



## **A Conversation with Holy Coltea and Pace McCamy Owners of barre3 Nashville and Knoxville**

***Q. You two are part of one of the biggest fitness movements in the country, but for the uninitiated, what is barre3?***

**A. Holly:** Barre3 has become more of a lifestyle, not solely a fitness company. The barre3 lifestyle is a three-part approach to wellness with equal focus on exercise, nutrition, and community. Collectively, our three parts lead to balanced living: both through our in-studio workouts, as well as the tools we give them for the other 23 hours outside of class.

**Pace:** And, something important for people to know about barre3 is that our fitness classes are not strictly a 60-minute traditional ballet barre class. We incorporate barre, pilates, and yoga in our classes. It goes back to the 3!

***Q. Can you describe what the “3” in barre3 stands for?***

**A. Holly:** Absolutely. We love the number “3” because it represents a triangle—the most equally balanced shape in geometry.

The first point on our triangle is a 60-minute exercise class—where we create a strong mind/body connection with a deep muscle burn and a heart-thumping endorphin high.

The second point on our balanced triangle is nutrition, which is just as important as the workout. Our nutrition philosophy is simple: we advocate eating whole, real food—foods that aren’t in plastic, that are not found in the middle aisle of your grocery store. We contract with celebrity chefs all over the country—everywhere from Nashville to California—to develop recipes that align with our nutrition philosophy. We take real ingredients and combine them in an easy recipe to create satisfying, delicious food the whole family will enjoy.

The third prong is community, and it, too, is just as important as exercise and nutrition. Our community inside the studio is warm and welcoming. I like to say our barre3 studios are like walking into “Cheers” —and everybody knows not just your name, but your kids’ names and the fact that you have tension in your upper right shoulder. The barre3 team strives to give clients a great workout that is not intimidating.

Our community outside the studio is just as inviting. We have a huge international following online. In addition to the workouts offered on our site, we have a community board that is serviced 24/7, so if it’s Sunday afternoon and you’re craving processed junk, you can log onto our community board and get

the support you need. Our B3 digital magazine further cultivates this sense of a tight-knit community. In it, we cover everything from keeping toxins out of your skin to the benefits of raw honey and why you should have bees in your backyard.

***Q. You've talked about how welcoming barre3 is, but is there an ideal candidate for barre3? Do both men and women attend?***

***A. Holly:*** Our ideal candidate is somebody who has been sidelined in their life and wants to be healthy again. This concept of reaching out to those who have been sidelined is something our founder Sadie Lincoln stands behind.

You can get sidelined for so many different reasons. Maybe it's pregnancy: you've gained 50 pounds and you can't shake off that baby weight, so you feel sidelined and just so far from your old self. You could be sidelined by an injury: an athlete who's thrown out his knee. You could be a 25-year-old, sidelined by social media, intimidated and lost with the confidence of a mouse. We are reaching out to those sidelined people who are struggling and looking for a place where they can feel safe to work out again.

Barre3 is gender and age neutral. My 10-year-old daughter takes a class when she's not in school, and my 73-year-old mom took my class yesterday. So it's ages 10 to 73, men and women—anyone and everyone.

***Q. It's one thing to fall in love with a workout or even all of barre3, but it's another thing entirely to open your own studio. Your reasons for launching your own barre3 outpost are personal, right, Pace?***

***A. Pace:*** Yes. So, I was always really active. I had always participated in sports and was moving constantly. I got married and had four boys and was a busy stay-at-home mom. Then in 2001, I was diagnosed with rheumatoid arthritis.

I'm a stubborn person, so I just kept doing everything I'd been doing, but over time, my condition began to demand that activities be taken away. I was in a place where I was pretty frustrated because I couldn't exercise, something I'd always loved that is so good for me. Like Holly was just talking about, I was sidelined. I was also at a personal crossroads because my kids were starting to graduate from high school and move on. I knew I wanted to have something that was mine. They'd been my whole life for 19 years.

When I experienced a barre3 workout, I knew it was for me. I put all my eggs in that basket and started the process of opening a franchise in my hometown of Knoxville right away.

***Q. Holly, what about you? You were doing something different before barre3, weren't you?***

**A.** Yes. I'm a perfect example of getting sidelined. I'd moved back to my hometown of Nashville after starting my family. I had lived in New York City, where I worked for an ad agency for 16 years. I found a similar job with an agency in Nashville. I had three little kids—a newborn, a two-year-old, and a four-year-old—and was working full-time.

I felt unhappy, frazzled, and out of control—completely disconnected from my body. I knew I had these precious blessings: three healthy kids, a wonderful husband, a job—all good things. But I couldn't truly embrace my life because I felt so off balance. It wasn't that I didn't try to do the right things. I worked out when I could, and I remember thinking turkey and rice cakes at my desk was a healthy lunch.

Pace and I had a mutual friend who wanted us to meet. I ended up going to Knoxville to Pace's studio and taking her class. When I did, it was as if my entire body took a sigh of relief. I knew barre3 was going to turn my ship around.

Opening and owning a studio is hard. It's a lot of work—not for the faint of heart. But I can say with all honesty that I am now living the lifestyle I'd been craving. Barre3 saved me. I'm more present and more grateful than I've ever been.

***Q. So how did y'all finally decide to partner and open barre3 studios in Nashville?***

**A. Holly:** Pace and I were set up on a blind date to be studio owners and partners by an old colleague of mine. A few years ago, my friend reached out and raved about barre3 and wanted me to meet with an amazing owner in Knoxville in case there would be a chance to partner.

At the time, I was working full-time and feeling kind of miserable, like I described. (laughs) When Pace and I met, we just hit it off immediately. A couple of weeks later, she invited us to Knoxville to see their studio, and that's when I took her class.

We work so well together. Pace's biggest gift is her perspective. She has raised four boys, and she knows what to get worried about and what not to sweat. She tells me to shut my computer down and go be with my kids. Having somebody like that as a partner—somebody who knows how to value what's truly important—is such a blessing. She's the kind of person I want to be.

***Q. Pace, what makes Holly such an ideal partner for you?***

**A. Pace:** I feel the same way about Holly! When I get upset or frustrated, she's my go-to. I call or text her just saying, "I need help." Holly is so smart. I struggle with certain things—for example, I am not super organized or a great note taker. (Laughs) But I know Holly is taking good notes, so I don't have to worry! She's

also just such an incredible person. She puts herself out there and makes herself available to everyone she meets.

*Holly:* Pace is the wise big sister I always wanted.

***Q. Pace, can you describe the Knoxville barre3 studio? I read something about views of the Smokies.***

***A. Pace:*** Yes, we opened the studio back in January 2012. We were only the sixth or seventh barre3 studio in the country and the second on the East Coast by just a week. Now, there are more than 100 studios nationwide.

We sit on a hill, and we have floor to ceiling windows with views of the mountains out back. We incorporate white furniture and make sure there is no clutter, so it feels very clean and modern. We also have spa-like bathrooms, and we are obsessed with taking care of everything: we supply towels, shampoo, conditioner, hair dryers—everything.

Because our Knoxville studio was one of the first studios, and my husband and I have backgrounds in building and designing new spaces, our studio helped create the blueprint for the guidelines barre3 now gives franchisees.

***Q. What makes Knoxville such a good fit for barre3?***

***A. Pace:*** Knoxville is an interesting market. It was personally important for me to bring barre3 here because I believe my hometown deserves this amazing community: a space to come and get a great work out or just be with one and other and to talk about nutrition and goals without judgement.

***Q. Holly, what about your two Nashville locations?***

***A. Holly:*** Our two Nashville studios could not be better located, but it took us nearly two years to find the right fit because Nashville's real estate market has been so intense.

When we found our spot in the Gulch, it was dingy, gross, and dark—smelly with no natural light. As we started designing and renovating, this jewel revealed itself through the original brickwork, industrial hooks, and loads of character. We were able to create natural light and transform the space while embracing its truly beautiful bones. It's in the heart of the Gulch, so we get great foot traffic: everyone from Music Row artists and executives to tourists here for the weekend. It's no longer temporary—the Gulch location is here to stay.

We found our other location about the same time in West Nashville, which is a totally different vibe. It's called Paddock Place. We opened Paddock Place six months after the Gulch. It's twice as big with twice as much childcare space, loads of natural light, high ceilings, and big doors that open onto the street.

The two spaces play off each other in great ways. The Gulch is urban, downtown, a bit gritty—but still very barre3. Paddock Place is more suburban and fresh.

***Q. Let's talk a little bit about being female entrepreneurs. Your kids are different ages now, and priorities and roles change. Could both of you talk about why barre3 has been a good fit for you as a woman entrepreneur and how you maintain your own sense of balance?***

**A. Pace:** It has been good for my now grown-up children to see me do this. When I launched the studio, they all weren't totally grown-up, but they weren't babies. My boys saw that I could move from being a stay-at-home mom for 19 years to doing something I found really empowering. I hope it showed them how to respect women in a different way.

Barre3 enabled me to continue raising my kids who were still at home while running a business. I wasn't tied to a desk or under anyone else's rules. As a company, barre3 is so empowering.

**Holly:** I went to an all-girls school for seven years, and I left that school feeling like I could do anything. It was such an empowering place. Then, life happened. I went to college, I graduated and had tough, in-your-face bosses and was pounding the pavement. That lifestyle wears and tears on you.

Then I found barre3, and it took me back to the feeling that I could do anything. Barre3 is an entrepreneurial enterprise, but it's so much more. There is so much feeling behind this small business. It's reconnected me to that 18-year-old Holly who felt like I could spread my wings and conquer the world. Barre3 has given that back to me.

As far as balance: we could work 24/7. But the "balance" part of barre3 and my children force me to check myself and turn the computer off.

***Q. Speaking of kids: barre3 is known for offering excellent childcare, correct?***

**A. Holly:** To me, childcare is at the heart of our business. If a mom comes to work out but she's preoccupied with worrying about her child waiting outside in the play area, then he/she can't fully-focus on a great workout. I take our childcare very seriously, and I recruit strongly. We hire experienced childcare pros who come highly recommended. Every single childcare worker we have has babysat for me personally—I want my clients to know they can trust us.

There are no electronics, no televisions or iPads. We do arts and crafts, read to them, and play games.

I cannot overstate how important childcare is for us. And, because we offer the best care, something else wonderful happens for us ... we have families who can come in and work out together. That is my utopia—when I see it, it makes me want to cry. It just doesn't get any better than that.

*Pace:* Childcare is so important to us in Knoxville, too. When my boys were little and I was trying to go workout, there was almost nowhere to go that even offered childcare. There was a huge gym that did, and it was an ordeal. I'd get them in, and the minute I'd get on the treadmill, a voice would come over the intercom telling me to come get at least one of my kids. I just wanted an hour. (Laughs) So for me, it's super important that we provide that hour for themselves.

***Q. Another huge component of barre3 is the online workout option, right? Why are they so important?***

***A. Holly:*** Barre3 truly is a lifestyle. That means we understand that it's not realistic to always make it to class. Our online workouts complement the studio experience and help you stay connected.

These online workouts are awesome exposure for people who have never even heard of barre3 or who don't have a studio in their hometown yet. Even though you're in your living room, you feel like the teacher is right there with you. She offers ways to adapt for your body to make it more or less challenging.

We understand the power of 10 minutes. Our 10-minute workouts are excellent ways to make significant changes to your habits. If you can get in two 10-minute workouts in a day—let's say one after you wash your face in the morning and another during lunch—you will have revved your heart rate, boosted your metabolism, and burned calories. Little bursts throughout the day add up.

***Q. You just wrapped up a new program called B3 All In. Can you tell me about it and explain what you're working on now?***

***A. Pace:*** B3 All-In was a program that kicked off 2017 for us. B3 All In was a way for people to join a community, both online and in the studio that shared your new years' fitness goals. We said, "Let us help you get the exercise you need. Let us nourish your body and mind. Let's all get together and connect." B3 All In was also a chance for us to share new recipes—recipes that you don't even have to be a member to enjoy.

*Holly:* Our job with B3 All in was to create awareness and sensitivity to everything from coffee to processed foods so that people can kick the bad habits that are throwing them off balance. B3 All In doesn't have a finish line. It was a concentrated one-month effort where folks can now incorporate these new habits into the months following. If I did that all the time, I'd feel that good all the time.

***Q. What is the best part of owning barre3 studios in Tennessee?***

**A. Holly:** I was raised in Nashville, and Nashville is where my heart is. To be with a company I'm so in love with, and to be an owner who is bringing something so valuable to my hometown is pretty amazing.

**Pace:** Oh my gosh. I grew up here and care about my community so much. I believe in this company. I get to do what I love—to be physical and active. I wanted Knoxville to have barre3 because this city deserves it.

**Q. What do you want to say to that person who is still on the fence about whether or not they'll attend their first barre3 class?**

**A. Pace:** Come on in and take a class. Let us take care of you. If nothing else, you'll walk out of here feeling a lot better. If it's not for you, that's fine—but I have a feeling you're going to leave feeling reconnected to your body. We provide a 60-minute workout, but it's so much more than that. I have a good friend who says that barre3 is like a massage from the inside out.

**Holly:** Exactly. I say it's like nothing else you've experienced. This is not a regular fitness class. I like to joke that it's more like follow the leader than a traditional class. If you can just get yourself to a studio, we'll take care of everything else. Pace and I pride ourselves on annihilating any intimidation. It's gone. Wear anything and come as you are. We are here for you.

### **About barre3**

[Barre3](#) is a boutique fitness company that incorporates over 120 studios around the globe, online classes, nutritional guidance, original, healthy recipes, a mobile app, and inspired content to promote balanced living. Based on the importance of a balanced lifestyle, barre3 classes are designed to be accessible and transform the body through a focus on strength, grace and whole body wellness. Founded by renowned fitness and wellness expert Sadie Lincoln in 2008, barre3 features a highly effective system of one-inch isometric variations and fluid motions. Barre3 combines athleticism, grace, and Sadie Lincoln's favorite disciplines of ballet barre, yoga, and Pilates. Every dynamic barre3 workout is designed to increase energy and produce serious, lasting results. By focusing on whole-body health, we empower you to feel your best from the inside out! Barre3 is adored by everyone from busy moms to A-list celebrities, earning media attention from WELL + GOOD, Bustle, SELF, INSTYLE, VOGUE, People, US WEEKLY and many more.

### **About Holly Coltea**

Born and raised in Nashville, Holly Coltea has always held a passion for good food, fun fitness and business. A life-long dancer and MBA-graduate, Holly is the owner of two barre3 Nashville studios, one in The Gulch and one in Belle Meade's Paddock Place shopping center. Prior to falling in love with barre3 and opening studios with co-owner Pace McCamy, Holly lived in New York, where she spent 15 years working in a full-time, corporate position managing strategic partnerships for a variety of high-end clients. Recently covered by "Today In Nashville," *The Tennessean* and *Nashville Lifestyles*,

Holly, her husband, Gabe, and their three young girls live in Nashville. For more information, please visit [barre3.com/studio-locations/nashville-gulch](http://barre3.com/studio-locations/nashville-gulch) or [barre3.com/studio-locations/nashville-paddock-place](http://barre3.com/studio-locations/nashville-paddock-place).

### **About Pace McCamy**

Born and raised in Knoxville, Pace McCamy opened barre3 Knoxville in 2012. The Knoxville location was only the second barre3 location on the East Coast at that time and introducing her hometown to the barre3 philosophy was extremely important to Pace. As a lifelong athlete and lover of sports and fitness, Pace was personally transformed by barre3 when she was diagnosed with Rheumatoid Arthritis. After her diagnosis, barre3 was the only exercise she was able to continue *and* gain relief for her disorder. Shortly after opening the Knoxville studio, Pace joined with Holly Coltea to bring barre3 to Nashville. She now owns three studios across Tennessee. Pace continues to be an active community volunteer, working with The Imagination Library and Tennessee Arthritis Foundation. Pace, her husband, Jeff, and their four boys live in Knoxville. For more information, please [visit barre3.com/studio-locations/knoxville-bearden-hill](http://barre3.com/studio-locations/knoxville-bearden-hill).

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