



Go Retro! in Your Cycling Classes

Announcing the Indoor Cycling Association's profile and programming contest

Fact #1: Everyone loves the 1980's! Or at least, there's no denying that you can have a LOT of fun with this era, whether you are making fun of it or celebrating it. For those of us on the north side of 45, the 1980's was our Heyday. And if you are younger, you know you are jealous you missed out!

Fact #2: Creative and fun programming can help you fill those saddles in your studio, generate a buzz, engage your riders, and provide non-stop smiles. They will keep coming back again and again!



Let's combine the two!

We'd like to enlist your help in doing so...

Be a Part of our *Go Retro!* Profile & Programming Contest

There are those who say if you “Keep it Real” you can’t “Keep it Fun”. Well, we’re going to prove them wrong. If the students are bored, then the instructor is boring; there are so many ways to keep your classes fun and exciting without resorting to gimmicks. One way is with creative programming and theme rides.

Help us come up with some creative and fun ideas using a retro theme. All you have to do is employ the music, movies, culture, and fashion from the 1980's. You can win some amazing prizes, and anyone who contributes will receive one month free membership at ICA and an ICA "I Keep it Real" wristband. (Please see the rules at the end of this

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document to learn how to qualify.)

The BEST News: Everyone, whether you decide to participate or not, whether you are an ICA member or not, will be able to download the final *Go Retro!* report, a pdf containing the top programming ideas, the top profiles and an entire list of the best 1980's songs for indoor cycling, each with coaching suggestions. We'll also create a Spotify collaborative playlist. Every instructor and studio will want a copy of this report for an infusion of fun in your classes!

Our intent is to inspire you to create a template for creative programming at your facility. Once you've done it for the 1980's, you can apply these very same concepts to another era such as the 1970's, or any theme you want, such as a Superbowl party, any holiday (Valentines, St. Patrick's Day, Thanksgiving, etc) or a seasonal celebration like summer or winter.

Contest Details

There are two categories, *Programming* and *Profile*. You can contribute to one or the other, or both if you want (but you can only win one category).

Programming

Write up a plan to promote a 1980's-themed event, either a single specialty class or series of classes with the intent to raise awareness of your program, increase class size and just have a whole bunch of silly fun.

It can be a fund-raiser, a series (such as one class per week for a whole month devoted to a particular style or topic of the 1980's, maybe one week television, another pop culture, another movies, another fitness and fashion), or other event (such as tied to a triathlon or club anniversary party). You can make it a contest, or do trivia night, or post quotes all over the studio, or ask students to contribute ideas/quotes/song ideas. The possibilities are endless (and I just gave you a whole bunch of great ideas to get you started!)

Profile

Create a profile using music from the 1980's. Include the terrain, cadence, intensity and coaching cues for each song. You can include any pop or cultural references or trivia if you want. The profile **MUST** use proper cycling techniques and should also be transferable to any cycling program. The idea is to show that you can have a lot of fun

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and be creative while still staying true to proper and safe technique.

Theme Ideas

For both the programming and profiles, you can use any combination of the following:

Movies of the 1980's: Almost every one of these can be a theme in and of itself, and many can provide your soundtrack for you. Pretty in Pink, Top Gun, Fast Times at Ridgemont High, Ghost Busters, Flashdance, Dirty Dancing, Ferris Bueller's Day Off, Sixteen Candles, Back to the Future, The Breakfast Club, The Shining, Caddyshack, American Werewolf in London, ET, Risky Business, Beverly Hills Cop, Hot Dog The Movie, Rocky, The Karate Kid, Purple Rain, This is Spinal Tap, The Princess Bride, The Terminator, Aliens, Blade Runner, Raiders of the Lost Ark, Airplane, Stripes, The Blues Brothers, When Harry Met Sally, Spaceballs, Perfect, Grease, Valley Girl...and so many more that are perfect for music, trivia or costumes!



Movie Quotes. Can you use your creativity to turn them into segments or cues in your ride? Or a “Name that flick” contest?

Fashion: oh God, that horrible fun-to-make-fun-of fashion from the 1980's! From preppies to punks to big hair to torn sweatshirts to skinny ties to stirrup pants to shoulder pads to leather miniskirts.

Fitness: The explosion of fitness in the 1980's...as weird as it all was, it eventually led us to where we are today. Some of you, like me, started way back then! You may want to include references to Jane Fonda, Olivia Newton John, Richard Simmons, Jamie Lee Curtis, Kathy Smith (photo at right), Christie Brinkley...



Culture: television (Miami Vice anyone?), Rubik's cube, the first space shuttle and the explosion of Challenger, the first Apple, Tiananman Square, Princess Diana, the Fall of the Berlin Wall, the first (huge) cell phones, Pac Man, etc.

Music: Thanks to the emergence of MTV in the early 1980's, artists were able to get exposure much more quickly than before. Madonna, Michael Jackson, Boy George, Duran Duran, Flock of Seagulls, George Michaels....so many iconic artists to choose from for your profiles.

The number of songs from this era is vast. In a post following this one, I will give you some of my favorite *Go Retro!* songs and what I like to do to them in my classes. I'll make it a collaborative post, and I hope you will all contribute your favorites as well. Keep your eyes open in a day or two for that. I'll compile all of the songs into one place and give it to you in the final package.

Photos

If you've done a 1980's themed-ride in the past and have some photos to submit, we'd love to see them. They are not required though. We realize this may be something you've always wanted to do and our little contest is inspiring you to put together your retro program. We do hope that when you get a chance to do your retro ride that you'll send in your photos of you and your students in your 1980's garb!

Submission and Deadline

Submit your profile or programming ideas to Jennifer@indoorcyclingassociation.com by May 31, 2014. If you have any questions, feel free to email me.

Winners will be announced within 2 weeks, and the *Go Retro!* Packet will be available for download shortly after.



WHAT YOU CAN WIN

The prizes are pretty substantial. In addition to making you famous in our indoor cycling niche, for each category (Profile and Programming) we'll award the following prizes for the top 3 submissions in each category (over \$1,250 total in prizes to be awarded):

1. **GRAND PRIZE:** All Access Pass to the Indoor Cycling Summit (\$399 value, with 29 top quality educational webinars with 5 month's access and 1.9 ACE CECs). *PLUS* a Goniometer for correct bike fit, provided by BikeFit.com (\$45 value)
2. 6-month membership to the Indoor Cycling Association (\$72 Value)
3. 3-month membership to ICA (\$36 Value)

Everyone who contributes will receive an "I Keep it Real" ICA wristband and 1-month membership. (So yes, just for contributing, you will receive 1-month ICA membership for free! If you win 2nd or 3rd prize, that 1 month will not be added to your award, but it will be added to the first prize.) **ALSO**, we have one additional goniometer to give away which we will raffle off amongst all of the contributors (a name will be drawn from a hat, so it could go to a prize winner or a non-prize winner. Grand prize winners will not be a part of this drawing.)

There are no cash equivalents, and no reimbursements will be given for the Summit or ICA membership. If you have already purchased the All Access Pass to the Summit and you submit the best profile or program, you have the option of either taking the 6 months ICA membership or gifting it to someone.

Rules

Profile: In order to qualify for the free month at ICA your profile must adhere to the guidelines below. A 1-page quick posting of songs and terrain will not be accepted.

It must have a stated objective (in addition to the objective of having fun). It can be a tempo, climbing, or interval ride, a race simulation, outdoor simulation, or anything you want. You can do drills or games or teamwork among students, or just focus on the intensity.

Make sure to include an adequate warm-up and cool-down. The profile can be any length, from 45 minutes to 2 hours (as for a fundraising event). No contraindicated moves will be allowed (including any upper body movements, squats, hovers, tap backs, isolations, etc.) It must contain coaching suggestions for each song, as well as intensity guidelines and

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should include cadence parameters (either a specific cadence or a range. Bonus points when you use the song to define your cadence!)

The profile **MUST** use proper cycling techniques (no contraindications) and should also be transferable across any program. The idea is to show that you can have a lot of fun and be creative while still staying true to proper and safe technique.

No upper body movements, weights, hovers, isolations, tap backs, squats, constant position changes, or cadences above 110 (and even then, anything above 100 should be limited.) No cadences below 55 rpm (60 is preferable).

Movements in and out of the saddle are fine, as long as it makes sense. If you're going to do "jumps", don't do them for a whole song, and keep the timing to 4 count at the minimum. If you're going to do a standing flat (AKA "run") limit it to less than a minute.

Keep in mind that these profiles will be for all programs, so try to avoid nomenclature that is very specific to one program. For example, instead of saying "position 3" when you mean a standing climb, just say "standing climb". Hand positions are not necessary (or desirable).

Intensity can be given using heart rate or perceived exertion. While we will accept Max HR intensity, heart rate based on lactate threshold are preferred, or simply use perceived exertion cues to describe what the riders should be feeling.

Have FUN with this! One of our goals is to silence the doubters who think "Keep it Real" means you can't "Keep it Fun".

To make it easier on us when we review and edit the profiles for publication, songs **MUST** be listed in this exact order:

Song Title, Artist, Album, BPM (preferred, if you can find it), and length.

Please don't use abbreviations for your profile (except for bpm and rpm). Please, please check your profile for spelling and grammar. If grammar is not your forte, please have someone else edit it for you before submitting. If we really like your profile but have a few suggestions for modifications, we'll assume that is ok with you. We'll email you with those suggestions to make sure you're ok with them before making the profiles public.

Programming

Provide a “plan” for an event from beginning to end. State the type of event or program (1 class, charity event, 4-class series, contest, etc) and the duration. How many instructors will be involved? Will it be a team-taught event?

Tell us how would you promote it to members and to the community to bring in more riders. How would you decorate? Would you find sponsors? Would you contact the local media? Would you have a party afterward, with food and drink?

The goal is simply to create an exciting atmosphere and to engage riders, so they feel a part of a family. They will tell their friends and keep coming back. You will also use this as a way to attract new riders.

Be creative, using some or all of the theme ideas posted above. It does NOT have to be elaborate to win! Remember, we want to make this doable by other studios around the world. They want a turn-key concept that doesn't take too much work, but that has the potential to leave everyone excited to do it again next year!

Note: your programming idea does *not have to* include detailed profile(s) for your ride(s) but you should give a brief outline of the class or classes. For example if you're doing a month-long (4 class) program, you might say the first class is endurance devoted to a television theme, the second class is 3 big climbs devoted to pop culture, 4th class a criterium race devoted to movies. Or, if it's a single specialty ride, describe the length of the ride and how you'll divide the focus of the ride.

VERY MPORTANT! Please check your document for spelling and grammar. If this is not your forte, please have someone else edit it for you before submitting it. We can't be spending a lot of time editing these! For best results, use a formatting similar to the way this document you are reading is formatted. (12-pt font, frequent paragraphs, easy-to-read layout).

Music

Please add your favorite retro songs to our collaborative playlist. We will have a free post devoted specifically to this on ICA. Songs should include title, artist, album, bpm (if available) length and what you would do to that song (it doesn't have to be long, just 1-4 sentences). We'll include a link to a collaborative playlist on Spotify as well.

Final Product

We will compile all the quality submissions of profiles and programming ideas, plus an extensive music playlist into a *Go Retro!* report that you can download and print out. It will give you some *totally awesome* ideas to use at your studio or in your classes to increase engagement and excitement. It should also give you ideas that you can apply to other themes, whether they be based on music (1970's for example) or themes like summertime, vacations, holidays, sports events like the Superbowl, etc. This will be available for anyone who wants it, whether they are members of the Indoor Cycling Association or not.



Thank you for being a part of keeping it *FUN AND REAL* in our indoor cycling classes!

A handwritten signature in blue ink that reads "Jennifer Sage". The signature is fluid and cursive.

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