

4-19-2018

# The Santa Clara, 2018-04-19

Santa Clara University

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# The Santa Clara

Thursday, April 19, 2018

## WHAT'S INSIDE

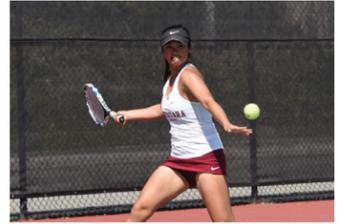
**4 SCENE**  
"The Merchant of Venice" review



**5 SCENE**  
The Rock's latest blockbuster



**6 OPINION**  
A challenge for student-athletes



THE SANTA CLARA—CESAR TESEN

IDEAS WORTH SPREADING: Students and faculty flocked to the Louis B. Mayer Theatre on April 12 for a TEDxSCU event. There were seven speakers total—some student, some professional—including Guidewire Vice President Laura Drabik, pictured above. For a full event recap, check out Page 3.

## The Cult of SoulCycle

*A closer look at the popular fitness company's community and culture*

**Emalee Moore**  
ASSOCIATE REPORTER

Walk into any SoulCycle studio and you will witness more or less the same scene found at the Soul Palo location in Palo Alto, Calif.

The all-white walls gleam under fluorescent lights. One side of the room contains sparsely filled racks of exorbitantly priced Le Labo toiletries and apparel with Soul X, the trendy designer-of-the-moment labels. The other side is lined floor-to-ceiling with rows of polaroids containing smiling, yellow t-shirt-clad staff and regulars, barricaded by a tall counter behind which the worker bees in the photos dance and sing along to pop-remix songs at a decibel so high the lyrics are incomprehensible.

The whole room smells of the grapefruit candle burning on the counter, the same ones that light the studio during rides, also available for purchase (\$38) if you feel the need to experience the scent of Soul—sans sweat—at home.

Pasted on the wall of the locker room is a list of Soul Etiquette rules to follow. Above the bathroom door, a neon sign reads: "Unnaturally attached to our bikes, high on sweat and the hum of the wheel, take your journey. Find your soul."

Back here, the towels are free, along with the Le Labo products you'll have to pay \$76 to bring home with you. The hair ties, bobby pins and gum—all free. There are even hair dryers for use, which have recently been zip-tied to the wall due to recent repeated thefts.

Welcome to the warm embrace of the community—or cult—of SoulCycle.

"Yeah, we even have tampons in the bathroom. Welcome to the young Ritz Carlton," Devon Robinson said, SoulCycle front desk staff and avid fan.

Robinson's sole tone of voice is monotone, Midwestern sarcasm—a characteristic so defining that most of her coworkers describe her as hilarious but entirely mysterious beyond her humor. She buzzes about behind the front desk, typing on the large Mac for one moment, grabbing a pair of shoes or shuffling papers the next, only locking her blue-green eyes with yours to confirm either that you're laughing at her joke or that what she has just said was indeed intended to be funny.

Against the backdrop of "free" amenities and focus on brand-labeled gear, her luxury hotel reference is spot-on. Retail averages about 15 percent of the brand's revenue but is more essential to engaging riders and cultivating the following the brand has amassed. SoulCycle speaks to the psyche of its members, every detail meticulously crafted to fuel the need to belong.

See RESIDENCE, Page 3

See SOULCYCLE, Page 7

## White Privilege is No Fairytale

*Themed bulletin board in residence hall faces backlash*

**Kimi Andrew**  
THE SANTA CLARA

"Shame on Santa Clara University for allowing this in their dorm halls," read a Facebook post by sophomore Alex Stewart from earlier this month.

Stewart was referring to a bulletin board titled "S-Know Your Whiteness" that was displayed on the first floor of McLaughlin-Walsh Residence Hall during the first week of this quarter.

Each quarter, Community Facilitators (CFs) in McLaughlin-Walsh—also referred to by its Residential Learning Community name, "Unity"—are required to create and post one bulletin board in the Residence Hall.

This quarter, CFs were encouraged to use a Disney theme for their bulletin boards.

JJ Burwell, Unity CF and creator of the "Whiteness" bulletin board, chose a Snow White theme for his board. On it, he included a picture of the Disney Princess, as well as each of her seven dwarfs—with the exception of Happy.

The "S-Know Your Whiteness" board, seemingly aimed to educate students who identify as white, included sub-headings like, "It's about Power" and "What to do about it."

According to Burwell, the purpose of the bulletin board projects is to, "educate residents on specific topics of our theme of diversity, social justice and civic engagement."

The Facebook post, along with the original bulletin board, have since been taken down, but not before the post gathered dozens of likes, shares and comments from people—even those outside of the Santa Clara community.

In his post, Stewart tagged Ben Shapiro, a conservative political journalist, and Char-

lie Kirk, founder of Turning Point USA, a conservative non-profit organization.

Following the publication of the Facebook post, an article about the Santa Clara bulletin board was published on The Daily Caller, a conservative news and opinion website based in Washington D.C.

In response to Stewart's Facebook post, Unity Staff sent an email out to McLaughlin-Walsh residents inviting them to "explore the bulletin board presented on 1st McLaughlin."

The email also suggested that "if [the bulletin board] raises any discomfort" for its readers, they should "reflect further on where that might be coming from."

Although the bulletin board raised issues for some, Burwell said that his decision to create the board came from an informative standpoint.

"[The term 'whiteness'] explains the basis of race relations and a multitude of social interactions that affect all of us on a

# CAMPUS SAFETY

## Alarm

**April 10:** CSS and SCFD responded to a fire alarm activation in Charney Hall. The cause of activation was water flow.

**April 11:** CSS and SCFD responded to a fire alarm activation in Dowd Art and Art History Building. There was no fire.

**April 14:** A student activated the eye wash station in Alumni Science, thinking it was a water fountain.

## Found Property

**April 12:** A Frisbee was found on Bellomy Field and turned into CSS.

**April 13:** A non-affiliate reported leaving her shoes in the Main Parking Structure. CSS found the shoes and notified the non-affiliate.

## Information Report

**April 10:** A student reported that another student locked their bicycle to his bicycle. CSS cut the lock off and impounded the bicycle until the other student retrieved it later in the day.

**April 14:** A student was reported locked in the loading dock area of the Learning Commons. The student was released before CSS arrived.

## Medical Emergency

**April 10:** A campus resident requested oxygen for anxiety. She was evaluated by SCU EMS and was provided oxygen.

**April 11:** Community Facilitators reported that an unauthorized non-resident student was in Swig Residence Hall. The student was escorted from the building.

**April 13:** A student reported bumping his head on a steel beam in the Learning Commons. The student reported the incident to CSS after he received treatment at Cowell Center. The student had a mild concussion and the area was blocked off to avoid future injuries.

**April 14:** CSS, SCU EMS, SCFD and County Paramedics were dispatched to the basement of Benson Center for a report of a resident had suffered a head injury and a seizure. The student was transported a hospital via ambulance.

## Student Behavior

**April 10:** CSS responded to Guadalupe Hall for a verbal altercation between students in a relationship. One of the students left before CSS arrived. The student will seek assistance from OSL or SCPD.

**April 15:** Two students were intoxicated, running on campus and into oncoming traffic on Market Street. CSS was able to make contact with them on the North side of Swig Residence Hall. They were escorted to their room in Swig. SCU EMS responded, evaluated and released them.

## Theft

**April 13:** EHS staff reported that a safety sign was stolen from the Finn Residence Hall construction site.

**April 14:** CSS noticed a non-affiliate on surveillance video cut off a lock to a bicycle at the North Learning Commons bicycle rack. SCPD was notified and responded. The suspect was arrested a short time later off campus.

From Campus Safety reports.  
Email news@thesantaclara.org.

Check out the Campus Safety Report online:

facebook.com/scuccs  
@SCUCampusSafety

# Keeping Up With ASG: Week Two



## Senate discusses budgets, recordings, upcoming elections

**Emma Pollans**  
ASSOCIATE REPORTER

Deliberation continued for proposed recording bylaws as the Senate tried to iron out the specifics.

Finance Vice President **Ben Rhoades** updated the Associated Student Government (ASG) on their overall spending habits.

Rhoades informed senate members that only 17 percent of the winter quarter budget has been spent so far, as well as 60

percent of ASG's entire annual budget. He also noted he would not request an increase in ASG's budget for the 2018-2019 school year.

Discussion continued about the specifics of the recording bylaws. At-large sophomore senators **Bjorn Thyrring** and **Erik Echeona** and first-year senator **Sahil Sagar** presented an updated set of recording bylaws to the Senate.

These stipulated how ASG would carry out their own recordings of the sessions and how they would be made available, as well as the process for Santa Clara community members to create their own recordings.

Senate members pitched their input, as various straw polls were conducted to gauge senator's interests on specific nuances of the bylaws.

This included where the recordings would be uploaded, potential encryption possibilities and if any groups would be allowed to take their own recording.

Korean Student Association (KSA) members **Emily Mun**, **Jun Chang** and **Cynthia Wang** gave a presentation requesting about \$8,500 for their culture show Hong Gildong.

This will be KSA's third annual culture show and the money is expected to cover costumes, advertisements food and

decoration.

A presentation was required due to their request of over \$1,000. Senate will vote this week on their request.

Senators also passed a new bylaw for Election Chair selection.

The position of Election Chair was previously selected by the Vice President, however, as this year's Vice President **Sam Pérez** is running for office, a new bylaw was introduced and subsequently passed stating the Election Chair would now be selected by Chief Justice **Rachel Brooke Herzog** and approved by a super majority of the Senate.

Senate will meet again on Thursday, April 19 at 7 p.m. in the Williman Room.

Information Nights for ASG elections will take place on April 19 from 6-7 p.m. in Kenna 109, as well as on Friday, April 20 from 6-7 p.m. in Kenna 104.

Meet the Candidates will take place on Tuesday, April 24 from 7:30-9 p.m. in the Graham Commons.

Debate Night will take place on Wednesday, April 25 from 7-8 p.m. in the Graham Commons.

Election Day will be on Monday, April 30 through eCampus.

Contact Emma Pollans at [epollans@scu.edu](mailto:epollans@scu.edu) or call (408) 554-4852.

# News in Brief

## Global



- On Wednesday, an island-wide power outage hit Puerto Rico. The U.S. territory's power outage is the second-largest blackout in history.
- Saudi Arabia held a screening of "Black Panther," marking the first showing of a commercial film in the kingdom after more than 35 years.

## National



- On Monday, Netflix Inc. reported an increase of 7.4 million subscribers in the first quarter of 2018.
- A Southwest flight made an emergency landing in Philadelphia after the plane's left-side engine was lost. One fatality was reported.
- Kendrick Lamar's album "DAMN." won the Pulitzer Prize for music, making him the first rapper to win the award.
- Starbucks CEO Kevin Johnson called for "unconscious bias" training for store managers after two black men were arrested at a Philadelphia location.
- Fox anchor Sean Hannity was found to be a client of Trump's former lawyer, Michael Cohen. Cohen's attorneys were mandated to reveal his client list by the judge presiding over the investigation.

## Santa Clara



- The Communication Department has a new minor in Digital Filmmaking. The seven-course minor allows students to focus on filmmaking, as well as the history and theory of film and television.
- There will be a memorial mass for César Chávez in the Mission Church this Monday, April 23 at 6 p.m.

## The Santa Clara

Since 1922

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Volume 97, Issue 19

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### OUR POLICIES

The Santa Clara is the official student newspaper of Santa Clara University.

The Santa Clara is written, edited and produced by students once weekly, except during holidays, examination periods and academic recesses.

The Santa Clara welcomes letters to the editor from readers. Letters can be delivered to the Benson Memorial Center, room 13; mailed to SCU Box 3190 or emailed to: [letters@thesantaclara.org](mailto:letters@thesantaclara.org).

### Our letters policy:

- Submissions must include major and year of graduation and/or job title, relation to the university and a phone number for verification.
- Letters should not exceed 250 words. Those exceeding the word limit may be considered as publication as an article or in some other form.
- Anonymous letters will not

be considered for publication.

- The Santa Clara reserves the right to edit letters for grammar, clarity and accuracy, or to shorten letters to fit the allocated space.

- All letter submissions become property of The Santa Clara.

- The deadline for publication in Thursday's edition is the prior Saturday.

Nothing on the opinion pages necessarily represents a position of Santa Clara University. Letters, columns and graphics represent only the views of their authors.

The Santa Clara has a minimum newspaper circulation of 2,000. One free copy. Additional copies are 25¢.

# Residence Hall Bulletin Board Taken Down and Modified

Continued from Page 1

basis of race relations and a multitude of social interactions that affect all of us on a daily basis in the United States," Burwell said. "As can be seen on the board, whiteness is not about skin color alone, and is not about shaming 'white' people. Rather, it is the system and ideology of racism that we live in. I wanted more people to be cognizant of this fact and be encouraged to learn more about it."

"Whiteness Studies in the 21st Century," or Ethnic Studies 172, is a course offered at Santa Clara, taught by Dr. Anthony Hazard.

The course examines changing concepts of whiteness and teaches students to gain insight into the shifts that reshape the broader dynamics of race in the US.

"Whiteness isn't simply about skin color, rather it's both a historical force and a contemporary designation that serves to allocate certain benefits and privileges to those defined as white in a given society," Hazard said in response to the bulletin board and the backlash it received. "Engaging whiteness on this campus is terribly important, if in fact we as faculty, staff and students seek to live up to the Jesuit values of educating the whole person and advocat-

ing for social justice."

Despite the bulletin board's academic intentions, the Unity staff felt that it would be best to rethink the wording.

"Following unsettling posts on Facebook, the decision was made with CF JJ to temporarily remove the bulletin board," said Omar Harb Michel, Resident Director of McLaughlin-Walsh. "[This was] to consult with the larger team about effective methods to educate residents about the critical topic of 'whiteness' and 'white privilege.' This is an important leadership experience for the Unity staff and a fundamental part of our educational process."

The Multicultural Center (MCC) and its staff is aware of the situation, and have been working to support the Unity staff through this process.

"In a world that challenges the validity of our truths—the truths of power, oppression, and privilege—we stand strongly in support of this bulletin board and the CF that created it," Director of the MCC Zerreen Kazi said in a statement she made on behalf of the group. "We see this bulletin board, and the content it represents, as an important step in working towards a more just, inclusive community."

An updated bulletin board has been posted on

the first floor of McLaughlin-Walsh with the new headline of "What is Whiteness?"

Along with the headline, sub-headings were also changed to be less accusatory.

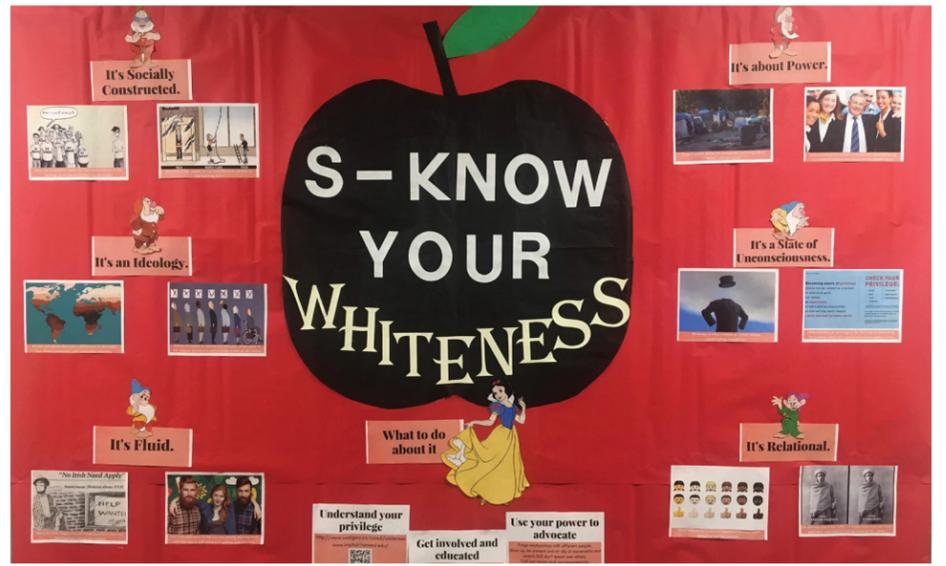
The sub-heading, originally titled "What to do about it," now reads "Next Steps."

Stewart, however, is still frustrated by the bulletin board, despite the changes, saying that "By [putting the board back up], the University is discriminating against people with white skin."

Burwell, on the other hand, feels that the situation has been an overall positive one.

"The best part of this incident was the immense amount of support I received from Unity residents and other SCU students," Burwell said. "Many of my residents personally came to me to talk about how proud they were to see a board that they felt was necessary and meaningful to them. It also led to many conversations about 'whiteness' and realities of the system of racism. Bringing awareness is the first step to addressing the issue, and I believe the board—and in a way the backlash it received—accomplished this."

Contact Kimi Andrew at [kanrew@scu.edu](mailto:kanrew@scu.edu) or call (408) 554-4852.



PHOTOS BY ALEX STEWART (TOP) & JULES XENAKIS (BOTTOM)

A bulletin board titled "S-Know Your Whiteness" was displayed on the first floor of McLaughlin-Walsh Residence Hall during the first week of spring quarter. Community Facilitator JJ Burwell created and later modified the Disney-themed board to educate residents on the RLC's theme of diversity, social justice and civic engagement.

## TEDxSCU Event Brings Ideas Worth Spreading

*A student-run forum for conversations that matter*

**Meghan McLaughlin**  
THE SANTA CLARA

A teenager talked aerospace and a professional talked "Dungeons and Dragons."

On April 12, Mayer Theater was filled to the brim with TEDxSCU attendees. Seven speakers presented ideas that inspired potential contributors to technology, entertainment and design, which is what TED stands for.

**Sue Do**

Junior English and Catholic studies student Sue Do brought some audience members to tears as she spoke of life as a cerebral palsy survivor and the daughter of immigrants. Originally from central Vietnam, Do beamed as she told stories of personal perseverance and obstacles she overcame. She emphasized the importance of a positive attitude and uplifting others. Do published her first book, "The Gift of Fortitude," last year.

**Laura Drabik**

Laura Drabik, vice president of business innovation at

Guidewire, displayed her passion for insurance on stage. She encouraged audience members to reconsider their initial reaction to the insurance industry and delved into her career path. Drabik presented on how technology has changed the industry and made it more efficient for people who need specific types of insurance, like Uber drivers.

**Taylor Berry**

Senior political science student-athlete Taylor Berry asked audience members, "When was the last time you had a genuine conversation?" Berry revealed that she firmly believes genuine conversations are catalysts for genuine relationships. These genuine conversations break down barriers between people and expose similarities that are key to forming bonds.

**Genevieve Conaty**

As a leader of product and design teams at Indiegogo, Genevieve Conaty gets behind new entrepreneurial ideas that turn into popular products with the backing of venture capitalists. She spoke about her goal to change the landscape of venture capitalists into one that is more equal and diverse.

**Jennifer Miranti**

First-year engineering and aerospace student Jennifer Miranti proudly proclaimed her love for outer space during her presentation, emphasizing

how much there is to learn about the galaxy. She shared stories about her experience working at Boeing in the propulsion department.

**Chris Murphy**

As president of the Santa Cruz Warriors, Chris Murphy knows the importance of teamwork. He oversees the company's business operations and leads a well-run team. He spoke about healthy company culture and how that promotes happy, productive employees.

**Khaled Abdel Rahman**

Khaled Abdel Rahman is a product manager at Google and has worked in areas such as games, hardware and services. Rahman spoke about the collaborative aspects of the game Dungeons and Dragons. For Rahman, this translates to dynamic professional teams.

"In the long term, we want every Santa Clara student to have a TEDx experience by the time they graduate and be inspired by the speakers we curate," said sophomore Sydney Altobell, the TEDxSCU Chief Production Officer.

Contact Meghan McLaughlin at [mhmclaughlin@scu.edu](mailto:mhmclaughlin@scu.edu) or call (408) 554-4852.

## Students' Silent Protest Supports Safe Sex

*Activists demand accessibility to contraceptives*

**Bella Rios**  
THE SANTA CLARA

Though it was a silent protest, the message of student activists was clear: Santa Clara must practice condom sense.

Led by People United for Reproductive Justice (PURR), the silent protest aimed to increase awareness about the need for contraceptives on campus to promote safe sex practices.

According to the Center for Disease Control, people from 15 to 24 years old account for almost half of the 20 million people diagnosed with sexually transmitted diseases.

"We know that when we go up against

a school tied to the Catholic Church, change is not going to happen overnight," said junior Hannah Sisney, the President of PURR. "We would at least like to have the discussion start happening out in the open. Maybe starting the discussion now can help future generations."

According to this year's student handbook, Santa Clara as a Jesuit university provides educational resources regarding contraception and sexual health but does not provide condoms or prescribe contraceptive medications.

Junior Gayatri Krishnan, PURR's Secretary and Treasurer, said that Cowell Center provides comprehensive information regarding health-related issues and offers services like pap smears. Likewise, she believes prevention of sexually transmitted infections, through access to contraceptives, should be treated as a health concern.

Sisney said that the protest is intended to be educational for students due to confusion over Santa Clara's policy regarding birth control prescriptions and distribution of condoms. She said there is strong student support of this initiative. The protest was silent as a way to raise concerns in a respectful manner, explained Sisney.

*"We are trying to find a way to be impactful with our message but not be disruptive."*

"We are trying to find a way to be impactful with our message but not be disruptive," Sisney said.

Krishnan said that people's opposing views could be based on religious concerns and accordingly, they do not want to upset people on campus.

Junior Maren Stratte participated in the protest because she believes

reproductive health is an important issue. She said that sexually transmitted infections are common among students.

"Reproductive health and reproductive rights is a very important issue to me—I feel like STI's are becoming normalized," Stratte said. "I've talked to friends who view getting chlamydia as a right of passage. We should be protecting our bodies, our health. Santa Clara doesn't give us many options or resources."

Contact Bella Rios at [irios@scu.edu](mailto:irios@scu.edu) or call (408) 554-4852.

## SCENE

Thursday, April 19, 2018

## Santa Clara Professor in “Merchant of Venice”

*Jeffrey Bracco takes the stage in infamous, classic play*

**Ethan Beberness**  
THE SANTA CLARA

Shakespeare’s “The Merchant of Venice” has long had a reputation for being an anti-Semitic work. That reputation apparently pushed director and Santa Clara alum Kit Wilder to ask: “Is it really?”

Yes, Kit. That’s why when you “float-ed the idea to many in the theater community. They were unanimous in their reaction: ‘Don’t do it!’”

But hey, at least the acting and set design were impeccable.

“The Merchant of Venice” is, according to Wilder, one of Shakespeare’s most frequently performed plays.

It was written in the late 16th century and is generally regarded as a comedy.

The cast features Santa Clara professor Jeffrey Bracco in the role of Antonio, a Christian merchant. Antonio asks a Jewish banker named Shylock, played by Brian Herndon, for a loan.

Shylock has experienced much suffering and abuse at the hands of the Christian population in Venice, including Antonio, and he draws up a contract dictating that Antonio must give up a pound of his flesh if he is unable to pay his debts within three months.

Wilder took advantage of the intimate setting of local theater group City Light Theater Company’s thrust stage by creating an intense depiction of the supposed comedy. He used a simple set that lent itself to quick transitions between scenes.

The main set piece, circular and placed slightly off-center, had a rotating ring around it that allowed the set-

ting to easily switch between scenes in Venice and Belmont.

Bracco told the Santa Clara in a post-show interview that the conflict between Antonio and Shylock is a result of the fact that “[Antonio] sees himself in Shylock.” The bond between the two men remains tangible, even when they are not on stage together.

For example, in the play’s final scene, we see Antonio deviate from his established dislike of Shylock.

He hesitates to leave the stage and takes Shylock’s yarmulke out of his pants pocket. Antonio holds the yarmulke in his hands for a moment before shaking his head and throwing the garment to the center of the stage.

“We wanted to bring the play back to Shylock,” Bracco said of this interpretive choice made by himself and the director.

Herndon gave a brilliant depiction of Shylock; he reacted with dignity yet was clearly hurt by the treatment he received at the hands of the Christians of Venice. “I think that there’s ample justification, even if it’s not right what he does, for why he does it,” Herndon said.

“[Herndon] shows Shylock’s humanity. He’s this normal guy who has been put upon,” Bracco said. Even though Herndon portrayed Shylock so well, there were still audience members who confronted him about his acting and costume after the show.

Performances of “The Merchant of Venice,” no matter how well executed, have a history of controversy. As aforementioned, the play is commonly viewed as wildly anti-Semitic.

Wilder, however, disagrees. “Let me offer, right here, right now: ‘The Merchant of Venice’ is not anti-Semitic,” he writes in a statement included in the playbill. He believes that, due to a lack of evidence of anti-Semitism in the rest of Shakespeare’s

bibliography, it is unlikely that the Bard intended “The Merchant of Venice” to be anti-Semitic.

Wilder argues that the hatred directed at every character in the play creates a narrative that is not specifically anti-Semitic. Because “The Merchant of Venice” “offers a like portrait of anti-Christian sentiment, anti-Moroccan sentiment, anti-Spanish sentiment, anti-French sentiment, and even anti-English sentiment,” the play cannot be specifically considered anti-Semitic.

However, it’s difficult to ignore the fact that the triumphant moment in the play comes when Shylock is defeated by the Christian characters.

The most celebrated moment on stage involves a complete tearing apart of all that Shylock values—including a particularly degrading moment when he is forced to denounce the faith at the core of his identity.

Power dynamics play a massive role in the punishment of Shylock, who insists that Antonio be held to the bond of his debt.

In court, Portia, played by Maria Giere Marquis, abuses the law that would otherwise have given Shylock his revenge and twists it to destroy his livelihood. The law does not apply equally to all—an issue frequently cited regarding the American court system.

In his director’s statement, Wilder discusses the idea of the “casket scene,” a reference to the moment in which Bassanio, played by George Psarras, chooses the proper casket to win the right to marry Portia.

Similarly, Wilder suggests that, much like Bassanio, each audience member must “make up his or her own mind about the play.”

Feel free to do so, but be aware of the context of the text you engage with.

Contact Ethan Beberness at [ebeberness@scu.edu](mailto:ebeberness@scu.edu) or call (408) 554-4852.



FACEBOOK

(Far right) Professor Jeffrey Bracco of Santa Clara’s Theatre Department performs as Antonio in William Shakespeare’s controversial play, “The Merchant of Venice.” Outside of his work at the university, Bracco frequently collaborates with the City Lights Theater Group.

## Nominate an Outstanding Professor

for

## THE LOUIS AND DORINA BRUTOCAO AWARD FOR TEACHING EXCELLENCE

The University warmly invites all Santa Clara students and alumni to nominate a professor who challenged and inspired you. Don’t let your outstanding professor’s passion for teaching go unrecognized – submit your nomination today!



## Congratulations to the 2017 Brutocao Award Winner: Simone Billings, English

Deadline is April 23, 2018. Note eligibility requirements. For full information and to submit your nomination, visit

[https://scu.edu/provost/teaching-and-learning/faculty-development/faculty\\_awards/brutocao-award-for-teaching-excellence/](https://scu.edu/provost/teaching-and-learning/faculty-development/faculty_awards/brutocao-award-for-teaching-excellence/)



# Voices of Santa Clara: Robert C. Owen

*Santa Clara Chief Information Officer talks tech on campus*

**Gavin Cosgrave**  
SPECIAL CORRESPONDENT

The following is an entry in a series called “Voices of Santa Clara,” which profiles noteworthy students and faculty. The Q & A is excerpted from the “Voices of Santa Clara” podcast.

Bob Owen is the tech guy. As Chief Information Officer and Vice Provost, Owen oversees all forms of technology at the university, from the internet to phones to special research equipment. Around campus, Owen is known for his creative and witty emails about normally-bland topics such as unexpected internet outages.

**Gavin Cosgrave:** When people hear “Chief Information Officer,” they probably imagine you doing something important related to technology, but what do you actually do?

**Bob Owen:** There’s always something new every day. My calendar is rarely unfilled, but when it is, I never worry that I won’t have something to do because inevitably something is going on.

My job is to advocate for technology at the institution. I do that by talking with people, talking with groups. Part of it is what I call “management by walking around,” making sure people have the resources they need to do their jobs. To use a football analogy, I’m kind of like a blocker clearing the path for the running back behind me.

**GC:** Last year you sent a campus-wide email with the subject line: “Waiting for Godot, the Search for the Holy Grail, and Email for Life,” and you haven’t been shy about throwing some jabs at companies like AT&T and Cisco when



PHOTO-GAVIN COSGRAVE

Bob Owen is the Vice Provost and CIO at Santa Clara. His vision is to keep the school on the cutting edge of technology in an increasingly electronic-based culture.

the internet goes down. What is your philosophy for sending campus-wide emails?

**BO:** When I came here and started talking to folks, one thing I heard loud and clear was a desire for more communication. But come on, who wants to read an email from the CIO? Let’s get real. Everyone has so many other things going on in their lives.

I have to communicate some things because technology touches every part of this organization. And, I have to get it out there in a way so that you’ll read it.

When I first got here, my emails were pretty formal and straight up. People might stop me and say, “just give me the quick low-down,” which is basically like an FAQ section. What are the main questions that people want to know? So, I just started doing an FAQ section hoping people would read it.

The humor just kind of crept in ... I just decided, what the heck, I’m gonna go for it. And I’ll tell you what, people actually read my emails. I know because they reply to them.

About taking jabs at AT&T or Cisco, I refuse to accept anything less than the best service from our vendors. I don’t really care. A lot of vendors look at education as “oh,

we’re a bunch of warm fuzzies, and you can do anything to us, we don’t really care.” Forget it.

This is my vendor spiel ... Cisco, Apple, they all hear the same thing: “I’m really easy to work with. I want great service all the time. If I get it, I’ll sing your praises to high heavens. If I don’t, I’ll go right up the chain until I get that service. Nobody’s perfect, so if you make a mistake, raise your hand and say, “We screwed up, we learned from it and we won’t do it again.”

AT&T is a four-letter word to me though; they leave a lot to be desired.

**GC:** What kinds of things do people reply to you after those emails?

**BO:** After the AT&T one, a student posted about me on his Facebook page and said, “Go get ‘em, Bob!” I got a real charge out of that.

The other thing is that, on my FAQ’s for staff, there are wine recommendations. The faculty and staff will stop me and ask what wine they should get. That’s been kind of fun.

**GC:** When thinking about the future of technology of Santa Clara, what types of things are you interested in looking into for the next five years?

**BO:** One big thing that everyone

will see in about three-and-a-half years is a new ERP, Enterprise Resource Program. Right now we use PeopleSoft for grades and classes, and it’s archaic.

We’re going to be transitioning to a new ERP called Workday. The student module is built for mobile and built in the cloud. It’s going to be easier to support and look and operate better on mobile devices.

We’ve got different projects here and there relating to artificial intelligence and visualization. More and more types of technology will be fused into learning spaces. Virtual Reality and Augmented Reality along with AI and machine learning is going to drive a lot of what we’re doing, but I would be a fool to try to predict exactly what that will look like.

**GC:** What did you learn in your first few jobs out of college?

**BO:** My dad had always told me that all a college degree does is certify that you’re a trainable person. I learned that right away on my first job. I was a programmer-analyst for the State of Wisconsin Department of Development. When I got there, they sent me off to learn a programming language that I had never heard of before. One of the first things I learned was that you can have all the preparation you

want but they’re going to have you operate the way they want.

Another thing I learned is that you can’t sit and wait for people to make things happen for your career. If you see things that are of interest, you need to reach out and communicate that you’re interested.

**GC:** Why did you go back to school to get your doctoral degree?

**BO:** One of the things that I believe is that you’re always in a state of becoming. You never actually reach a place.

The moment you think you’ve reached it, you’re dead. At that point, skills start to atrophy, like the old saying, “you get fat dumb and happy.” That’s not how I’m constructed.

In education, if you want to move up, you stand a better chance of doing so with advanced degrees. I never took time off work.

I worked full time while in my masters program then full-time while in my doctoral program. It would have been nice to just concentrate on school but I never had that luxury.

To listen to the full interview, visit [voicesofsantaclara.com](http://voicesofsantaclara.com) or search “Voices of Santa Clara” on the iTunes Podcast App.

# Big Meets Bigger in Action-Packed “Rampage”

*The Rock is just a stone’s throw from perfection in latest blockbuster film*

**Peter Schutz**  
THE SANTA CLARA

The body-count in “Rampage,” Dwayne “The Rock” Johnson’s latest blockbuster, is incalculable. The film’s climax features—I hope I’m not spoiling anything—massive, mutated predators laying waste to Chicago, ripping apart skyscrapers and throwing cars and helicopters around as easily as you or I might toss a football. While at one point a huge gorilla scales a tower and grips a damsel-in-distress into his fist, the film nods less to “Godzilla” than it does to the fantasies of a child.

This isn’t to say that “Rampage” is a film that rejects cinematic tradition and grand value, because it certainly embraces both. Above all, this is a movie concerned with imagination and guileless entertainment. Don’t come to the theater expecting a hefty or embittered thriller. “Rampage” leaves all that on the way-

side in favor of friendship, determination and honesty. If this reads like a kid’s movie, that’s because it kind of is, with some added gore and innuendo to earn its PG-13 rating.

For starters, the film’s sense of humor is boyish. The biggest laugh of the screening came from George, the gorilla main character who speaks in sign language, giving Johnson the middle finger—and then again, and then again.

Some lightly-established political commentary targeted towards corporatocracy provides some better quips. “You can’t liquidate every problem you have!” is one memorable line, as well as one government agent sarcastically comforting a corporate boss, “Complicity’s never a crime, right?” which is greeted with an enthusiastic yet clueless, “Yup!” but the jokes in “Rampage” largely rest in the physical humor realm. Only right for a movie that could be perfectly described as “physical”—every on-screen impact is visceral, each emotion acted immediately bubbles to the surface and each shot is functional and sharp.

By far, the most physical component of the film is the protagonist himself—The Rock.

Johnson’s relatively recent foray into movie production is one of very few “feel good” sto-

ries in today’s film industry. Seven Bucks Productions—its name a nod to Johnson’s humble origins, having only \$7 to his name at the dawn of his wrestling career—has produced every film in which Johnson has been featured in since 2016. There have been six of them, to be exact, most notably “Baywatch” and last year’s “Jumanji: Welcome to the Jungle.” Additionally, two more are still on the way in 2018, with many more slated for release over the next couple of years.

Johnson’s brand is one that worships at the altar of hard work. Besides the constant film projects, Johnson’s Instagram account is a relentless update stream of 4 a.m. workouts and homages to the everyday working class. All of this might seem overbearing, but Johnson has the unique ability to ground his successes, and the constantly-trumpeted work that achieved them, with undeniable charisma.

In “Rampage,” once again, The Rock captivates with a forceful, and clearly physical performance. I was reminded of Samuel L. Jackson when watching this film: Is Johnson actually a good actor, or does he, like Jackson, thrive because he only plays versions of himself? Either way, he is a pleasure here and delivers a consistently enjoyable screen presence

even as chaos (also consistently enjoyable) erupts around him.

A number of Johnson’s most recent action movies, “San Andreas” in particular, have been criticized for their abject “destruction porn” nature; large-scale disasters are deconstructed to amusement park attractions and their accompanying death toll is barely nodded to, let alone given significant screen time or contemplation. For what it is worth, however, Johnson’s films are not the belabored social metaphors that other modern action movies fancy themselves as.

“Rampage” is a feel-good effort, and any death and destruction is there to raise the audience’s heart-rate for some clean fun before the wholesome conclusion—Chicago in rubble, Johnson and co-star Naomie Harris decide not to dwell on the negative and, instead, focus on the lives they did manage to save. In the background, we see the gorilla, George, delicately placing stranded survivors on his palm and delivering them safely to ground-level. If the whole affair seems contrived to you, you’re probably not very fun at parties.

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# OPINION

Thursday, April 19, 2018

Giannina Ong

## Sport Doesn't Build Character, Intentions Do

The saying goes, "sports builds character." At least that was what I was reminded as a five year-old spending what was the hottest summer I'll ever remember learning to play tennis.

Today, as a student-athlete at Santa Clara, I am most proud of the moments of character I display on the court. Pope Francis once said that sports are "a human activity of great value, able to enrich people's lives." He is right. But what he is most right about is the ability for sport to be an enriching factor.

As a Hackworth Fellow, I have endeavored not only to better understand the population of student-athletes on our campus, but how sport can develop character and be part of the Jesuit mission to be men and women for others.

On campus, I have witnessed the accolades of my fellow student-athletes on and off the court, inside and outside the classroom. I know these people to be upstanding citizens and I've gained more appreciation for the fact that I can call myself one of them.

However, research concerning character development as a product of sporting activities claims that little evidence links the development of moral character to participation in sports. Despite how we have held athletes up as people of virtue since the ancient Olympics, sports—it seems—do not inherently build character or ethical reasoning.

We've seen this misbehavior displayed by many notable professional athletes, including Lance Armstrong, Maria Sharapova and

Tiger Woods.

Having a united goal of winning on a team or individually can build social mores. These include character traits like teamwork, dedication and loyalty.

However, that same ultimate goal can detrimentally affect an athlete's ability to discern fairness, honesty and ethical choices. Therefore, the transferability of moral sportsmanship—with rules that are made to prohibit

i.e. situations that require deciphering right from wrong—building character in athletes is a choice and one that could mean sacrificing one's own victory for the sake of a greater cause. A call for more moral athletes asks that coaches be willing to lose the game in favor of fairness.

Instead of pressuring athletes to win, push them to strive to be better people. This means coaching players to handle losses in a way

they are: entertainment for the masses and socialization within a structure, or even some might say, a type of modern clan warfare.

Therefore, I ask if our campus and our athletic department is answering Pope Francis' call that "you live your sport as a gift from God, an opportunity not only to bring your talents to fruition, but also as a responsibility."

I ask that you inquire of not only our coaching staff and athletic department, but those supporting young athletes how success is defined: does a year end evaluation of a coach include their ability to garner sportsmanship awards for their players or is it only about wins and losses?

Finally, I wonder how we can do better not only when raising young athletes, but also in supporting the student-athletes on our campus to fulfill that responsibility.

*Giannina Ong is a senior English, classics and women's gender studies major with a retail studies minor. She is also a member of Santa Clara's women's tennis team.*

*Instead of pressuring athletes to win, push them to strive to be better people, which means coaching players on how to handle losses in a way that respects the work of the opposing team and prevents athletes from mistreating opponents or referees.*

cheating or unfair advantage—to "real world situations" is negligible.

In the Sports for the Service of Humanity conference, Pope Francis was careful to note that sport has the ability to do good. Intentional character development during sports participation is not an easy pill to swallow, however.

Like any task regarding moral reasoning—

that respects the work of the opposing team and prevents athletes from mistreating opponents or referees. So yes, when the win hinges on the call of an umpire, being a person of moral fiber is a difficult task.

Many athletes and people would fail such tasks. However, without the intentionality of character development, sports do not build anything more than the social construct that

Articles in the Opinion section represent the views of the individual authors only and not the views of *The Santa Clara* or Santa Clara University.

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## STANDINGS

### Baseball

Team	WCC	Overall
Loyola Marymount	10-5-0	17-19-0
San Francisco	10-5-0	21-16-0
Gonzaga	9-6-0	19-16-0
Pepperdine	9-6-0	18-17-0
Saint Mary's	8-7-0	19-16-0
Brigham Young	7-8-0	18-16-0
San Diego	7-8-0	18-19-0
Portland	6-9-0	13-21-0
Pacific	5-10-0	14-21-0
<b>Santa Clara</b>	<b>4-11-0</b>	<b>16-18-0</b>

### Softball

Team	WCC	Overall
Brigham Young	5-1-0	24-19-0
Loyola Marymount	5-1-0	23-20-1
San Diego	4-2-0	25-18-0
Pacific	2-4-0	13-25-0
Saint Mary's	1-5-0	12-27-0
<b>Santa Clara</b>	<b>1-5-0</b>	<b>6-30-0</b>

### Men's Tennis

Team	WCC	Overall
San Diego	6-1	12-7
Brigham Young	7-2	18-6
Loyola Marymount	5-2	14-5
Portland	6-3	13-6
<b>Santa Clara</b>	<b>4-3</b>	<b>12-8</b>
Pacific	3-5	5-15
Gonzaga	3-6	10-9
Pepperdine	2-5	6-15
San Francisco	2-5	4-14
Saint Mary's	1-7	4-16

### Women's Tennis

Team	WCC	Overall
Pepperdine	7-0	18-2
Saint Mary's	6-2	12-5
Gonzaga	6-2	15-6
Loyola Marymount	5-2	13-5
Brigham Young	4-3	11-8
<b>Santa Clara</b>	<b>3-4</b>	<b>7-10</b>
Pacific	2-5	6-10
San Diego	2-6	10-10
San Francisco	1-6	3-14
Portland	1-7	5-14

## UPCOMING GAMES

### Baseball

Santa Clara @ Washington State	Fri. 4/20	5:00 p.m.
Santa Clara @ Washington State	Sat. 4/21	2:00 p.m.
Santa Clara @ Washington State	Sun. 4/22	1:00 p.m.
Cal Poly @ Santa Clara	Tue. 4/24	6:00 p.m.

### Softball

Santa Clara @ Loyola Marymount	Sat. 4/21	12:00 p.m.
Santa Clara @ Loyola Marymount	Sat. 4/21	2:00 p.m.
Santa Clara @ Loyola Marymount	Sun. 4/22	10:00 a.m.

### Men's Tennis

Santa Clara @ Loyola Marymount	Fri. 4/20	1:00 p.m.
Santa Clara @ Pepperdine	Sat. 4/21	2:00 p.m.

### Women's Tennis

Loyola Marymount @ Santa Clara	Fri. 4/20	11:00 a.m.
Pepperdine @ Santa Clara	Sat. 4/21	12:00 p.m.

### Men's Rowing

Santa Clara @ Stanford Invite	Fri. 4/20	11:00 a.m.
Santa Clara @ Stanford Invite	Sat. 4/21	12:00 p.m.

### Women's Beach Volleyball

Santa Clara @ Santa Monica vs. Loyola Marymount	Fri. 4/20	10:20 a.m.
Santa Clara @ Santa Monica vs. TBD	Fri. 4/20	12:00 p.m.

### Women's Water Polo

Pacific @ Santa Clara	Sat. 4/21	12:00 p.m.
Alumni Game @ Santa Clara	Sat. 4/21	3:00 p.m.

### Cross Country/Track & Field

Santa Clara @ Mt. SAC Relays	Thu. 4/19-20	TBD
Santa Clara @ Beach Invitational	Fri. 4/20-21	TBD

# SPORTS BRIEFS

Sophie Pollock  
THE SANTA CLARA

## Women's Tennis

SANTA CLARA, CALIF.—Women's Tennis beat the University of San Francisco 4-0 on Saturday. Senior Zeina El Tawil and first-year Elvena Gevargiz won in both singles and doubles, sealing the Bronco victory.

Senior Giannina Ong took her first singles win of the year against San Francisco's Hanna Borjeson 4-6, 6-3, 6-4.

The Broncos have two regular-season matches remaining, both at Santa Clara. They will face Loyola Marymount University on Friday and Pepperdine University on Saturday, during which El Tawil and Ong will be recognized.

## Baseball

SANTA CLARA, CALIF.—The Broncos were swept in their weekend series against Pepperdine University. In their final game on Sunday, Santa Clara trailed 9-8.

The Broncos were ready to take the lead when they scored five runs in the bottom of the seventh, making the deficit only one run. First-year and lefty Cory Moore, with just 17 at bats coming into this game, hit Pepperdine's pitch over the right field fence for his first home run as a Bronco.

Santa Clara has an upcoming three-day series at Washington State University this

## Men's Golf

SANTEE, CALIF.—Santa Clara Men's Golf tied for third with the University of San Francisco after the first round of the WCC Championship. Santa Clara ended with a score of 290 in the 18-hole tournament.

The Broncos were led by WCC Golfer of the Month, sophomore Matt McCarty, who finished first of the Santa Clara golfers with a first round 70, ending the tournament in fourth place tied with five other players.

First-year Jack Avrit picked up a tournament-best 16 pars while senior Hayden Shieh tied for 23rd with first-round 2-over 74.

Contact Sophie Pollock at [spollock@scu.edu](mailto:spollock@scu.edu) or call (408) 554-4852.

## Women's Water Polo

ROHNERT PARK, CALIF.—The Broncos came away with 10-9 victory at Sonoma State on Sunday with five of the 10 goals coming from sophomore Hailey Eberle and first-year Kelly Frumkin.

The Broncos started out strong in this nonconference game but had to make up for midgame goals by Sonoma State. Eberle and Frumkin scored within 30 seconds, taking the Seawolves' 6-5 lead away. Sophomore Lydia Dadd finished the game with 13 saves in goal. Santa Clara has just one more regular season game coming up against the University of the Pacific on Saturday at noon for Senior Day.

# SoulCycle Has Members Spinning

Continued from Page 1

"We have to always be wearing Soul gear," Robinson said, referring to the staff uniform. "We've always got our yellow shirts on but our pants can be anything from our apparel, otherwise they have to be black. Gotta represent. Brand is very important here."

A former rider and former Soul manager, says the emphasis on a recognizable brand identity is a key to cultivating the SoulCycle culture and experience.

"I think most people like to represent the community they're apart of," she explained. "Whether it's the college you go to or the city you're from, your favorite sports team, it's very common for people to have a draw and want to be a part of something."

Though it's unlikely putting Santa Clara's interlocking S and C logo on a distressed designer label hoodie would convince fans to spend \$295 on said item in the same way that SoulCycle's yellow wheel does, the concept of representation is the same. You wear the logo because it stands for something bigger.

For regulars, the SoulCycle brand is bigger than an exercise class, it represents a lifestyle, a social identity. When you ride every day, you're part of a tribe on the same journey of self-improvement. There is a community of motivational and loving individuals behind that yellow wheel, instructors who take the time to learn your name, and a staff that will cater to your every whim. There's real value in the brand you're buying into. In a fad-based industry, SoulCycle seems to have cracked the code to remaining a staple by cultivating a culture of exclusivity and a sense of belonging.

This means a typical front desk shift entails far more than charging clients for shoes and water and keeping the studio clean. Martin has been slipped \$10 to watch a rider's car while she was illegally parked, loaned her phone out to a rider needing to reach her nanny and frequently has to keep an eye on rider's children who are left sitting outside, nanny-free, staring in at her through the studio's glass-walled storefront.

On a Wednesday night before the 4:30 p.m. class, SoulCycle staff member Molly Martin is on hour four of her seven-hour shift, five-feet-two inches of energy bubbling up from under her mop of dark curls.

She bobs to the music in the lobby of SoulCycle Palo Alto, murmuring commentary with a side-eyed smirk, waving and smiling at the riders as they flow past her, whispering without ever losing the beat.

"That's Tracy, she follows me on Instagram," Martin said.

She scans the room from her position in the corner, standing at attention in her yellow Soul shirt, arms firmly clasped in front of her as she gossips to me, breaking only to gesture instructions in response to bewildered looks from the two new employees she is training today.

After eight months of work, Martin has absolutely no idea what her job description formally requires of her. She pauses all movement when asked, a look of confusion spreading across her face as she tilts her head and frowns in consideration. Martin does it all—child care provider, dog-sitter, therapist—the kind of personal assistant you might find in a rom-com who lives and breathes your life for you.

The title she has put on her resume reads "Front desk staff/keyholder at SoulCycle Palo Alto." But, for a company built on customers' cult-like obsession with the brand, it's everything and anything to keep them coming back.

This means a typical front desk shift entails far more than charging clients for shoes and water and keeping the studio clean.

Martin has been slipped \$10 to watch a rider's car while she was illegally parked, loaned her phone out to a rider needing to reach her nanny and frequently has to keep an eye on rider's children who are left sitting outside, nanny-free, staring in at her through the studio's glass-walled storefront.

She is often left with rider's

dogs, who are allowed to stay inside with her, unlike the children. This she doesn't mind. Her favorite is a chocolate colored labradoodle named Fred. "Two people's dogs were there today, I put (Fred) on my Instagram story, he's so cute," Martin said.

Martin described a recent incident where a regular rider arrived with her two children, expecting that they would be able to ride.

"You're supposed to be 4'11" and 12 years old to ride and there's even a measuring stick next to the front desk on the wall," Martin explained. "And if somebody comes in that's under that, you're supposed to measure them. She's a super frequent rider, and so nice, and her daughter walks in and she can't even see over the front desk."

When a manager attempted to breach the subject of the children riding, the woman "got kind of snippy with him," Martin said, telling him that Kamelle, a prominent instructor in the company, had told her it would be fine.

"Instructors are not allowed to give you permission, that's corporate policy you have to be 4'11 and 12 years old so we don't get sued," Martin said.

Nevertheless, they let her ride anyway, tiny tots in tow.

"That's an example of how we bend the rules for good riders. I mean, she had booked three bikes," Martin said, shrugging.

Three bikes and two shoe rentals, however small, make for a \$102 family outing.

"We are so lenient about the policies. And I never go against what a customer wants. If they want to cancel like five minutes before class I'm just like, 'Yeah sure, no problem.'"

The cancellation policy is 5 p.m. the night before and you're out the \$32 for the class, but not if Martin is on duty.

"I always give it back," Martin said. "I'm way too nice. At 30 bucks a class you better be nice."

According to Martin, this

"Yes, I can do that for you" attitude is a necessary part of the job.

"It's just all about customer service, go above and beyond," Martin said. "Do whatever you need to make the customers feel like they're part of the community and want to come back."

According to the former Soul manager, the brand's intense hospitality-focused culture is what helps foster the tribe-like following attached to the SoulCycle name.

She explained that greeting a rider by name makes their day and gets you a smile, but getting them their favorite bike with all the right settings is what brings in the twice-a-day regulars who obsess over all things Soul, the ones who won't flinch at the \$70 this habit costs.

She once Googled a VIP rider signed up for an upcoming class to ensure the staff would be able to recognize him and go the extra mile to make his ride a good one.

Going above and beyond the call of duty for regulars not only helps build the brand, it builds a relationship with benefits for staff members—treats at work, a bottle of wine at Christmas, even job offers at companies like TRX or Twitter.

"It's good for connections," Martin said, whose sister got a job from a Soul connection. "She worked at one of the SoulCycles in the city, and met a person that knew the president of TRX who was like, 'You'd be perfect for this job.'"

Now she's working her dream job as an assistant marketing manager for the company.

Devon Robinson had a similar experience at the Palo Alto location.

"I met a guy my first day that I worked at Soul one year ago and noticed he always came in late," Robinson said. "So I memorized his bike settings and would set it up before he came in. Because of that, we became super close friends." w

See SOULCYCLE, Page 8

## SPORTS

Thursday, April 19, 2018

*SoulCycle: Community or Cult?*

AP

Continued from Page 7

The rider ended up being a founder of Twitter, who has recently broken off to form his own company.

"He said he would be able to get me a job if I ever needed one," Robinson said.

Service with a smile helps build the community feeling at SoulCycle, but also enables staff to form relationships with riders, ones that extend outside the studio and into the real world, where who you know matters.

The Soul network is very well connected, and in a world of \$32 exercise classes and \$115 Lululemon (with Soul Star logo) leggings, most are very wealthy. The whole Soul vibe is seemingly designed to attract the rich and powerful, cultivating a culture of elitism and the cult-like distinction from the rest of the world of non-members.

A single 45-minute SoulCycle class will drain different sums from your bank account, depending on where you ride. In San Diego, those looking to get off the boardwalk and ride a bike indoors can do so for \$20 at SoulCycle. Out of the 84 studios currently open, this is the least you'll ever pay for the Soul experience.

On the other end, heading out for a weekend in the Hamptons will have you forking over nearly \$40, a dollar a minute to sweat in one of the four seaside studios—the priciest in the company.

Unlike most gyms and other exercise studios, SoulCycle offers no monthly membership program. Rides can be purchased individually or in class packages of five, 10, 20 or 30. For the most dedicated of riders, the Super Soul 50-class-pack is available for \$3,500.

This specialty package comes with a concierge service, all the kindness and attention the staff has to offer, but most importantly, it allows Super Souls to book the rides and bikes they want ahead of the rest of the pack.

Regular riders scramble to do their weekly bookings each Monday starting at noon, a task so stressful the phrase "noon on Monday" is plastered on Soul apparel as a badge of honor.

Most Super Souls will purchase regular packages for daily rides as well as a Super Soul packages for busier rides.

"As a Super Soul you can book them months in advance," Martin said. "So if there's a really popular sixty-minute survivor class on a Saturday with a really prominent instructor, they can book them two weeks in advance and get the bike six, or their top choice in the front row."

The front row—bikes four, six and eight—are the most sought-after spots.

They are also unofficially reserved for the best riders, those who can stay on beat and won't throw up or pass out from exertion like the newcomers in the back.

Which bike you ride is important and every regular rider has a preference for a certain spot, one that staff will remember and be sure you get to ride.

Amy is one of those twice-a-day Super Soul regulars. She is there every day at 7:30 a.m. and back again 4:30 p.m. Before a 4:30 p.m. class, she breezes into the studio with a fresh blowout and red-bottomed heels.

The front desk staff cheers her name in unison as she walks in and other riders stop to hug her as she heads to the changing room to trade her lawyerly day clothes in for an all-pink ensemble, her trademark look.

She heads into the studio, clips her pink shoes into bike six and effortlessly executes each move for the next 45 minutes.

"Amy will book bike six for every Saturday and Sunday survivor ride with her Super Soul," Martin said. "This Saturday and Sunday there's one at 9:30 a.m. with her favorite instructors that she's signed up for."

She adds that unlike some riders, Amy would ride on any bike. For

her, it's about being there more than anything else.

Riders like Amy don't go to SoulCycle to be seen, they ride because of the mental clarity it provides and the support of the community. There are no numbers in the studio, no judgment, but there is an ever-present love yourself attitude.

Riders use SoulCycle to deal with life's challenges and become their best selves.

One of the most famous riders at Soul Palo is an 11-year-old boy who chose Soul over a sports team when his parents encouraged him to lose weight.

He has his nanny drop him off half an hour early and wait outside so he can talk to Farrell about his lizards and tell his instructor about his day.

Though he is the youngest person there, and illegally so, Soul is his community and is where he feels at home.

"Certain instructors are just super-inspiring and motivational," Martin said. "Some of them call it their 'church' or their 'soul getaway' like it revitalizes them. People get really into it, a lot of them cry after class."

As the former manager puts it, "People come for the workout, but they stay for the breakthroughs. I really do believe when people walk into stores they're looking for the best workout they can possibly get but what keeps people around are the mental and personal breakthroughs that people have on the bike, in the room, in the community."

From the outside, SoulCycle is a private playground for the rich and famous. However, inside the studio, many of these wealthy elites are truly finding themselves and a loving community.

SoulCycle is successful because its members truly enjoy the self discovery and improvement that stems from belonging. This is why they are willing to pay for this experience.

Whether that is a community or a cult may depend on your point of view, and maybe the size of your bank account too.

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