



**Indoor Cycling Mini Conference  
with Jennifer Sage and Tom Scotto  
of the Indoor Cycling Association  
Off Road Indoor Cycling Studio**

**Seven educational workshops March 29–30, 2014  
Presenting a special Master Class on Friday March 28<sup>th</sup>**

**Location: Off Road Indoor Cycling  
905 U St NW, Washington, DC 20001**

**For directions [www.offroaddc.com](http://www.offroaddc.com)**

**To register online: [www.indoorcyclingassociation.com/washington-ica/](http://www.indoorcyclingassociation.com/washington-ica/)**

**Questions: [info@indoorcyclingassociation.com](mailto:info@indoorcyclingassociation.com)**

Jennifer Sage and Tom Scotto are coming to Off Road Indoor Cycling Studio in Washington DC to put on a select set of workshops aimed at raising the bar of indoor cycling in the DC area. They bring a full spectrum of topics ranging from the science of heart rate training, biomechanics, understanding cadence and resistance and their effect on intensity, coaching and presentation skills, mental-strength techniques and cueing, and delivering explosive power. Jennifer and Tom have a passion for bringing education and inspiration to every instructor and this conference is packed with some of their favorite presentations and rides. The stage will be set on the first night as Jennifer leads a 90-minute master class that will propel you on a realistic depiction of a Tour de France stage up the epic Alpe d'Huez, a very emotional and powerful ride. We look forward to meeting you and spurring you on as you challenge your mind and body so you can turn around and empower your own students!

**Friday Master Class, March 28<sup>th</sup>**

**Alpe d'Huez, One Man's Journey from Suffering to Triumph, 6:00–7:30 pm**

***Jennifer Sage***

This may be the most unique 90 minutes on an indoor bike you've ever experienced.

*One of the most famous climbs in the world, the enigmatic Alpe d'Huez in the French Alps has 21 switchbacks with an average 8% grade. It is often contested at the end of a long stage in the Tour de France. In this ride, Jennifer will get into your head, and you will become a rider of the Tour, assisting your teammates over the long stage, and now faced with this climb of mythic proportions. You, the rider, are not a team leader near the front of the pack, but rather a "domestique" who works hard for his teammates, and arrives at Alpe d'Huez almost in last place. Will you make it? Can you make it? You will have to go inside yourself to succeed when you have doubts, and experience the thrill of success when you are able to overcome your fears and believe in yourself. Be prepared, this is an emotion-packed ride!*

## **Saturday Sessions, March 29<sup>th</sup>**

### ***Mastering the Art and Science of Heart Rate Training, 8:00 a.m. –12:00 p.m.***

**Jennifer Sage**

Coaches and athletes realized long ago that lactate threshold was a more effective anchor on which to base training zones than using maximum heart rate. It's time to move beyond the inaccurate and ineffective maximum heart rate charts and bring this knowledge to indoor cycling. Exercise physiologists have found that field tests and talk tests can *closely estimate* threshold. Teaching your students about threshold training will take their fitness and performance to new heights while increasing your credibility as a coach. In this information-packed session, you will learn:

- The myth of maximum heart rate
- Definition of lactate threshold, how to explain it to your students
- Why improving threshold will help every student meet their goals, from the competitive athlete to the average fitness participant with weight loss goals
- How to inspire your students to wear a heart rate monitor
- How to conduct threshold field tests to determine students' training zones. We will perform two on-bike tests (90-minutes of total ride time):
  - 10-minute talk test for less-fit, new or older students
  - 20-minute time trial field test to estimate LT for more fit students
- Three different training zone methodologies

### ***Teaching with Video Tips and Tricks, 12:15–1:15 p.m. (Lunch discussion)***

Video, audio, and cables....oh my. Riding indoors with the added stimulus of video can be very exciting. However, for instructors, the thought of pulling all of this together can be a tad overwhelming. Join us as we face technology head-on and explore the ingredients of a successful virtual ride. We will address the following: how do I find and use cycling videos, inspirational images, and music video, or project my profiles? What equipment is needed? Are there better ways to setup my cycling room? How should I approach cuing and planning out my rides? Technology and cycling have never been so much fun together! 40-minute lecture followed by Q&A.

### ***Explosive Power, 1:15 –3:15 p.m.***

**Tom Scotto**

You can call them sprints, massive surges of force, or simply explosive power. It has pained me for many years to see riders poorly execute this valuable and fun element of cycling. Just as aerobic, speed, muscular endurance, and strength efforts provide much of the benefit for why people attend indoor cycling classes, explosive efforts add a necessary ingredient for overall fitness and conditioning. The key is to perform them safely and correctly to effectively train the nervous system, muscle response, and muscle power. This workshop will help you understand how explosive efforts can benefit everyone, demonstrate proper form and guidelines for indoor cycling, and provide fun drills for your classes. (Includes a 1-hour ride)



## ICA Indoor Cycling Conference, Washington DC

### ***Where the Magic Happens, 3:30–5:15 p.m.***

**Jennifer Sage**

As instructors, we often struggle to find a way to push our students to do more than they seem to be doing in class. We don't want to push them TOO hard but we also don't want them to continue on the path of stagnation with less than stellar results. We KNOW they are capable of more, but how to convince them? The answer: inspiring them to define and explore their comfort zone, and tasting what it feels like to go beyond it, because this is *where the magic happens*! It doesn't always imply higher intensity, although for some, that might be their most magical discovery. Finding one's comfort zone, and then exceeding it, might entail higher intensity, time in the saddle, doing longer periods of higher resistance or cadence, or it might entail exploring the mental side of the pursuit of excellence. This workshop will teach you how to inspire your students on a much deeper level. (Includes a 1-hour ride)

### **Sunday Sessions, March 30<sup>th</sup>**

#### ***Master Cueing and Presentation, 9:00 a.m.–12:00 p.m.***

**Tom Scotto**

Prepare to get comfortable with the uncomfortable. Master Cueing is much about being confident in how you present yourself. Not a level of confidence that appears egocentric, but one that demonstrates knowledge, humility, and approachability. This workshop will teach and demonstration how to lead your riders through every aspect of class, as well as methods to deal with those challenging awkward encounters. Arrive ready to ride, experience, and participate as you may be given the instructor bike to put your "comfort level" to the test! (Includes a 1-hour ride)

#### ***Cause and Effect: How to Cue Cadence and Resistance to Optimize Performance 1:00–2:45 p.m.***

**Jennifer Sage**

Pedal stroke drills are potent ways to help your students improve their technique, efficiency, and performance. We will begin with a discussion of the *Anatomy of the Pedal Stroke* to teach proper biomechanics and technique, which convert to speed and lead to power. We will then experience numerous pedal stroke drills, using different visualizations and descriptions so you will be sure to connect with all your students, whether they are visual, cognitive, or kinesthetic learners. You will leave this session with numerous methods for teaching a smooth pedal stroke and will be able to incorporate these drills into almost any profile. (Includes a 1-hour ride)

#### ***Biomechanics Builds Better Bodies, 3:00–5:00 p.m.***

**Tom Scotto**

Learn how proper form and technique on the bike can make your time 50% more effective for building strength, losing weight, gaining overall fitness, while avoiding discomfort and injury. Join us as we explore the movement and relationship between the body and the mechanics of the bike. We will discuss pedal stroke technique, postural alignment, breathing and relaxation, and even some functional anatomy. The workshop will also debunk some of the myths, misconception, and confusion surrounding efficiency, circular pedal stroke, and core activation. Then get ready to experience the body in a new way as you explore and implement these concepts during a fun ride focused on biomechanics and neuromuscular development and speed. (Includes a 60-minute ride)



## ICA Indoor Cycling Conference, Washington DC

### Conference Price List

#### Prices for individual sessions

- 4-hour sessions \$109
  - Mastering the Art and Science of Heart Rate Training
- 2.5-hour sessions \$89
  - Master Cueing and Presentation
- 1.5–2-hour sessions \$69
  - Cause and Effect, Biomechanics Builds Better Bodies, Where the Magic Happens, and Explosive Power
- Teaching with Video Tips and Tricks discussion over lunch: free for Off-Road instructors, ICA members, or full-conference attendees. \$15 for other instructors who have registered for at least *one* other session for the weekend, \$45 for all others. We will arrange for lunch to be delivered, which will be \$10-\$12, or bring your own lunch. We will contact you a few days prior to place lunch orders.

#### The full conference is \$299

By far the best deal is to register for the entire weekend, a savings of \$189.

#### Master Class Alpe d'Huez, One Man's Journey from Suffering to Triumph on Friday evening \$25

If you register for the entire conference, the Friday night Master Class is only \$5

To register, go to [www.indoorcyclingassociation.com/washington-ica/](http://www.indoorcyclingassociation.com/washington-ica/)

Indoor Cycling Association members receive 15% off.

For information on joining ICA, go to [www.indoorcyclingassociation.com](http://www.indoorcyclingassociation.com) and click on *Join Today*.

## About your presenters

### Jennifer Sage Master Instructor and Founder, Indoor Cycling Association

Jennifer Sage, from Vail, Colorado is a passionate cyclist, indoor cycling instructor and personal trainer. With 30 years in the fitness industry, she has a degree in Exercise Science and is a Certified Personal Trainer, and Certified Strength and Conditioning Specialist. As part of the Master Instructor team for Spinning® for 12 years, she presented at international fitness conferences and traveled North America certifying instructors and teaching continuing education. She authored several continuing education courses and articles for Mad Dogg Athletics and Spinning® including *Contraindications in Spinning* and *Cadence, Heart Rate and Class Design*. In April of 2011, she created the Indoor Cycling Association, an online educational resource for indoor cycling instructors with the goal to reach out to a wider audience of instructors seeking to improve their knowledge and technical and coaching skills. The mission of ICA is to *Educate and Inspire!*



Jennifer has authored two e-books. *Keep It Real In Your Indoor Cycling Classes* has become the “go-to guide” for instructors wanting to teach a safe and effective class. The second is *Top Ten Ways to Stay Motivated as an Indoor Cycling Instructor*. Both are available on ICA.

Jennifer is the creator of the Keep it Real movement in indoor cycling, first creating a session with that title at the WSSC Spinning conference in 2006. Since then, it’s become a powerful force in the industry, inspiring instructors to adhere to proper training principles and to reject many popular but ineffective and unsafe trends that incorporate superfluous movements while pedaling.

### Tom Scotto Director of Education and Technology, Indoor Cycling Association

Tom, from Boston, Massachusetts, is a master indoor cycling instructor, USA Cycling Elite level coach, and competitive cyclist currently focused on road racing in the New England region. His rides range from technical training, music themes, stages of the Tour de France, racing through the city streets, and virtual rides from places around the world. One of Tom’s passions is bringing the skill, technique, training and fun cycling experience outdoors to indoor cycling classes. He has merged his degree from Berklee College of Music with coaching and presenter skills to deliver a unique indoor cycling experience.



In 2006, Tom founded Stage5 Cycling, which provided an indoor cycling certification program, continuing education, and coaching services including metabolic/performance testing, nutrition, and biomechanic services. Stage5 Cycling was acquired by Cycling Fusion in 2010 where Tom assumed the role of Director of Education and Sport. Currently, he is the Director of Education and Technology for ICA. He also coaches athletes from around the country, teaches indoor cycling classes in the Boston area, and presents indoor cycling clinics, workshops, and trainings across the US & internationally.