



- Home
- Local News
- State / National / World
- Sports
- Opinion / Letters
- Business
- Arts / Entertainment
- Lifestyle
- Obituaries
- Calendar
- Special
- Submit Event
- Comics / Games
- Classifieds
- DJ Designers
- Community Forum
- Archives
- Advertise With Us
- About Us

## Stiletto workouts

By Dana Yates

Kids are at school, the husband is at work and moms across the country are strapping on five-inch stilettos and wrapping their legs around a growing fitness craze — pole dancing.

The idea of slipping into sexy shorts and a lace camisole for a high-heel workout started a couple of years ago. Once relegated to studios in Los Angeles and New York, the workout is moving into the mainstream with everyone from stay-at-home moms to Silicon Valley professionals getting into the swing of it.



*Ted Mendoza/Daily Journal*  
*Pamela Courcier, co-owner of Redwood City's Poletential, twirls around one of the 10 stationary poles in the newly opened studio. Below, Courcier and co-owner Christina Kish stand in front of the six-inch stilettos participants must wear.*

"This is the beginning of the bell curve. We're just getting started," said Carol Whitsett of Sedusa, a pole dancing studio with locations in South San Francisco and Campbell.

Whitsett opened her Campbell studio more than two years ago and holds classes six days a week. She also hosts a lot of parties. Bachelorette parties, birthday parties, company parties — you name it. Last month, Sedusa hosted a major company event and will host a breast cancer benefit later this month.

The art of slinking around a brass pole and defying gravity with twirls and flips not only develops incredible upper body strength, it also unleashes femininity that woman can't get from other workouts, Whitsett said.

"So many women in the Valley are shutting down their feminine side and becoming neutral. They usually come in to surprise a partner and realize a lot about themselves," Whitsett said.

Christina Kish, 42, was a Silicon Valley marketing exec when she attended a pole dancing party with some friends more than a year ago. Kish, who also teaches Pilates, was immediately hooked and signed up for weekly classes. Kish and friend Pam Courcier, 38, are now opening their own Redwood City studio, called Poletential. Doors opened Thursday and classes begin next week.

"Regular workouts are not fun. This is a way to get fit that is pure satisfaction," Kish said.

For \$50 a class, or \$250 to \$300 for a six-week series, any woman can sculpt their body for 60 minutes a week at either Poletential or Sedusa. There are also cheaper introduction sessions, chair dance and lap dance classes. Unlike the seedy strip clubs that brought brass poles to popularity, pole dancing does not have a voyeuristic twist. Each woman is assigned a pole, lights are turned

Should San Mateo get a million in tax incentive will be paid back to a dealership to buy the Shen Chevrolet site, should it leave it to be redeveloped into a new development that will create more tax revenue?

**John** Yes. It would provide a row and retain commercial space while creating jobs.

**John** No. Housing is a need and the city should give tax breaks to see businesses.

[VOTE](#) [VIEW RE](#)




**Advertise with us**

**smdaily journal.com**

**The Home Page for San Mateo County**

down low and everyone is their own dancer. Songs like Girls, Girls,Girls and Hot for Teacher are replaced with slower, sexier songs such as Chris Isaac ballads or the blues.

Instructors and students all point to the psychological benefits of pole dancing as a reason why it has a leg up on Pilates and yoga. The slow, deliberate movements calm people down — both physically and mentally. Women who are used to rushing to and from appointments walk slower, with a better posture and an air of confidence, insist pole enthusiasts.

It even changes a simple trip the grocery store. Kish finds herself practicing moves in the aisles when she drops her shopping list. She takes a quick glance around to make sure the coast is clear and then she slowly squats down to pick up the paper. On the way up, she makes sure her shoulders are back, bottom out and back curved. It's instant sex appeal in the produce section.

Plus, every woman knows slipping on a pair of high heels is an instant moral boost. Whether someone is short or tall, everyone's legs look better in heels, right?

Katie Clement, 23, of Los Altos, was "skeptical" when her friend first invited her to a class. They quietly referred to it as the "stripper class." Nine months later, Clement and two of her friends own their own workout stilettos and attend "pole" every week at Sedusa in Campbell. Clement knows pole dancing is hard work and she has the "pole kisses" — or bruises — to prove it.

As a single woman, it gives her "something to keep in the back pocket," Clement said.

Her married friends can't get enough of it either.





"I can come in here and throw it all out the window, be creative and be myself," said Amanda, 32, a San Jose mother of two.

There's also the added benefit of bringing the moves home, but most women say the feeling they get is far better than the feeling they give anyone else when dancing.

"There is a sexy factor," Kish said. "You take some sexy with you and being sexy ... being sexy is hard work."

Dana Yates can be reached by e-mail: [dana@smdailyjournal.com](mailto:dana@smdailyjournal.com) or by phone: (650) 344-5200 ext. 106. What do you think of this story? Send a letter to the editor: [letters@smdailyjournal.com](mailto:letters@smdailyjournal.com).

---

 [Send a Letter to the Editor](#) |  [Post your comment](#) |  [Email to Friend](#) |  [Print this Page](#)  
<< [Back](#)

### **smdailyjournal.com User Agreement**

**Home • Local News • State / National / World • Sports • Opinion / Letters • Business  
Arts / Entertainment • Lifestyle • Obituaries • Calendar • Special • Submit Event  
Comics / Games • Classifieds • DJ Designers • Community Forum  
Archives • Advertise With Us • Contact Us • About Us**

