

# Alum Begins Cycle Business in Beverly



Photo courtesy Rebecca Kensil

By Rebecca Kensil  
Features Editor

Enter the Inner Cycle in Beverly, where the lobby greets its customers with bamboo plants, white towels, wooden cubbies, a Keurig, and cushioned seats with floral throw pillows. A collage of bike parts on brick, made by a local

artist, decorates the white wall. The lobby leads into the studio room where cycling machines set on the tiered floor face the instructor's bike. In action, the room is darkened as blue light mixed with green and red lasers illuminate the studio walls. Music shakes the sound system. Each instructor has a different cycling routine and music

selections (anything from Lady Gaga to the Rolling Stones) as she guides the participants.

This studio is where Emily Skoniecki, Endicott graduate of 2004, co-runs the Inner Cycle with Beverly resident Hillary Mandelbaum. The business opened in

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December after months of planning and renovating the space that had previously been Curves. The studio floor is now tiered so it is easy for everyone (even participants spinning way in the back) to see the instructor. The space includes two bathrooms and a changing room with draped red curtains and a full length mirror.

"We wanted to create a space for a community so they are not walking in and out," Skoniecki said.

After working in an office job post graduation, Skoniecki gained the inspiration for the studio through her own experiences in cycling classes with Mandelbaum.

"We were working out for awhile just doing the regular gym equipment. We got really bored with doing that. We were looking for some inspiration, so we decided to try a spin class at our local gym. We loved it because of the music, the lighting, and you just kind of lose yourself into your workout. We started spinning a lot, and overtime we thought of a lot of things that we could do with the class that they were not offering, as well as the fact that it was difficult to get into the classes because they were filling up so quickly. We came up with the idea because there are so many dedicated yoga studios and Pilates, and we had never heard of anywhere with just a

dedicated spin studio or indoor cycling," Skoniecki said.

The duo started researching ideas via the internet. They came across Spynergy, a studio in Wellesley. Spynergy was so successful that the owner, Bill Pryor, began consulting for other cycle businesses. They contacted Pryor for help, and he worked with them to open the Inner Cycle. The team found a studio space in Beverly that fit their company requirements.

"It was perfect for what we wanted to do. It was difficult to find space because we needed somewhere that we were able to play loud music, and we wanted somewhere with plenty of parking," Skoniecki said.

A highlight of cycling is that customers can burn 500 to 800 calories in one class, yet the lights are low enough so sweating in public is not a distraction.

Holding a degree in human services, Skoniecki had no clue that she would currently be running a cycling business. After college she was a recruiter for a staffing agency, and she later worked in operations management but felt out of place at a desk job. Despite this lull, the jobs gave her some ideas for business management.

"My two jobs before this gave me a lot of knowledge for opening a business. This is just a dream come true," Skoniecki said.

As for company goals, Skoniecki said, "We would love to open more branches, but right now we are focusing on the studio. We would love to branch out. That is the dream goal."

The Inner Cycle is only open when a class is in session. There are early morning classes and after business hours to fit the workday schedule.

Riders can sign up for the classes at the [innercyclestudio.com](http://innercyclestudio.com). The studio (located at 377 Cabot Street in Beverly) is a short drive to the back of the Rite Aid plaza, the door behind the drive though. One student ride is at a discounted price of \$10 and five rides is at a discounted student price of \$46 (more rides/pricing options are available).



PHOTO: Owners Emily Skoniecki and Hillary Mandelbaum

Photos courtesy Rebecca Kensil