



Welcome to the August-October issue of the Drishti newsletter! As always, if you have any feedback or suggestions, feel free to e-mail us! Thanks for reading...

Drishti Newsletter August-October 2004

-The newsletter is best viewed in HTML format if possible!-
In this newsletter you will find the following sections:

- 1) What's new at Drishti
- 2) Yoga News
- 3) Upcoming Yoga Workshops & Events (in the SB area)

What's New at Drishti

India is Taking Our Employees Away!

Congratulations to two of our long-time employees, Autumn and Adriana, who have each ventured to Mysore, India. We will miss them while they are away but we are extremely supportive of their decisions. Autumn, who studies yoga academically, left Santa Barbara in mid-June to study the South Indian language of Kannada at a university in Mysore. While studying in Mysore, Autumn will also practice Ashtanga yoga with Sri K. Pattabhi Jois. Adriana left this week to study yoga under Jois as well. We will miss these wonderful friends while they are away and wish them well in their studies and adventures in India.

New Items at Drishti

We are constantly receiving new arrivals in our store. Here are a few items that we are especially excited about.

-Yoga Prop for Alleviating Wrist Strain! - This product is brand new, but it's such a good idea that we wonder why no one had invented it earlier. The prop is designed for people who experience **wrist pain** in yoga poses like chaturanga dandasana (the "push-up" pose), upward facing dog, downward facing dog, or any of the other countless postures that put pressure on the hands. Upon first glance the product looks like a pair of weights that one might use in a gym - but the ends of each "weight" are cubes made of dense foam. The props, rather than the wrists, bear the weight of the pose as the practitioner grips them on the ground. For further explanation, you can see this product in action at:

http://www.drishtiyoga.com/Merchant2/merchant.mvc?Screen=PROD&Product_Code=Gripitz&Category_Code=MATSPROPS.

-Rainbow-colored Yoga Mats - We have added rainbow-colored mats to the Drishti yoga prop line, and they have received a great response from our customers. The mats come in 3 different blends of

contrasting colors and are unlike any mat that has been on the market before. You might want to check them out the next time you stop by our store.

-In the **DVD world**, we are carrying **Seane Corn's** new DVD, "Vinyasa Flow Yoga". Seane is a popular LA-based yoga instructor with many fans who enjoy her presence and teaching style. We are also awaiting the imminent release of **Shiva Rea's** new DVD, "Yoga Shakti". This title has been highly anticipated by many practitioners, and will be available in our store and on our website as soon as it is released (which should be any day).

Yoga News

Golden Tree Yoga's Grand Opening

Yes, that yoga studio that we've mentioned in the past finally opened their doors in downtown Santa Barbara on July 19. Golden Tree Yoga owners Michael Bengry and Nancy Romano are pleased to be offering affordable yoga classes (**\$10 for a single class**) in a pristine, newly-renovated setting. With its 3 spacious studios and 4800 total square feet, GTY is now the **largest yoga center** between Los Angeles and San Francisco. The studio offers a wide variety of yoga classes including Iyengar, Anusara, Restorative, Prenatal, and General Hatha, as well as personal practice time slots in which people can pay a small fee for self-practice in a beautiful studio. To view their schedule, visit: <http://www.goldentreeyoga.com>.

More Local Yogis Head to Mysore

Our Drishti employees are not the only local yoga practitioners heading for Mysore, India. Santa Barbara Ashtanga instructors **David and Andrea Miliotis** are preparing to leave as well! They will study with their teachers Pattabhi Jois and Sharath Rangaswamy for a period of 3 months, from August 21- November 27. David and Andrea highly value the time that they spend in Mysore, and we know that their trip will be a fulfilling experience for them. They are honored to have **Maia Heiss** coming to Santa Barbara to teach their classes for them while they are away. You can read Maia's bio at: <http://www.eightlimbyoga.com/teachers.htm#maia>.

Sri K. Pattabhi Jois News

Sri K. Pattabhi Jois, founder of Ashtanga Yoga, celebrated his **89th birthday** on July 2, 2004 in Mysore. Festivities took place to honor him on this noteworthy day. Rumors coming out of Mysore have it that Jois and his family may be planning a **Spring 2005 World Tour!** Part of their intention with this trip is to finish their 2003 tour that was cut short last year due to a death in the family. The tour's scheduled stops of San Francisco, Hollywood, and Encinitas were all cancelled. Ashtanga students in these areas will surely be pleased if the 2005 World Tour takes place!

Yoga Works Continues to Expand

For years, Yoga Works has been a yoga landmark in its 2 locations on Main Street and Montanta Avenue in Santa Monica. A pioneer of yoga in the U.S. well before the yoga boom of recent times, these Yoga Works locations are widely respected for the integrity of their instruction and the quality of the teachers they produce. In fact, many Santa Barbara yoga students would regularly make the 2-hour drive south to practice in one of the two Yoga Works locations. Last year Yoga Works co-founders **Maty Ezraty and Chuck Miller** sold their business to new owners. The new owners quickly acquired more studios in the LA area to add to the "Yoga Works" name, expanding the business from its original 2 locations to a whopping 10. Rumor has it that Yoga Works just purchased **Be Yoga**, which has 5 studios throughout New York City. A few months ago Yoga Works apparently offered to buy **At One Yoga** (who respectfully declined), a studio with 3 locations in Arizona. We heard from a reliable source that YW intends to ultimately own **40** studios across the country. Yoga Works has now officially transformed itself

from a small business to a certified yoga chain! (Bonus: if you are reading this sentence, feel free to e-mail us your full name, and we'll give you 10% off your next Drishti purchase!)

Yoga in the News

We've noticed that yoga keeps popping up in **news headlines** everywhere we look! Could this be a sign of mainstream media's acceptance and acknowledgment of the practice? Whereas in the past yoga was viewed by many as a "fringe" or marginal activity, today it has gained enough momentum and popularity to warrant the media's attention on a semi-regular basis. From episodes of "**Sex & the City**" to articles in the **Los Angeles Times**, it seems that yoga has become a part of the public realm's daily discourse. Here are a few yoga-mentionings found in recent media that might be of interest:

-The established weekly journal **The Economist** recently published an article about Bikram Choudhury, founder and franchiser of his own "hot yoga" method. (Titled "The Litigious Yogi", the article states that Bikram is "trying to do to yoga what McDonald's did to food." To see this article, visit: http://www.economist.com/business/displayStory.cfm?story_id=2765973.)

-On July 15 our local paper, the Santa Barbara News Press, featured a report on the new yoga studio in town.

-On June 22, CBS News covered a story about a car thief who pulled a "bizarre yoga move" in an attempt to escape the police (<http://www.cbsnews.com/stories/2004/06/23/national/main625642.shtml>).

-On June 14, CNN ran a piece about yoga for babies.

-On June 23, NPR covered a story about yoga activists in Romania (<http://www.npr.org/features/feature.php?wfid=1971437>).

-On June 24, the front page of the LA Times reported that a holy man in India has literally "rolled" 800 miles across the country for peace - a form of karma yoga? (<http://www.detnews.com/2004/religion/0407/19/a11-193510.htm>).

...and for the **grand finale**, look in **today's issue** of the Los Angeles Times (8/9/04) - the leading story in the "Health" section is: "Stretch Toward Healing: As a way to treat illness, yoga's role in U.S. medicine is growing." You may also view this article at <http://www.latimes.com/features/health/?track=mainnav-health>. (**P.S. The yoga instructor featured in this article is **Eric Small**, who happens to be holding a workshop at Yoga Jones in Ventura on Aug. 21 - see the Upcoming Yoga Workshops & Events section of this newsletter!)

Upcoming Yoga Workshops and Events

You can find more information about the following events at the websites of the studios hosting them:

www.goldentreeyoga.com

www.lulubandhas.com

www.santabarbarayogacenter.com

www.whitelotus.org

www.yogajones.com

-Yoga Teacher Training w/Kent Bond & Paul Reynolds at White Lotus Foundation
Saturday, Aug. 14-Sunday, Aug. 29, \$3200 donation

-Free Introduction to Meditation w/ Tricia Keen at Yoga Jones in Ventura
Tuesday, Aug. 17, 24, & 31, 5:30-6:00pm, FREE

-Growing Your Meditation w/ Tricia Keen at Yoga Jones in Ventura

- Tuesday, Aug. 17, 24, & 31, 6:00pm-7:00pm, \$30
- Deepen Your Practice w/ Victoria De Maio at Golden Tree Yoga
Friday, Aug. 20-Sunday, Aug. 22 (1 session each day); \$35 each session, \$100 all 3
 - Yoga Retreat for Women w/ Nance Samuels at El Capitan Canyon
Friday, Aug. 20-Sunday, Aug. 22, \$395, call (805)-886-9755
 - Creating a Home Practice w/ Eric Small at Yoga Jones in Ventura
Saturday, Aug. 21, 10:00am-4:00pm, \$65
 - Relaxation Bliss w/ Stacey French & Daniel Bowen, with Jay Schwed & his crystal bowls at Golden Tree Yoga
Sunday, Aug. 22, 6:00-8:00pm
 - Restorative Yoga w/ Cheri Clampett at Santa Barbara Yoga Center
Sunday, Aug. 22, 2:00-4:30pm, \$35
 - Yoga of Heart: The Principles of Yoga according to Krishnamacharya w/ Mark Whitwell at Golden Tree Yoga
Saturday & Sunday, Aug. 28 & 29, 2:00-5:00pm both days
 - Free Introduction to Yoga at Yoga Jones in Ventura
Sunday, Aug. 29, 11:30am-1:00pm, FREE
 - Annual Labor Day Retreat at White Lotus Foundation
Friday-Sunday, Sept. 3-6, \$550 donation
 - Satsang for Peace w/ Rama Jyoti Vernon at Golden Tree Yoga
Monday, Sept. 6, 6:00-7:30pm, donation
 - The American Yoga College's Yoga Retreat & Teacher Training w/ Rama Jyoti Vernon at Laurel Springs Retreat Center
Tuesday, Sept. 7-Sunday, Sept. 12, \$975, call (800)-949-9642 for more info
 - Yoga From the Core with the Yoyalgn Method w/ Michaelle Edwards at Golden Tree Yoga
Friday, Sept. 10-Sunday, Sept. 12; \$20 Fri, \$45 Sat or Sun, or \$100 entire workshop
 - The Global Dance: Where Yoga Meets Dance w/ Kristen Hoyer at Golden Tree Yoga
Thursday, Sept. 12, 7:00-9:00pm, \$10
 - Kirtan w/ Girish at Golden Tree Yoga
Wednesday, Sept. 18, 8:00pm, \$15 in advance, \$20 at the door
 - The Rhythm of Yoga w/ Romi Cumes at Santa Barbara Yoga Center
Saturday, Sept. 18, 1:00-4:00pm, \$35
 - History & Philosophy of Yoga w/Scott Blossom at Santa Barbara Yoga Center
Friday, Sept. 24-Sunday, Sept. 26, \$185
 - Teaching Yoga for Children w/ Anne Van de Water at Santa Barbara Yoga Center
Friday, Oct. 1-Sunday, Oct. 3, \$275
 - Yoga and Menopause: A Workshop for Women at Midlife and Beyond w/ Suza Francina, RYT at Golden Tree Yoga
Saturday, Oct. 2, 2:00-5:00pm, \$50

-Intro to Ayurveda w/ Felicia Tomasko at Santa Barbara Yoga Center
Sunday, Oct. 3, 2:00-4:30pm, \$35

-Yoga Teacher Training w/Ganga White & Tracey Rich at White Lotus Foundation
Saturday, Oct. 16-Sunday, Oct. 31, \$3200 donation

-The Prosperous Yogi w/ Siddhi Ellinghoven at Santa Barbara Yoga Center
Sunday, Oct. 23, 1:00-4:00pm, \$35

-Vedic Astrology Workshops w/ Jeffrey Armonstrong at Golden Tree Yoga
Friday, Oct. 29-Sunday, Oct. 31, \$10 donation Fri, \$40 Sat or Sun (\$75 both days)

-Ojai Yoga Crib! w/Erich Schiffmann, Dharma Mittra, Patricia Sullivan, Saul David Raye, Dana Flynn,
Barbara Benagh, Scott Blossom, Kira Ryder, and Edward Espe Brown at Lulubandhas
Friday, Oct. 29-Sunday, Oct. 31, \$350

-Special early notice: Yoga & Ayurveda Certification Program w/ Scott Blossom (SB-based instructor) &
Robert Svoboda at Enchanted Mountain Center, Brazil
February 27-March 12, 2005, \$1025, call (800) 750-9642 for more info

"What do sad people have in common? It seems they have all built a shrine to the past and often go there and do a strange wail and worship. What is the beginning of happiness? It is to stop being so religious like that."
-Hafiz

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