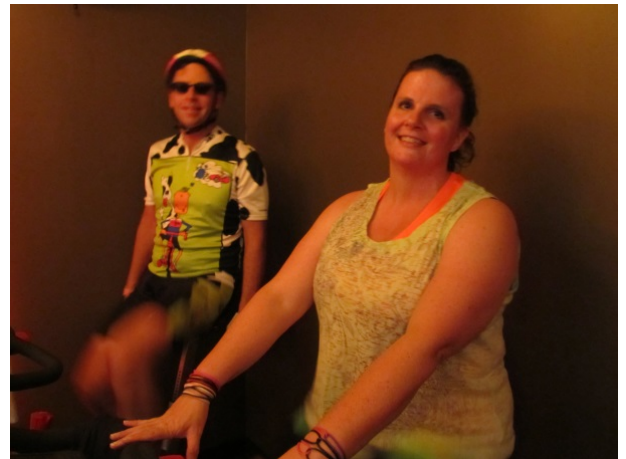
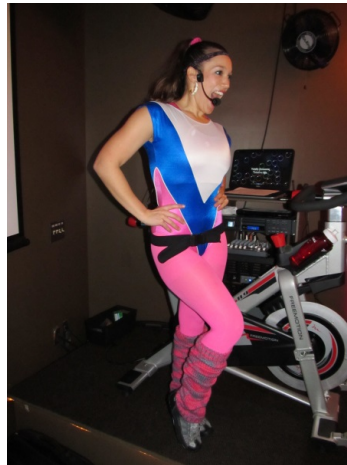
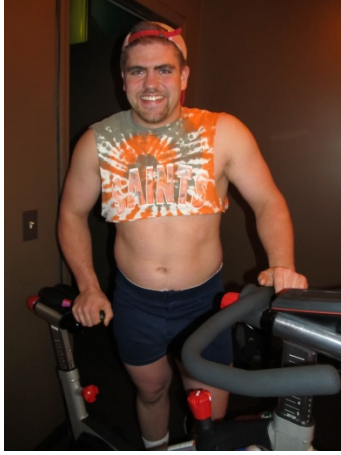
All of the classes and events at Cycledelic were big on “mood creation” as a way of making our studio stand apart. For events, there were always at least two instructors working and sometimes more. As an owner this usually meant I did the greeting and anything administrative and the instructor was left to instruct. Greeting the clients when they walked in and welcoming them with energy and enthusiasm set the stage for events including this one. Once entering the studio, the clients enjoyed a playlist of 1980’s music while they set up their bikes and made any last-minute costume adjustments. As an owner I often tapped my more charismatic instructors for events like this one, and the lovely and talented Mia Bink certainly fit the bill. While a solid profile is always necessary for any class, themed events need added charisma to “pop.” If you can’t finagle your favorite Master Instructor to attend your event and dress as Richard Simmons for you (I love you, Tom Scotto!!!), fear not. There are many ways to add some fun to your event while “keeping it real.” Jennifer was already kind enough to outline many of them in the contest guidelines, but to re-cap you could have a costume contest, prize giveaways, 1980’s music or movie trivia, free class passes (if you own a studio), etc...

Most of our events ended with some social time in our lounge, often with healthy snacks to enjoy. For events that included prizes and giveaways, I liked to use gift cards from nearby small businesses as a way for me to cross-promote with them and vice-versa.

Indoor Cycling Association *Go Retro!* Profile contest



Indoor Cycling Association *Go Retro!* Profile contest



Indoor Cycling Association
***Go Retro!* Profile contest**



Tom Scotto, Kathy Ehrlich-Scheffer, Mia Bink

Totally Awesome Extreme 80's Dance Party

VIDEO or SONG	DRILL	TIME	RPM	ZONE	NOTES
Biggest News Stories Video to: Everybody Wants to Rule mp3- 4:11 Jenny mp3- 3:46	Warm-Up	8:00		1,2	4 sets of intervals; the 1st 3 are in the 80 rpm's! Most efforts will be in Z3, with chances to go into Z4 and even an optional taste of lower Z5.
SET ONE: Tour de 80's! (RPM's)					
Girls Just Wanna Video- 4:25	Interval 1	5:00	80	2,3	Add a realistic R; come up to low Z3.
Take On Me Video- 3:47	Interval 2	5:00	83	3	Add a slight amt of R; bring speed up a couple rpm's; Stay in Z3.
You Spin Me Video- 2:51	Recovery	2:00			Saddle breaks as needed.
Where's the Beef Commercial- 1:00					
Breakfast Club Montage Video- 3:59	Interval 3	5:00	85	3	Bring it back to Z3, this time in the mid 80 rpms.
Dancing in the Dark Video- 3:58	Interval 4	5:00	87	3	Add a slight amt of R; bring speed up a couple rpm's; Stay in Z3.
Jump Video- 4:02	Recovery	2:00			Saddle breaks as needed.
You Give Love a Bad Name Video- 3:54	Interval 5	:45 3:00	89	3,4	Bring speed to high 80's. Add a challenging amount of R- take it from Z3, to Z4 for first 2:00; 3:00 Add as much R as can handle and stay in high 80's. Allow yourself to go into high Z4 to low Z5.
Crystal Light Championships- 2:50	Recovery	3:00			Saddle breaks as needed.
SET TWO: Resistance Loading a la '85 RPM's!					
	Set Up Resistance Loading	1:00	85	3	Set C to 85 rpm; settle into Z3. Stay at 85 rpm as we add R.
	Add slight R	1:30	85	3	
	Add slight R	1:30	85	3	
Billie Jean Video- 4:54	Add slight R	1:30	85	3	
White Wedding mp3- 4:09	Add slight R	1:30	85	3,4	Intensity is beginning to rise here
Video Parody- 2:45	Add slight R	1:30	85	3,4	
	Add slight R	1:15	85	4	
	Add slight R	1:00	85	4	Get ready...
	Add slight R	1:00	85	4,5	Don't hold back- add as much R as you can @ 85 rpm!
Dirty Dancing Video- 3:53	Recovery	3:53			
SET 3: Cadence Loading Through the 80 RPM's!					
	Set Up Cadence Loading	1:00	80	2	Add a sincere Resistance
	Increase C	1:00	81-82	2,3	
Money For Nothing Video- 4:03	Increase C	1:00	82-83	2,3	

Totally Awesome Extreme 80's Dance Party

John Hughes Video- 2:39	Increase C	1:00	83-84	2,3		
Tainted Love mp3- 2:40- set to Video of You Grew Up in 80's if...	Increase C	1:00	84-85	3		
	Increase C	1:00	85-86	3		
	Increase C	1:00	86-87	3		
	Increase C	1:00	87-88	3,4		
	Increase C	1:00	88-89	3,4		
Commercials: 2 Apple, 1 Coke, 1 Epcot, Richard Loves U- 2:10	Recovery	2:10				
SET 4: Standing/Seated Climb Intervals on a Moderate Climb						
Addicted to Love Video- 3:56 Like a Virgin Video- 3:50 Come On Eileen Video- 3:48 Pour Some Sugar Video- 4:51 Eye of the Tiger- Video- 4:11 Hungry Like the Wolf Video- 3:42	Set Up Intervals	1:00	75-78 seated	2,3	Slow C to mid to high 70's by adding R; Test the R by coming out of saddle	
	Interval 1: 4:00 Seated Climb 1:00 Standing Climb	5:00	75-78 seated	3	Connect w/ Pedal Stroke	
	Recovery	1:00				
	Interval 2: 3:00 Seated Climb 2:00 Standing Climb	5:00	75-78 seated	3	How is your stroke out of saddle?	
	Recovery	1:00				
	Interval 3: 2:00 Seated Climb 3:00 Standing Climb	5:00	75-78 seated	3,4	We'll be out of saddle longer than it; expect intensity to rise.	
	Recovery	1:00				
	Interval 4: 1:00 Seated Climb 4:30 Standing Climb	5:30	75-78 seated	4,5	For this final set, add some more R than previously, allow intensity to go beyond threshold.	
	Cool-Down/STRETCH					
	80's MegaMix- 7 min., 21 sec.	Cool-Down	5:00			Bring HR & Breath Down
We R the World Video- 8 min.	Stretch	5:00				