# Audio file

[Jazzercise Judi Sheppard Missett.mp3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

# [Transcript](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:00:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[When I started this class, you know, I had many dancer friends and they said to me, what in the heck are you doing?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:00:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And I said, what do you?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:00:12 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[They said, well, you're bastardizing the art of dance.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:00:15](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I'm not going.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:00:16 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And I said well.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:00:18 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I you know, I'm doing this to help these women and they're feeling better about themselves and they're happy. And plus I'm able to teach them.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:00:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[An appreciation for dance that they never had before.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:00:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[So now when they come to watch you, my friend perform, they're going to appreciate what you have to go through to do what you do.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:00:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[From NPR, it's how I built this a show about innovators, entrepreneurs, idealists and the stories behind the movements. They don't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:00:59](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:01:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I'm Guy Raz, and on the show today how Judy Shepherd Masset became one of the first people to turn exercise into a business and that business into a brand.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:01:13 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Jazzercise still around and now grossing $100 million a year.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:01:18](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:01:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Even by Southern California standards, my mom was a bit of an outlier back in the early 1980s, our kitchen pantry was stocked with things like quinoa and carrabbans and Ezekiel bread, and her fridge was packed with things like jicama and rainbow Chard and sprouts.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:01:42](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[OK.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:01:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[At school, I'd look enviously at the other kids as they feverishly pulled out Twinkies and Ho hoes and fruit roll ups from their lunches.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:01:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I unwrapped an Ezekiel bread sandwich stuffed with avocado, alfalfa sprouts and tomatoes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:02:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[My juice box was the school water fountain and my mom was already practicing yoga in the late 1970s.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:02:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[She always.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:02:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[A keen interest in new fitness trends.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:02:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[So in the early 1980s, she became, for a brief moment, an early adopter of Jazzercise.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:02:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Saturday mornings, she moved the coffee table in front of the TV pop in the Jazzercise video and start to warm up as the theme song.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:02:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[On the screen, a group of mostly women moved their bodies to a combination of novelty and disco songs.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:02:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:02:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[About constant movement, hip gyrations, high knees, toe touches of mixture of dance and aerobics.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:02:43](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Jessup size.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:02:44 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Come on, now. Tone up that upper torso.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:02:47](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yeah, and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:02:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Then it kind of ended the leotards, the leg warmers, the white lebox all packed away.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:02:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And jazzercise seemed.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:02:59 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Or so I thought. Because Jazzercise today is a $100 million business with more than 8000 franchise locations around the world.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:03:00](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:03:10 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[But even more significantly, the story of Jazzercise.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:03:14 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Is really the story of the rise of group fitness in the United States. And unlike celebrity driven workouts like Richard Simmons or Jane Fonda, Jazzercise very intentionally focused on its program rather than its founder.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:03:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Judy Shepard, Massachusetts, but Judy is probably as important to popularizing group exercise in the US.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:03:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Is Julia Child was to teaching Americans about French cooking?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:03:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Because before Jazzercise was created in 1969, exercise was considered a thing mainly for men and it mainly involved lifting weights.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:03:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Now, Judy never intended to turn what started as a dance class.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:03:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Into.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:03:58 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Will multi $1,000,000 business it just sort of evolved into that and the jazzercise phenomenon also happened just as the technology of home video?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:04:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Was starting to take off and Judy figured out how to tap into that audience before anyone else did.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:04:14 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[But long before all that happened, Judy intended to spend her life as a professional dancer for as long as she can remember, dance was the central thing in her life.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:04:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[My first encounter with dance was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:04:30 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[In Coronado, in the San Diego area, and my mom and I were out walking and there was a dance studio and the kids were in the studio dancing and so.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:04:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I wandered in and my mom just kind of let me stand there and I started dancing and trying to do what the kids were doing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:04:50 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Was about 2 1/2 and the teacher came over to my mom and said do you know what?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:04:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[This little girl, I she's got. She's got a gift. I think you better find a dance class for her. And my mom said, well, we're moving to Iowa. And he said, will you look up somebody in Iowa and get her in a dance class?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:05:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[So yeah, you know, it's interesting because you you can see that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:05:14 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[The little kids like on the soccer field, you know, you can just. There's a little kid who just their little body the way it moves just intuitively understands the game and and and so I'm not surprised.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:05:15 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Oh yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:05:25 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:05:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And and so when you when you went back to Iowa, did your parents do that?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:05:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[They put you in a dance class.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:05:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Oh yes, we moved back to Red Oak, IA.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:05:34 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[My parents were from that area in Iowa and my mother was an incredible woman. She was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:05:44 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[An awesome mentor for me. She founded dance teacher and they took me to class and I 'cause I was the littlest kid in the studio there in Iowa and so I danced in my first recital when I was 3.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:06:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And I did a solo and you know, eventually, as I got older and I got better, I needed, you know, different instruction. And the instructor that I was going to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:06:16 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Was originally from Council Bluffs, Omaha area and she moved back there.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:06:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[That left me without a teacher.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:06:25 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[So my mom.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:06:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Is very energetic and she went to Omaha and she recruited some of the assistants of my dance teacher to come to Red Oak and open a dance studio so that I could have lessons, but also.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:06:45 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[She promoted it within the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:06:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[So the other kids in town could have lessons as well.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:06:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And then I got a little bit better and better. And finally we had to drive to Omaha.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:07:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[To my original instructor so that I could continue to progress in in my dancing and that was 50 miles round trip.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:07:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[She would take me two times a week.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:07:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Wow.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:07:14 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Now.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:07:14 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[At the same time.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:07:16 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Everybody in town said, well, Judy, why don't you open a studio?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:07:21 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[So I was 13 and my parents fixed up the basement of our home and made it into a dance studio. And.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:07:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Wow, yeah. And about gosh, three months, I had 100 little dancers, little students.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:07:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[You were teaching dance when you were 13.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:07:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I was, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:07:42 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Judy, what was it?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:07:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Because from the time you were two and a half.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:07:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Have somebody recognized?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:07:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[A natural talent and you. And then and then clearly you loved it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:07:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[What was it about?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:07:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Dance that you just connected with.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:07:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yeah. Well, I I don't know exactly what it was, but I just knew that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:08:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[It.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:08:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Made my life better.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:08:07 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[You know, no matter what I was going through, dance was always the thing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:08:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[That got me through whatever and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:08:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I'd still love it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:08:19 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[You know I love teaching.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:08:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Love doing choreography?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:08:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I love taking class.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:08:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I love everything about it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:08:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And what kind of dance was?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:08:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Was it like jazz dance or tap dance or ballroom?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:08:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[What? What were you doing when you were, you know, 10/11/12?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:08:34 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I was doing tap.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:08:36 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I was doing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:08:37 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I was doing jazz and it wasn't until I went to Northwestern University that I got into any kind of modern or contemporary dance.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:08:49 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[But primarily it was tap, ballet, jazz and acrobatic.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:08:54 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Because I'm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:08:57 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Very flexible, still even today and so.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:09:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I was, you know, that that was a crowd pleasing kind of routine to perform when you were doing all these acrobatic tricks.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:09:12 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I you know, I think also I love performing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:09:16 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I love being on stage.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:09:18 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And the neat thing about what I do today is that my audience is.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:09:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[An active one.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:09:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And when I was dancing in the theater, I had a passive audience.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:09:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Know they were watching but not doing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:09:36 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Now, today I'm dancing on stage and the people in front of me are dancing too, so.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:09:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[My ego is fulfilled because I still get to perform even though I'm teaching.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:09:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yeah, so I mean.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:09:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[The thing I think is important to to point out, Judy, is that you weren't just a good dancer.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:09:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Were like the equivalent of a Division One athlete in dancing like you. I think at age 14.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:10:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[You joined a touring company and then?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:10:06 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[You would spend your teens touring in shows that like West Side Story and Funny Girl and Hello Dolly. Like you went to New York and Chicago and Atlanta and Miami and you were you were a professional performer.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:10:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yes. And that's really what I hope for to be able to do more performing like that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:10:23](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Play all albums.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:10:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:10:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Once I got to Chicago, where I went to school, I also was mentored by a fantastic.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:10:39 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Jazz dance.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:10:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[His name is Gus Giordano.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:10:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[He has passed since then, but he really gave me so many opportunities.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:10:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:10:50 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[You know, I danced with his professional company.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:10:54 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I taught in his studio.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:10:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[He was a tremendous mentor.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:10:59 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[So you get to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:11:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I think around 1960 and this is really before, you know, universities would become kind of hotbeds of radicalism and the hippie movement.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:11:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Mean this is still the the early 60s were basically what we think of as the 50s.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:11:13 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And and what do you remember?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:11:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I mean, it's probably a much more conservative place than it would be today, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:11:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Mean it was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:11:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Don't know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:11:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Or was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:11:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Did you feel like liberated in in the sense when you got there?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:11:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yeah, I felt liberated.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:11:30 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I think people were more open minded in that university culture, which I really came from conservative Iowa and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:11:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Hmm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:11:42 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Northwestern was not, and I love that. And. And of course, as we advance through the 60s.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:11:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[There were many things that started coming to a head, and especially in Chicago, if you remember the late 60s, which I lived in Chicago through all that, so.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:12:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I felt blessed that I was able to have that experience and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:12:12 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Make up my mind about a lot of things.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:12:15 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[That otherwise I if I'd stayed in Iowa, I might have just followed my parents ideals.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:12:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And this way I got to figure out what mine really were and my values.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:12:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Hmm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:12:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And meantime, I think at a fairly young age like 20 or 21, you got married to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:12:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[To a guy named Jack who you met at Northwestern.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:12:39 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yeah, we met on a blind date and it was during the summer, and it was sort of love at first sight, really.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:12:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And when I graduated and Jack was still a senior at Northwestern, he was a journalism major.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:12:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[We got married.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:12:58 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Well and and I guess Jack eventually he got a job as a reporter for the local CBS station in Chicago and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:13:06 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Pretty soon after that you guys have a daughter, Shanna.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:13:10 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yeah, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:13:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[But you know, back then she was born in 1968, the end of 68.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:13:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I had to disguise my pregnancy.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:13:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[So that I could continue to work, I was doing choreography for a club called The Gaslight Club.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:13:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Why did you have to disguise it?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:13:32 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Well, they.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:13:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[They would be afraid.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:13:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Hiring me as a choreographer and a dancer, that something might happen.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:13:42 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Would be liable, you know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:13:45 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And so I was working for them, doing choreography, and I needed that job.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:13:46 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Work.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:13:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I this was a really good job where I didn't have to travel so much or anything, so I just.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:14:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I was very careful about weight gain.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:14:04 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I wore clothes that pretty much disguised it to the point of two days before I delivered Shana. I had done a bunch of choreography.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:14:14 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[With his club and nine months pregnant.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:14:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yeah, nine months.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:14:19 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And so and then two days later, I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:14:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Shannon and I was supposed to do rehearsal that day, and so Jack had to call them my husband and say, you know, Judy won't be in because she's in the hospital.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:14:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And they said, Oh my gosh, did she get hurt or what happened?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:14:36 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And he said no, no, she had a baby.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:14:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And they said she had a what did you adopt?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:14:45 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And he goes. No, no, she it's our child.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:14:49 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And they were bowled over so.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:14:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Wow.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:14:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[That's unbelievable.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:14:54 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[You know, we laugh about that today, but hey, you had to those kind of things, you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:15:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[To do all right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:15:02 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[So you are a young mom and you're also working at at Castro, Donna's jazz Dance Company in Chicago.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:15:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yeah. And I guess you start teaching dance classes there to like to other young moms like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:15:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:15:18 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I was teaching jazz dance classes in the studio and I was still working, you know, in the theater.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:15:25 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Had an agent and was doing stuff like that as well, and I was teaching in the morning.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:15:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Which tends to be a time when a lot of stay at home moms would take class and they would come take a couple classes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:15:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And then I never see him again.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:15:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And I was like, oh, my gosh, what in the world is going on?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:15:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I thought, well, I don't like this. What am I doing wrong?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:15:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And I I went to talk to some of them and they said, well, Judy, you know, we like it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:15:59 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[But you're teaching it like we're going to go on and be professional dancers and we we don't want to do that. But we do want to look like a professional dancer.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:16:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[We want to have those bodies and so, you know, what can you do for us in that department?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:16:18 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And and I thought, wow.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:16:21 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[That's really interesting, because by then I'd kind of gotten into the whole fitness thing, which nobody really was into much of at that point in time.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:16:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yeah, I mean, this is 1960s.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:16:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[6869 yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:16:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yes, OK.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:16:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Fitness wasn't a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:16:38 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I mean, I mean, the Jack Lane was doing things in California and right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:16:39 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[No.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:16:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Was but but.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:16:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Well, yeah. But it was something you did to look good. If you had time to do it. But.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:16:50 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[You know, not a lot of women were into it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:16:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[You wouldn't like see people jogging around the lake in Chicago in 1968.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:16:58 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Not too.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:16:59 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And you, you know, there would be some, but not like today.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:17:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[So I I thought, OK, Gus, can I try something different? Kind of you know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:17:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[To reach out to these, this whole new group of people that we could bring into the studio.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:17:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Who otherwise wouldn't come to a dance studio?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:17:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And he said, sure, why don't you take that empty studio that's downstairs and try a class once a week?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:17:34 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And so I put Flyers up in the studio to promote it and and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:17:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Just to just to clarify what what were what were you advertising? I mean you you were teaching a dance class?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:17:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[How is this going to be?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:17:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[What did you call it, or what did you just? How did you describe it?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:17:50 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Well, I called it something like jazz dance for fun and fitness, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:17:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And so the first class I had 15 people.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:18:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[What I did was I turned them away from the mirror.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:18:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I made the movement simple, easy to follow, and I told them just follow me.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:18:12 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I will be your mirror and we'll we'll have fun and we'll do movements that will really tone your body.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:18:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And your muscles and make you strong.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:18:23 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[It'll be fun.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:18:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And you play music.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:18:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Oh yes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:18:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:18:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[You just put on the radio or you had like a. This is kind of pre cassette.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:18:30 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[This is no, no, they didn't have cassettes then, but I I had. I used albums and records 337840 fives.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:18:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Know all that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:18:42 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[You just put a record on and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:18:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Kind of music. Were you playing?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:18:45 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Well, I played things that you were hearing on the radio, you know, so there was variety. Soul songs, like The Temptations.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:18:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Days a lot of songs from different shows, musicals, you know that were popular at that time.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:19:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[That was always fun, because then people felt like, oh, I'm dancing on Broadway, you know?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:19:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[So did.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:19:10 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Did you have to map it out or did you kind of just intuitively just say you know what, I'm just going to kind of move a little bit this way and then I'll.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:19:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[This way and we'll just see how it goes. Yeah, I know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:19:19 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I mapped it out OK.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:19:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Tell me, how did you do that?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:19:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Well, I just thought, OK, how would I do this if I were producing a dance club?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:19:32 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Concert. So you know there would be an opening number and there there would be lots of fun, different kinds of numbers and there might be a slower number. And then of course, there would be a finale and it was all based in jazz dance technique because.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:19:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[That's really became, you know, my the expertise I had was in that really. And I think the class was 45.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:20:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Minutes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:20:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[You know, we did the last number kind of ended on a bang and everybody applauded and it was like, whoa, that was it's over.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:20:12 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Is it over?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:20:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[They always would say that it's over already.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:20:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[My gosh, it went so fast and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:20:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[When I did this second class, I had 30 people because each of the 15 brought a friend.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:20:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And then the next week I had 60 people.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:20:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And the room wouldn't hold anymore people.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:20:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And I thought, wow, this is pretty darn cool.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:20:39 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yeah, but I will tell you a little wrinkle in all of this. OK, when I started this class, you know, I had many dancer friends and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:20:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[They said to me, what in the heck are you doing?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:20:54 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And I said, what do you?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:20:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[They said, well, you're bastardizing the art of dance. Oh, yes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:21:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I was waiting for that to happen because you're a professional, you're a professional.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:21:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:21:05 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Is an art form.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:21:06 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Now you're just turning this into some nonsense exercise.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:21:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Are.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:21:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[You doing right? That was it. And and I said well.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:21:14 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I you know, I'm doing this to help these women and they're feeling better about themselves and they're happy.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:21:23 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[So I don't think there's anything wrong with it, and plus I said, you know, these are people that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:21:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Would never come to a damn studio to just take a dance class.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:21:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[It would be a little bit intimidating for them.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:21:38 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Them. But they're coming here, so I'm able to teach them an appreciation for dance that they never had before.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:21:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:21:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[So now when they come to watch you, my friend perform.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:21:54 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[They're going to appreciate what you have to go through to do what you do.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:21:59 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[So I I you know, I wouldn't take any of that guff from them because I mean, this is the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:22:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I think you're right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:22:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Think.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:22:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Story of the professional practitioner popularizing something you know, it could be the story of of headspace and and and and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:22:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Who was a Buddhist monk, but who brought that to the world through?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:22:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Uh.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:22:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I mean, right when you're a practitioner and then you try to create something that's more accessible, your friends who are like, hey, this isn't pure, they're going.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:22:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Come after you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:22:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Exactly. That's exactly right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:22:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[So so the women who are coming to those classes were saying to you, Judy, I really want to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:22:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I want to look.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:22:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I want to have a better, they would say better.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:22:39 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I guess at that time.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:22:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Right. Yes, they would say that because you know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:22:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[These were women who really weren't moving much.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:22:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[So once you put a little movement into their lifestyle, I mean, you know, the pounds came off.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:22:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And and by the way, I mean.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:22:58 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[What's so remarkable to me is that today, the fitness industry and I don't know the exact numbers, but I would venture to guess that most of the revenue in the fitness industry overall comes from women, not from men, that there's so many fitness programs, that's bar.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:23:14 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Or.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:23:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Or Zumba or Jazzercise or whatever they may be that really are are dominated by women. But in the 60s and 70s, it sounds like that there was really that culture just did not yet exist.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:23:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[No, it really didn't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:23:30 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[You know, today a lot of people say, oh, what? Judy, you pioneered the whole thing and, you know, I guess I could be one of The Pioneers.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:23:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I would say that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:23:41](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:23:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[But you know, there was the Laudie Burke method. Who?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:23:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Came to the US and was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:23:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Doing Pilates, right? Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:23:50 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Bonnie pruden.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:23:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I don't know if you remember her, but she. Yeah. She was doing things for women, but it was kind of, I don't know, it was very feminine.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:23:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I don't know that I know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:24:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And you know, let's not sweat too much.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:24:10 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[That type of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:24:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Whereas I because I'm a dancer, I'm used to sweating all the time.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:24:16 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[So I was giving permission to these women to, you know, hey, it's OK to sweat and it's OK to work hard and it's OK to feel how your body reacts to the movements that you're doing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:24:32 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And you know, if you feel a little sexy doing it, that's OK. And I was always proud that I was able to give.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:24:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[A lot of women, the feeling of power because they got in touch with their body, they they got stronger and healthier through what we were doing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:24:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yeah. You know, when I was when I was researching for this interview, one of the things I came across was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:25:00 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[That in the 60s, apparently in the US at least, there was new research that came out that really touted the benefits of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:25:01](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[6.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:25:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Aerobic exercise, which I guess started people to think, hey, maybe we should start to do this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:25:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[You remember that?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:25:13 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[People talking about aerobic exercises.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:25:15 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[For you, I remember a little bit of it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:25:18 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And we're actually more in the 70s and then of course there was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:25:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[The Air Force exercise book and you know the special things that people in the Air Force did that became kind of popular.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:25:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Oh yes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:25:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[That was like a huge.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:25:35 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I remember that my remember my mom having those books.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:25:38 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yeah, yeah, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:25:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[But you know, The thing is, it still was geared more toward men.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:25:46 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[You know, I had an experience while I was developing this and teaching this class.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:25:53 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[In Evanston, after my daughter was born, I had been going to the Y in Evanston and swimming and stuff, and while I was pregnant.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:26:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[So after I delivered her, I went to the Y and went back and I was doing things they had a testing of fitness and I thought, well, I think I'll do that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:26:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I went in and they said, well, you know, we don't really have any charts for women.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:26:19 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[So we'll have to base your outcome on, you know, the mail.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:26:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[This is like how many pull ups can you?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:26:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[How many pushups can you sit ups can do that kind.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:26:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yeah, yeah, that kind of stuff. Yeah. So I said.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:26:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Stuff, OK.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:26:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[You know that's.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:26:32 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[You can, you know, scale it down or whatever you want to do, and afterwards they're like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:26:39 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Holy smokes, what do you do?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:26:42 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And I said, well, what do you mean?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:26:44 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[They said, well, my God, you're better than a lot of the guys that come through here. And I said, well, I dance.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:26:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[What I do they?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:26:53 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[You're not a runner or, you know, a swimmer or anything, I said no.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:26:58 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And they were, you know, bowled.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:27:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And so that was another motivation for me to keep doing this class, you know?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:27:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yeah. And I'm just curious after because this is the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:27:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Early 70s after these classes ended, did any of the any of the women who took it, would they like light a cigare?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:27:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Oh, sure.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:27:23 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Oh yeah, that's you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:27:25 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Oh my gosh, I never smoked so I could never understand it. Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:27:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yeah, but I'm just imagining the corridors outside that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:27:34 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:27:35 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[That class at jazz dance class.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:27:38 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yeah, you know, dancers are notorious for being smokers.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:27:38 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Hour.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:27:44 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Know because.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:27:46 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I I you know, they they always had the false impression that smoking kept their weight down.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:27:53 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yeah. All right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:27:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[So you you, you're doing all this stuff. You've got a a baby girl and you're teaching dance and and you're also staying active in the in the professional world.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:28:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[But I guess around like 1972.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:28:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Like there's some major changes at the at the TV station where Jack is working and he.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:28:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[He loses his job and and and I guess you sort of prompt you guys to move out to to California is is that right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:28:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:28:19 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Well, they fired 40 people and Jack was one of them.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:28:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And so it was like, OK, we have savings.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:28:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And he has a family out here, which was, you know, nice.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:28:37 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Then of course, there's just the Chicago weather.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:28:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And we thought, oh, it's so pretty in California. And my agent in Chicago said, well, you know, if you go, I can still get your jobs.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:28:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Out in LA and I thought, OK, now, I hated leaving Gus, but he was so supportive. And he goes. Yeah, he said to me.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:28:52](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Hmm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:29:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Judy, you know, go with your family and see what happens.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:29:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Can always come back to Chicago.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:29:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[So yeah, so really this is this is kind of like a lifestyle change.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:29:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Both young, Young, married couple with a little kid and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:29:16 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:29:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[You settle in San Diego and I guess you could find work pretty quickly, teach.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:29:18](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:29:21](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Mm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:29:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Fitness is that was that your plan that you would just find a place to, to or teach dance rather. Was that your? Was that the plan?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:29:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yeah. Well, I don't know that we had a plan.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:29:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[We knew we had enough money saved that we could figure out what we wanted to do for a year or so, you know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:29:33](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Replay.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:29:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And we actually settled in Oceanside, which is North San Diego County, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:29:49 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And I thought, OK, well, you know, I'd like to try teaching this class.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:29:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Dams for fun and fitness or something like that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:29:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Say.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:29:58 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[So I just found some Parks and Recreation departments and and told them what I was doing and everybody just was very.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:30:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Open and like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:30:10 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Oh, sure. Let's see what you can do.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:30:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And the YMCA is a couple of them.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:30:16 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And you know that Southern California is so.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:30:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Body beautiful and health conscious even back then.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:30:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And I mean at this point, right, Judy, in your story, you are now an entrepreneur.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:30:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Are now a business person, even though I cannot imagine you thought.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:30:38 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yourself that way.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:30:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[You were just like going to teach some classes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:30:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:30:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Did you have like a sense of what you were going to price the classes at or or was that not even a priority for you? Didn't really care?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:30:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I didn't care.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:30:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Frankly, money has never been.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:30:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[A motivator for me.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:30:57 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I just wanted to try out this class and see if people would like it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:31:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[How did they know about?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:31:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Mean the first?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:31:05 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Do you remember the first class you had in the San Diego area after you moved there? I mean, I guess you put up maybe.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:31:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Flyers or?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:31:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yeah, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:31:14 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Did I mean how did lots of people?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:31:16 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Show up that well in the beginning. In Oceanside, it was at the peer Recreation Center.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:31:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Right off the ocean and the pier.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:31:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And it was a nice sized group.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:31:30 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[10 people, I mean.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:31:32 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[It was better than two, and although I've taught classes to two people too. But but after I finished the class, they were like, what is this?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:31:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Oh my God, this is so much fun. I got to tell my friends.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:31:49 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:31:49 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[They did.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:31:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[When we come back in just a moment, how Judy started teaching so much that she almost had to stop for good and how that obstacle actually helped her take the business to the next level.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:32:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Stay with us.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:32:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I'm Guy Raz, and you're listening to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:32:10 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I built this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:32:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[From NPR.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:32:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Hey everyone, just a quick thanks to our sponsor.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:32:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Up.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:32:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[You don't need to exist on 4 hours of sleep to be productive.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:32:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Enter, click up a completely customizable work platform with all the features you've ever needed to build your business.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:32:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[All in one place. Join 100,000 teams across companies like Airbnb, Google and Uber, who are already using click up to level up their productivity and save one day a week guaranteed.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:32:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Click up is free forever, so get started at clickup, com NPR today.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:32:58 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[President-elect Joe Biden is set to be inaugurated. This transition of power comes a week after President Trump was impeached for inciting an insurrection. As the White House shifts to Biden, the NPR Politics Podcast will be there every day to break down the biggest.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:33:00](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:33:14 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[From Washington.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:33:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Hey, welcome back to how I built this from NPR.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:33:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I'm Guy Raz. So it's the early 1970s and Judy Shepard Masset is teaching her dance classes in the San Diego area.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:33:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[So I know you guys moved to Oceanside because your husband had family there. But what's incredible about that area is obviously, it's where Camp Pendleton is.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:33:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And it had this massive population of human beings right in the military, many of whom or most of whom were men.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:33:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Because it's a marine base, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:33:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yeah, but they had families and girlfriends and wives.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:33:59 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Rights and wives and is that who started to come to the classes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:34:04 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yes, it the local people and some that were involved in military.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:34:10 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Now what happened was I got all these requests for classes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:34:15 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And as these requests for classes came in, there were more and more. I just kept saying, OK, yeah, I can teach that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:34:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Out and trying to figure out the schedules, you know, and but I I would have 100 people in the class.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:34:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And and would you have like a like a Folgers can of coffee emptied? Of course, where people would just like, shove 5 bucks into it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:34:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I did have that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:34:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Not at the Y, but at the when I did Parks and Recreation in Carlsbad, they collected the money, but then it got to be.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:34:43](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:34:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[So big it just ballooned and you know, just tons of people. And then.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:35:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I noticed I wasn't getting paid.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:35:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And I went into the Director of Parks and Rec and I said, you know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:35:12 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I haven't been paid in a couple of months and I really could use the money and he said, well, I know, but it's quite a bit of money and I have to turn this in to get it approved at the City Council.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:35:30 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And it just kind of embarrassing that here you are. You know this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:35:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Little exercise class and you're making all this money? Wow.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:35:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[What was his problem though?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:35:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I don't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:35:44 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I think it was his fear.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:35:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[That people would think I was making too much money and that, you know I'm not.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:35:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I wasn't a doctor or a lawyer or, you know, I was teaching fitness, and it didn't deserve.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:36:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I didn't deserve to be paid like that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:36:05 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And it was just people.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:36:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[5 bucks a class or something like that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:36:08 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:36:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yeah, well, not a Class A month or eight classes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:36:13 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Wow. So so, what did you say to them?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:36:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Well, I said.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:36:19 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Really. Do you think that I don't have training in this?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:36:23 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Do you think these people are all coming for no reason?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:36:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Because there's a reason why they're coming. And the reason is me and and I'm doing a good job for you. So I said I I need that check and I need it today by 4:00 because.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:36:44 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[If I don't have it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:36:46 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I don't know if you know this or not, but my brother in law's the publisher of the local paper.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:36:53 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And I think that might be a really good story. You would be interested in.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:36:57 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And he goes, oh, well, you wouldn't do that. I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:37:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Well, no, I won't do it. If I get my check at 4:00 and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:37:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Well, we will see.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:37:08 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:37:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I don't know this short notice I said.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:37:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[No.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:37:12 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[It's not.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:37:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Notice it's it's I was supposed to have it two months ago.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:37:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[You see what you can.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:37:19 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And I just turned around and walked out.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:37:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Was so mad.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:37:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And I went back at four and the secretary was there and she handed me an envelope. And I opened it up and inside was the check.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:37:32 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[So what happened out of that was eventually this guy quit and there was another guy that came in. And so I talked to him and I said, why don't you let me collect the money and then I will pay you your percentage and I will keep books and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:37:49 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Do you know the whole thing?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:37:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And he said that would be much easier for us and you. I said, yeah, everybody wins.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:37:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[So you started to collect the payments. Yeah, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:38:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And that's what they would.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:38:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[They would put their money in a can and sign their name on a piece of paper, and there it was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:38:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And I'm just curious back then because I can't imagine it wasn't today.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:38:14 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[It's very.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:38:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[You got to pay a million people.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:38:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Imagine back then you just kind of played music right in the 70s and you didn't. You didn't have to worry about that as much.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:38:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Mm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:38:23 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[No, I didn't know that was something you needed to worry about.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:38:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:38:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[You know? Yeah, I found out later, but yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:38:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yeah. All right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:38:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Well, Eric Clapton or Led Zeppelin, if you're listening, you know, in the 70s. Just please, please just forgive Judy for.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:38:38 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Please do because I did use quite a bit of Eric Clapton.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:38:38 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:38:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[So there you go.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:38:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Alright. Meantime the name Jazzercise, I guess kind of pops up around 1974.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:38:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Does that name?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:38:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Because before then you were just teaching dead dance for fitness.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:38:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yeah, and and how did the name Jazzercise come about?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:38:59 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Well.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:39:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I had a customer in the La Jolla Y where I was teaching and she said to me one day.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:39:10 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[You need a name for this and I said, well, what have you got in mind?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:39:14 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[She said why don't you call it?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:39:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Because it's exercise, but it's also jazz dance and I think.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:39:25 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Wow, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:39:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Immediately thought I love it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:39:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Great. That's perfect.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:39:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yeah, I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:39:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I'd I'd liked it right away, but I had to think about it a little bit more.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:39:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Then I liked it even more.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:39:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[It kind of says it all.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:39:37 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And then my husband said to me that I like, are you going to use that name?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:39:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:39:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I said, yeah, I think I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:39:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And he said, well, you know, you might think about copywriting it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:39:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[So I asked in my classes in Carlsbad. I said, does anybody here know anything about?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:39:57 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[You know, copywriting anything.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:39:59 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[IP law, the IP lawyers.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:40:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yeah. And and this one woman came up to me and she said I work for my husband, who's an attorney.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:40:08 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And my dad is a copyright attorney in Washington.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:40:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[For Westinghouse?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:40:15 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[So I think I could help you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:40:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[She looked it up and she and I filled out the form, sent them in.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:40:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[We got the name.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:40:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And were.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:40:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I mean, I know that you were never that interested in money.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:40:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Was it?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:40:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[What were you making enough money to actually sustain your life at that point from just teaching classes?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:40:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[We were.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:40:36 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Sure, we were now.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:40:38 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[There were times when Jack.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:40:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Took occasional jobs.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:40:42 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[One Christmas he was a Santa.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:40:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Another time he worked in a bakery, 'cause he just wasn't that interested in going back into news. He'd had job offers, but he just, you know, he liked taking care of Shannon, and he liked seeing me.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:41:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[What I was doing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:41:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[He was very supportive and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:41:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[So yeah, we were getting along.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:41:08 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[We weren't lavishly, you know, living, but it was, you know, it was fine.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:41:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Meantime you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:41:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[You got to a point where.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:41:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

['Cause this is like pre sort.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:41:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I mean, there were microphones and PA systems in the 70s, but not like there are now where you could just wear one on your hip and or, you know was like Bluetooth wireless like that they when they were expensive.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:41:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I think you were like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:41:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Imagine you were shouting things out like now to the left.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:41:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Right to the back to the right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:41:37 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:41:38 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Stretch it up and you had to like pump people up.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:41:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[This is like like you watch Peloton today and they've all got like you know wireless.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:41:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:41:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Around there, you know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:41:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Whatever the mic, mask or whatever they use, you are just shouting this stuff out, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:41:49 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:41:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[That's exactly what I was doing, yes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:41:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[By 19, around 1977, I was teaching about 30 classes a week. What?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:42:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yeah, you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:42:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[How did you do that?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:42:08 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Well, my body was OK, but my voice by the end of the week, by Friday, I was whispering.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:42:18 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I I had no voice, so I went to the doctor.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:42:18 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Well, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:42:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[The doctor said.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:42:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[You have nodules on your vocal cords.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:42:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I can.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:42:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I can help you with them.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:42:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[First of all you have to stay silent for five days and let the swelling.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:42:36](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Oh.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:42:38 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[He.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:42:39 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Then you gotta figure out you gotta do something differently.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:42:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[You know, with what you're doing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:42:45 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[You said that maybe you need to quit teaching so many classes and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:42:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[You know, I, you know, I was devastated because that's scary, he said.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:42:57 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I didn't do something differently. I would lose my voice permanently.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:43:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[So.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:43:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I stopped talking for five days.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:43:08 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Jack kept the notepad that I used to communicate, you know, like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:43:14 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Get me a glass of doctor pepper or whatever.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:43:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:43:18 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And so during those five.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:43:21 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I had time to think and I thought.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:43:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Maybe I could train some people to help me if I picked women who had been with me in my classes for a while and had dance backgrounds or physical education backgrounds.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:43:42 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[So I trained 5 women, gave them the choreography notes, got the music for them.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:43:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[About a week later, I got all these calls from other customers saying, oh.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:43:54](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:43:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Judy, thank you so much for training these instructors.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:44:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Because we knew you were going to cancel our class and we just didn't want that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:44:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Now you've got help and and they were great and thank you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:44:10 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And wow, that was such a relief.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:44:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Know off my shoulders.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:44:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[But, but what about your voice?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:44:18 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I mean, how were you gonna keep from losing it again?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:44:21 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Well, in the meantime I went in search for a microphone for myself and let me tell you guys.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:44:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[It was a search I went through every kind of mic there was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:44:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I had lav lavalier mics that hooked around my neck, but it was so big that it would bounce at my chest and when I got done teaching a Bob.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:44:45 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Finally I found one that was a lavalier mic that was smaller and had a kind of a big old battery pack, but I could get a belt, clip it on to the belt and then stick the lavalier in on my leotard.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:45:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And that worked pretty darn well.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:45:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And it amplified my voice and my nodules went down. And as I trained instructors, they all got microphones.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:45:16 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[So I really believe I was certainly the pioneer of all that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:45:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yeah. So all those Peloton instructors can thank you, Judy, for the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:45:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Palatine instructors.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:45:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[So I mean this is a big turning point that now you realize that you don't have to do everything you can actually have other people do it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:45:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yeah, was a part of you just worried that that even if you were going to train people to teach these now jazzercise classes that they they wouldn't be able to do it to the quality and level that you expected of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:45:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yourself.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:45:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Well, there were two sides of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:45:53 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[1st is yes, I was worried about that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:45:57 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And the second thing was I was worried that they'd be too good and then nobody would like me anymore.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:46:05 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:46:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[You know my performer ego kind of came to light there, but.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:46:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:46:12 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[It it worked out and then as I got more requests for more classes for new classes, the requests were coming.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:46:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[From all over, people were coming from.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:46:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[So now I was bringing people we would come to my little Reddit house in Vista, CA and train.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:46:38 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And I had a lot of women who were either in the military or they were.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:46:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Spouses, significant other you know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:46:47](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Bounces.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:46:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And they got deployed or they got they had to move and they wanted to keep teaching.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:46:59 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And they said, well, you know can.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:47:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And I said, well, I guess so let's try it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:47:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[It's really hard.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:47:07 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[To interpret the written choreography into the real thing. But.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:47:16 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[As what?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:47:16 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Out on the market about that same time.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:47:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Home recorders and video cameras and my husband and a background in broadcasting. So he said well.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:47:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:47:30 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I'll videotape you and then the instructors, whoever it is, we can send them the tape and then they'll be able to see.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:47:38 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[The real live thing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:47:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And it was brilliant.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:47:42 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[We were able to expand on a more national basis because of that, because eventually we didn't have just two video recorders. Our living room in our little Renard house in Vista was filled with recorders.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:47:59 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Wow, just copying, copying, copying tapes and sending them.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:47:59 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[So that became.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:48:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:48:04](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Wow.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:48:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Which of course meant that that, that jazz could go anywhere in the country like like, like anywhere, anybody who had a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:48:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Player right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:48:12 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And you know, we had these military people moving out and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:48:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Then other people for example.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:48:18 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[There was one of the gals who was in my class and she wanted to become an instructor. Her husband was the quarterback for the Cleveland Browns, so she went to Ohio.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:48:29](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Wow.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:48:32 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And then, of course, as she taught people in her class wanted to be instructors and she said to me, Judy, can I train some of the, they all happen to be wives of the Browns.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:48:46 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And I said sure.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:48:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Let's break this down a little bit. When you first had these women who wanted to teach Jazzercise in Cleveland.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:48:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[How did you structure?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:48:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[How did you make sure that you know you? You know, they because it wouldn't be fair if they just took your idea and then just charge people and make money from it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:49:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Right try.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:49:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Well, when I train those first instructors, we worked out a Commission process that they would pay me a certain percentage for the choreography and the instruction and the training, and then the rest of it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:49:19 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Could keep.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:49:20](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:49:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And then when people started moving to other parts of the country.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:49:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[The instructors continued to pay a percentage back to Jazzercise.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:49:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Right, because you were sending them videotapes of new choreographed material. And by the way.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:49:36 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:49:40](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[These.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:49:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Instructors, just to be clear, they were not like going and getting a brick and mortar studio.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:49:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[A.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:49:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[They were teaching jazzercise at like community centers, just like you were doing it like YMCA and rec centers, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:49:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yeah. And a lot of them, even in church basements.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:49:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Some churches had gymnasiums, so that worked for them.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:50:00 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[By the way, that's still the model.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:50:02 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[This day.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:50:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[It is, but we have a lot more brick and mortar.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:50:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yeah. Well, I, and of course eventually I stopped going out and had my own brick and mortar.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:50:15 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Place as.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:50:15 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[But now I realized I had to have some help with this organization.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:50:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[It was just growing like crazy. And so the woman who had to help me with the copyright.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:50:30 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I asked her.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:50:32 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Would you?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:50:32 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Able to come and kind of be my manager for all of this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:50:37 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And she said, oh, my God, I'd love to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:50:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Don't want to work for my husband anymore?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:50:42 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And I want to get my MBA. So she said I can do that and work for you. And her name was Margaret Stanton and she was with me for over 20 years and became my CEO.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:50:44](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:50:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I mean so.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:50:58 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And by the way, before we go on voice feeling.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:51:00 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Mm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:51:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[So far so good.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:51:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[OK, great.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:51:05 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I read that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:51:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[In 1979, this is essentially.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:51:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[1110 eleven years after you started to teach what would become jazzercise, you finally incorporated the company.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:51:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Like it was not an incorporated business until 1979, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:51:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[So I have to imagine by that point you thought, all right, this is a business. This is what I do now.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:51:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yeah, well, I had to, I mean.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:51:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[It was growing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:51:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I brought in another woman who kind of helped me with marketing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:51:37 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Then I had to get an accountant, of course, and an attorney. And I actually asked a couple of people to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:51:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Be workshop trainers for me.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:51:50 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[So the new instructors would come to the workshop.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:51:54 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And I wouldn't have to train them. But these designated women that I trusted were then the trainers. That was a great thing to be able to have them do that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:52:08 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[But then all of these instructors.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:52:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[They're all independent contractors.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:52:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[You know, we're getting there's like 1000 of them now and they're all over hit her and thither.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:52:21 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And my accountant and my attorney, they said, you know, you're going to have to make a decision here because.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:52:27](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:52:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[You're asking more from them than just being an independent contractor, so you don't fit into that niche and you're going to get into trouble if you don't make some changes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:52:44 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I said OK, give me my options. And they said well.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:52:49 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[You can make them employees.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:52:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Or you can make them a franchise.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:52:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And this is like 1980 round 8081 and I said OK, well, I know what employees are and I don't want to do that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:53:08 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Because all these women feel like it's their business, you know, they know they're tied into me, but they have a lot of options and it's their own business and I don't want to take.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:53:21 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[That away from them. So they said. Well then franchising is.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:53:25 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Go. But you know at the time, franchising wasn't what it is today.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:53:32 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Know back then it was Burger King or.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:53:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yeah, you know, we didn't quite fit into every little niche, but we fit into enough.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:53:42 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[So we turned it around and we made it into a franchise and I didn't lose 1 instructor that I can remember.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:53:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Everybody understood it, you know, and how did?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:53:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[You set that up that they would basically pay franchise fee upfront.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:53:58 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[A percentage fee every month or something like that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:54:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Correct. Yeah. They would have a low franchise fee, which really paid for their training.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:54:07 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yeah. And then they would have a continuing franchise fee, which would be monthly based on.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:54:15 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[The amount of money that they.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:54:16 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[In and you know that worked well in fact.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:54:17](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Hmm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:54:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[In the 80s, there were two big franchises.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:54:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Us and Domino's Pizza, which is kind of ironic because it's sort of like, well, Domino's kind of kept us in business and then we would get people fed and they could go eat their pizza. You know? So it was a trade.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:54:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[From what I understand, the model that you put out was very unorthodox.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:54:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And and really interesting, I mean, I guess at the time initially the cost to start a Jazzercise franchise was 500 bucks, which is very doable.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:55:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:55:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[But then there was a 30% Commission rate that would go back to Jazzercise, so that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:55:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Enabled somebody to kind of start up quickly, recover their startup costs pretty quickly, and then they're off to the races, I guess exactly.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:55:15 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And even today, our startup fee is only 1250.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:55:19 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[You know, $1250, but so you had that expense and your wardrobe and you know it's a little bit more involved than that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:55:27](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Mm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:55:30 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Have better sound systems.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:55:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[For people who have brick and mortar, it's going to be more expensive, but they have control of that. As far as if they do have a brick and mortar, if they don't build it themselves and they rent it, as you know, the rent and their build out and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:55:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[That.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:55:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Did you?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:55:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Did you go out to seek any money to?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:55:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I mean, did you need money?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:55:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[It just entirely self.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:55:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Did you go out and look for loans or to to to investors or anything like that?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:56:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Well, we were doing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:56:04 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[We never really had to do that and there was one time that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:56:10 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Margaret, I see a low.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:56:12 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Well, you know, I think we should try to get a line of credit just in case.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:56:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Something big comes up and and we need money for it. And so we had been banking with this one bank in Carlsbad and there are corporate headquarters were in LA.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:56:32 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[So we go to LA, we have all of our papers, all of our ducks in a row.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:56:39 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[To show them how well we're doing and everything.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:56:42 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And so the gentleman looks through everything.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:56:46 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I could tell he wasn't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:56:49 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[He looked at me and he said well.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:56:53 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Looks like you're you're doing really well in the Southern California area and a few other places, but he said.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:57:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Know I just don't see this as being something that will grow and you know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:57:08 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[It's it's an exercise thing and I just don't know if that's really gonna catch on.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:57:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Wow, that was it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:57:18 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yeah. And out the door. We.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:57:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Well, you know, here we are, guy 51 years later and still.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:57:26](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Alright.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:57:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And that bank went out of business like seven years after I had talked to that guy.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:57:31](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[OK.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:57:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[When we come back in just a moment, how in those very early days of fitness marketing, Judy stumbled on the idea.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:57:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[So I don't know who's the smart 1 here.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:57:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[That there was money in merch. Stay with us.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:57:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I'm Guy Raz, and you're listening to how I built this from NPR.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:58:10 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Hey everyone, just a quick thanks to our sponsor, Nerd Wallet, a personal finance website and app that helps people make smarter money moves.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:58:16](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:58:18 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Have new money goals.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:58:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Whether you want to use credit card points to plan a family vacation abroad once it's safe, or take advantage of low mortgage rates to refinance and save for your child's education, nerd wallet is the best place to shop financial products to help make your.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:58:24](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:58:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[2021 money goals happen.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:58:38 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Discoverandcomparethesmartestcreditcardsmortgagelendersandmore@nerdwallet.com.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:58:49 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[To become a world champion in free diving, Tania Streeter learned to breathe like this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:58:59 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Ideas about air, breath and breathing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:59:02 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[That's on the Ted Radio hour from NPR.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:59:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Hey, welcome back to how I built this from NPR.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:59:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I'm Guy Raz.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:59:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[So it's the early 1980s and Jazzercise is starting to franchise and it's starting to make money.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:59:15](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:59:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And Judy is starting to make a name for herself.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:59:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I had written a book in the late 70s with another woman who happened to be in my class. So we wrote this book.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:59:32 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[With pictures of how to do different exercises and you know a little history of dance and all that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:59:39 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And the publisher was Bannon books, which was quite a large publisher, and my husband said, well.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:59:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[What are they going to do to market the book? And I said, well, I don't know what they're going to do to promote it, but the dinosaur show was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:59:58 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yet.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[00:59:58 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Huge. There's national talk like Cha Cha, right? Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:00:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And I had this one woman who was helping me a lot with marketing, who was gregarious and good. And she just kind of kept after.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:00:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[After a few months, absolutely. They called me and off I went did the show and it was very successful.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:00:19 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[The book sold over 400,000 copies, which is at the time I didn't know if that was good or bad.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:00:22](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Wow.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:00:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[It didn't sound like it was very good to me, but.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:00:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[That's insane. That's insane today.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:00:32 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I know, I know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:00:34 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[But anyway I you know, OK.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:00:36 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[So then the interesting thing was I went on the show, but I thought before I went on, I thought, you know, I need to wear something that says Jazzercise on it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:00:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And I had an instructor was also an artist and a good friend. And I said, Connie, can you design like a logo and we'll put it on the front of the leotard. And she designed this cute jazzercise and had a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:01:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Couple of little exercise dancer figures on it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:01:10 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And I ward on the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:01:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Well, when I taught class the next day, everybody came up to me.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:01:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Where can we get those leotards we want? We want those.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:01:22](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Wow.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:01:23 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[You know, and what about at shirt?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:01:23](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Wow.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:01:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I was like, Oh my gosh.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:01:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[So I went to Connie and I said, hey, do you want to go into business with me a little bit?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:01:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[We'll make some T-shirts and some leotards.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:01:38 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And sell them in class and see what happens.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:01:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[So that's what we did and we sold out in 2 days.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:01:46](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Wow.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:01:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And that was the beginning of Jazzercise apparel, which is.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:01:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[A big part of our Business Today.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:01:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Was Judy was there?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:01:58 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[In any way, a connection between.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:02:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[The women's rights movement, that really kind of began to take shape in the 70s around the equal Rights amendment and the rise of Jazzercise was, was there any kind of conscious or unconscious connection that you felt were recognized?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:02:18 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Well, you know, I was always an advocate for women's rights ever since my northwestern days.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:02:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[But I have always tried to keep Jazzercise.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:02:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Apolitical a religious you know all of those things.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:02:36 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[On my own, I was always.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:02:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[A vocal about woman's rights.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:02:42 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And I was always proud that I was helping women become business people and to build a business that they could.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:02:54 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Use and hopefully thrive with. So in my own way, even though we were not, you know, standing on our soapbox preaching woman's rights, we were doing it in a subtle way.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:03:08 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[We still do today, of course.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:03:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[You know, really the the, my my earliest memory of Jazzercise was when I was a kid.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:03:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Is the early early 80s maybe 81 or 80?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:03:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I'm watching my mom put that VHS tape in the VHS.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:03:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I always remember the the theme song that was like the San Diego Zoo, and there's the elephants. And there was on the beach and it was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:03:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Let's go.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:03:35 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Jazzercise in exercise and I'll never forget that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:03:39 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And I remember my mom, who's now 75 and incredible shape and and yoga practitioner.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:03:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[She was always experimenting with with what was coming out and trying these different fitness.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:03:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Programs and jazzers has a big part of that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:03:54 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:03:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[But as.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:03:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Came bigger and as this became, I mean I think by 1983 from what I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:04:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[You, you you would lose.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:04:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[$40 million.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:04:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[It was a this was a major enterprise, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:04:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yeah, around that time you start to see.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:04:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Celebrities Jane Fonda starts to get into this business.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:04:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Remember Olivia Newton?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:04:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Let's get physical right. Wearing the leg warmers and all that stuff like that was a thing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:04:18 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Oh yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:04:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[It started become a fashion show.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:04:21 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Why? Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:04:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Trend what you think about about that? Would you think that the celebrity kind of entry into this into this space that really was pretty much you at that point?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:04:34 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Well, it never really bothered me because I felt like the people who were celebrities. And of course, we have Richard Simmons as well. You know, all getting into it. It just gave people.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:04:46](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:04:49 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[More awareness and then they can pick what they wanted to do.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:04:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[But I don't consider myself a celebrity. I am the founder of this program and this company and we have many, many, many people who are representative of the program.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:05:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[In our instructors, whereas the people who are celebrities are pretty much just that, you know, they were just one person.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:05:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[We were thousands of people and you know, there were times when.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:05:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And, you know, I've met Jane and all those other people, and we've gotten awards, all of us together.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:05:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And you know it's it's always very friendly and it's always been just fine.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:05:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[So the 80s, really.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:05:42 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Boom. I mean, I think you went from, you know, in 1981 or something $2,000,000 in revenue to 1980 three, $4 million, just massive rapid growth.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:05:52](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:05:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And then the 90s happen and a few things happen in the 90s. For one, yoga starts to become more.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:05:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:06:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:06:00 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And Pilates. And from what I understand the 90s would turn out to be one of the hard, if not the hardest, decade for Jazzercise.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:06:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[What happened?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:06:12 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yeah, it was it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:06:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[It was a hard decade. You know, we've been around for a long time and our we were having instructors retired.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:06:23 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And when they retired, their classes weren't, you know, replaced and there weren't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:06:23](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:06:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Enough people who were who were becoming new instructors essentially, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:06:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:06:32 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[So we weren't able to hold on to some of those customers, but one of the things that we did is we put together a new structure to help us with that problem.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:06:45 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Called a Jazzercise associate, which is an instructor who doesn't run a business.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:06:54 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Who only teaches.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:06:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[For instructors who own their own jazzercise business, so now if an owner decided to retire, usually there was an associate who could take over and keep the customers and keep.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:07:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[The classes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:07:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[That worked really well.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:07:14 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Hmm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:07:15 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:07:18 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[This is I mean this is going to be a a sort of a slightly annoying thing for you here.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:07:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[There is a perception among certain people who know about soul cycle, let's say, or who go to you know, yoga classes or Pilates or do peloton or even Zumba that that jazzercise like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:07:38 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[You know, every once a while people say oh.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:07:39 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[That still around and still.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:07:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yeah. And how do you feel when you when you hear that, does that, does that frustrate you?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:07:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Well.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:07:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Sure, it's a little frustrating, but I certainly accept it and understand why people might think that way.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:07:58 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[The thing about it is.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:08:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[We're really thriving right now, in a time when a lot of other businesses are not, and a lot of other fitness businesses are not thriving. I think it's when people say, oh, is jazzercise still around.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:08:16 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Are they still, you know, doing what my mom used to do?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:08:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Well, I say to them, stop and think for a minute.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:08:25 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Would we still be around if we were doing the same things?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:08:30 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Course not.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:08:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[The reason?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:08:32 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[We're the only fitness company that started way back when.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:08:37 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[That still thriving is because we've made good.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:08:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Choices we have.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:08:44 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Changed through the decades.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:08:46 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[We've never stayed the same.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:08:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I know that there are like 8500 jazzercise franchises around the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:08:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Do you know off the top of your head how many brick and mortar Jesse locations are?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:09:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yeah, I think there's about 1000 around the world.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:09:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[So so that's, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:09:08 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yeah, there may.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:09:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[More because things change, you know? But.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:09:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And it's still just 1200 bucks to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:09:15 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yeah, 12150.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:09:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Right, 450 and then you pay a 20% fee every month or whatever from receipts and and in the Covic era, how have you guys been able to weather this? Because you depend on instructors?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:09:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:09:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Selling classes and then paying you a share of those classes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:09:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[It's mostly much of that is happening remotely.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:09:38 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I have to imagine it has been a challenging year.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:09:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yeah, it's been challenging, but we're really doing quite.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:09:50 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[We we were able to pivot almost overnight the minute our classes shut down, we were able to bring.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:10:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Our customers all over the world.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:10:04 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[On to our jazzercise on Demand app so that they wouldn't have to miss class.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:10:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Because they could do them online and with this app they can do them at 3:00 in the morning or whatever works for you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:10:19 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[So that really kept a lot of our customers with us. Now granted sure, we've lost some.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:10:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[But as time has evolved.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:10:30 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[We not only have those kinds of classes available, we also helped our instructors be able to live stream their own classes to their own customers.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:10:44 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[So they've been able to keep them.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:10:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[One of the interesting things that I came across, and because I confess I have never taken a jazzercise class. I've seen the videos of my mom.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:10:55 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:10:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Remember the, but I've never been to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:10:59 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[One and those are old, so you need to go.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:11:02 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:11:02 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I do. I I I need to do it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:11:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[But from from what I've seen, the classes actually attracted a significantly more diverse, you know, like a group of clients and then like a soul cycle or yoga class.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:11:18 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And I guess part of the reason that the people say or or or believe that it is is because the price point is actually fairly reasonable, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:11:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[How much does an average jazzercise class cost?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:11:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Well, each franchise is different.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:11:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Depending on the area that they're in and so forth, but the average would be maybe around $7969 a month.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:11:42 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And you could just take as many classes as.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:11:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Want, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:11:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Which is cheaper than many like you know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:11:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Oh yeah, yoga studios and stuff. Yeah, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:11:50 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[So there's a lot of options and the diverse.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:11:54 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[City is what we love and we always say to our franchisees when you look out at your customers, you should be seeing all kinds of different people, all kinds of body shapes, all kinds of colors.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:12:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Send.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:12:12 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And ages, and because somebody who is older 65 can do the class right along.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:12:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Who's 25 and you know, you make friends with a 25 year old.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:12:25 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[25 year old goes to coffee with a you know 355 year olds and everybody enjoys it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:12:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[You know, Judy, I'm. I'm. I'm wondering as your business grew right from from a little dance class at a rec center into a into an alley, a $100 million business.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:12:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Did you like?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:12:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Becoming aceo. Did you? Did you like running a?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:12:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Because I mean, you always wanted to be a professional dancer, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:12:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[So did did that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:12:58 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Side of it come naturally to what was. Was that something that you came to embrace?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:13:04 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[You know it was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:13:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I mean, I think it did come naturally to me, even though my mother used to say when I was growing up because she was such a great business person, but she always would say, oh, Judy, I'll never be a business person because she just don't have a head.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:13:23 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Figures. But let me tell you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:13:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[The secret, I think to anybody.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:13:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Is having people around you who lift you up.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:13:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[People who are passionate about your passion, but it will have their own passion that they bring to the party. And I have been.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:13:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Extremely lucky in being able to have those kinds of people around me all the time.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:13:53 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[They're smart and I want them to be smarter than I am.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:13:58 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I think that's one of my gifts to find people like that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:13:58 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:14:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And and and let them help me.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:14:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Because goodness knows, I don't know everything.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:14:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Well, it's also a smart strategy because you can't scale one person and and once the and also if you want to build a legacy company, right, you want to build something that doesn't need that person.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:14:14 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Exactly.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:14:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[That's exactly right. And I've got to tell you, if something happened to me tomorrow.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:14:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[This company would go on.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:14:30 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Would be wonderful.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:14:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Hey Cortana.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:14:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[When you think about your journey.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:14:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And all all you accomplished and the influence you had, how much of that would you attribute to luck and and and how much would you attribute to just hard work and you know, skill and intelligence?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:14:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yeah, I think it's 5050 for me.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:14:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[That's really what I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:14:57 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I think you know timing has been right in so many instances, which we talked about.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:15:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[But then you know the timing can be right and it can be sitting right out there in front of you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:15:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[But if you don't take advantage of it and you don't have the awareness that this is something you got to do and you're going to have to work your derriere off to make it happen, then it ain't going to happen.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:15:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Judy, you were intending to be a dancer?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:15:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Was your.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:15:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And then maybe a Broadway performer?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:15:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[It was never your plan to become a fitness pioneer. Like when people talk about fitness pioneers of the 20th century, they're talking about Jack Lalanne.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:15:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[They're talking about.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:15:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Richard Simmons, they're talking about Judy Shepard Missette, and I'm sure I'm forgetting a few others. But, I mean, you really created a movement.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:15:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I mean, would you ever, when you reflect on that, that you are like historically an important figure?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:16:00 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[In the history of American fitness, is that just crazy?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:16:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Thought.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:16:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Yeah, it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:16:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I I find it still hard to believe.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:16:12 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I'm very honored by it and I respect it and I feel responsible.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:16:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[But yeah, it's still, it's still often difficult for me to believe because.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:16:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[You know, at heart and this might sound sappy, but at heart I I still feel like I'm that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:16:34 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Little Iowa girl, you know, growing up in the Midwest, having that hard work ethic and get up in the morning and do what you can and make a difference.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:16:45 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[If I can say that I've made a difference.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:16:50 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[In somebody'd life.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:16:54 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And more people that I would have thought I I will die happy. I will.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:17:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Judy Shepard, Mossad founder of Jazzercise. By the way, Judy's daughter Shanna is now president of the company, but Judy is still the CEO and she is still teaching and still dancing. In fact, some of the women who first signed up for those early classes in the ninet.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:17:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:17:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Are still taking classes with Judy today and once a week they all get together for coffee. And even though she's one of the iconic fitness gurus in America.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:17:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Judy swears by Doctor Pepper, especially Cherry flavor.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:17:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Hey, thanks so much for listening to the show this week.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:17:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Can subscribe wherever you get your.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:17:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[You can also write to us at hibt@npr.org and if you want to follow us on Twitter, we're at how I built this, or at Guy Raz.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:17:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And my Instagram is at guy dot Ros.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:17:58 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Our show was produced this week by Jed Anderson, with music composed by Ramtin Arablouei.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:18:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[Thanks also to Julia Carney, Farah Safari, gales, JC Howard, Neva grant.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:18:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[And Jeff Rogers, our brand new intern is Janet Lee.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:18:13 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I'm Guy Raz, and you've listening.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:18:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[To how I built this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:18:21](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[01:18:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)

[This is NPR.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVs)