



Welcome to the February/March issue of the Drishti Newsletter! As always, if you have any feedback or suggestions, please feel free to e-mail us! Thanks for reading...

Drishti Newsletter February/March 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

Two Years!

February 9th, 2004 marked the **2-year anniversary** of Drishti! To celebrate, we held our big **bi-annual sale** last weekend, at which time we offered all of our clothing at 50% off and everything else at up to 50% off. We had an abundance of excited customers and heard many thank-yous for the generous sale. We love hosting these sales because the weekend becomes more of a "social event" than merely a sale. Although everyone benefits from their great scores on Drishti items, people also run into friends and fellow yogis and have a chance to connect and catch up. At the same time, Drishti is lucky enough to clear out inventory from the previous season to make room for new items - so everyone wins!

We want to offer a huge **thank you** to all of you for your support of Drishti over the last two years, and for your continued support in the future. We frankly wouldn't be here if it weren't for our customers who visit our store so regularly and who help spread the word about Drishti. It is a great sign that we recognize and know so many of you - this means that we really are fostering a sense of community with our store and that we have succeeded in building a strong base of support, for which we are extremely grateful.

It is also inspiring to realize that a small, independent, locally-owned business has managed to succeed through its first two years in business. In these times of big corporate chains like Wal-Mart, Home Depot, Borders, and the others, we find it heart-warming to know that the community still shows up to support the small guys. While it's true that we don't actually have direct competition from a corporate counterpart (because where else is there a store like Drishti?), there are still chain stores in our vicinity that overlap with our niche - although generally to a very small degree. People often come in to see if we have a certain book title, commenting that "I know Borders carries it, but I wanted to check with you first." Isn't that touching? We think so, and wanted to thank those customers for choosing to go with us over a chain when possible.

New Drishti Clothing Line

If you've been in recently, you may have noticed an addition to our clothing selection: **the Drishti line**. It's something we've been working on for a while now, and we are excited to present our first collection. So far the feedback has been very positive - people have been coming back for more Drishti clothes after their initial purchases! The line is made from a high-quality cotton-lycra blend which holds its shape without bagging out (even after multiple wears between washes). We've started with five basic pieces which we are confident will perform well. With time, we plan to expand the line, adding more options for an even broader appeal. The next time you stop by, you might want to check it out!

Drishti's On-Line Store

Another project that we're working on at the moment is our **on-line store**, which should be up and running about a month from now. We're looking forward to this web-based venue for our customers who appreciate Drishti, but don't live in Santa Barbara. To begin with, we'll be selling our new Drishti clothing line, as well as some core yoga props and other items. The store will be accessible at our website: www.drishtiyoga.com. We'll let you know when the on-line store is ready so that you can check it out.

Other New Items at Drishti

There are some other new products at Drishti that you might want to know about:

-**"Ashtanga, NY"** DVD - The eagerly-anticipated date has arrived! "Ashtanga, NY", which screened in Santa Barbara last August, is finally available on DVD to our customers. The film was very well-received by the local Ashtanga community. It is a documentary that takes a closer look at the practice of Ashtanga Yoga in New York City - particularly at the time of the September 11, 2001 attacks, when Ashtanga guru Sri K. Pattabhi Jois was visiting the city and leading classes. (This DVD is actually due in at Drishti in the next few days.)

-**"Yoga Anywhere"** cd by **Tracey Rich** and **Ganga White** of White Lotus Foundation - Their new yoga class on cd, it consists of 12 guided poses that can be practiced anywhere. Each pose can be done individually, or the cd can be practiced in its entirety for a gentle, balanced flow. Look for it in our "Yoga on CD" section.

-**Skidless Towel** - This new product has been flying out of our store! It's a microfiber towel that has been designed to lay over your yoga mat to keep you from slipping. It has nubs to give you traction which, used in reverse, stimulate pressure points on hands and feet. Great for travel as well. The perfect gift for you or your yogi friends.

-**Namarupa** - The new issue has arrived! For those of you who don't know, this is a new magazine whose founders include **Eddie Stern**, **Dr. Robert Svoboda**, and **Robert Moses**. Listed in the journal's "Assistance From" credits is Santa Barbara's own **David Miliotis**, local Ashtanga instructor and friend of Drishti. Namarupa is dedicated to the serious discussion of yoga and other Indian philosophical systems. In Robert Svoboda's words, "This publication appears at a time when we feel that yoga in the West, particularly in the USA, is declining in content even while it is gaining in popularity... We intend to give true voice to these sacred traditions, to document the beauty and depth of the wide array of practices and thought systems of India."

Yoga News

Local Yoga Instructor Profiled in LA Yoga

Cheri Clampett, a Santa Barbara yoga instructor, is featured in the current issue of LA Yoga, the semimonthly yoga periodical that can be found at any number of locations throughout town (including Drishti). Cheri is one of the most loved instructors in the area, due in part to her gentle and compassionate nature both in and out of the yoga room. Her teaching style, called **Therapeutic Yoga**, is a collection of restorative yoga, gentle yoga, breathwork, meditation, and hands-on healing. Cheri has also incorporated her teaching style into a teacher training program. We were excited to see her featured in LA Yoga. For more information about Cheri and/or her program, visit www.therapeuticyoga.com.

Acclaimed Yoga Author Visits Drishti

On January 18, **Elizabeth Kadetsky** came to Drishti on her tour through California to give a book reading and Q&A session. Elizabeth teaches journalism at Columbia University and has been a yoga practitioner for 20 years. Her newly-released book, **First There is a Mountain**, has received much critical acclaim, and has raised the eyebrows of some in the yoga community. Through her research in India with B.K.S. Iyengar and some of his contemporaries, Elizabeth attempts to piece together a history of modern yoga, one which doesn't necessarily match up to the often-touted notion that the practice of yoga stems back 5,000 years. Her book also tells the story of her personal experience practicing yoga in India, earning it the description of travel memoir as well as yoga history.

The book reading at Drishti drew a crowd of very interested yogis who have themselves spent time studying similar topics. The Q&A discussion was full of insightful questions from the crowd and well-thought-out answers from Elizabeth, and had to be cut off due to time constraints, rather than a lack of questioning! The general feedback from the evening was that it was an excellent opportunity to gather and discuss the practice of yoga from an intellectual and potentially critical standpoint. People were appreciative of this forum, the likes of which we are rarely able to experience.

First There is a Mountain is available at Drishti. For more information about the author, please visit www.elizabethkadetsky.com.

New Yoga Studio in SB?

Rumor has it that a **new yoga studio** is scheduled to open this March in downtown Santa Barbara. The studio's owners are longtime Santa Barbara residents Nancy and Michael Bengry. Apparently the yoga studio is replacing the Siesta Sleep Center at 602 Anacapa St, which is either relocating or closing. The space is very large and is said to have enough room for 3 studios and possibly a cafe. The last we heard, the owners were seeking yoga instructors to teach at their studio, promising benefits like generous pay and health insurance. We'll be sure to keep an eye out for them when they open.

Upcoming Yoga Workshops & Events

-Sacred Breath: The Pranayama Conspiracy w/ Ganga White & Tracey Rich at White Lotus Foundation

Friday, Saturday, & Sunday, February 13, 14, & 15, \$425 donation

-Partner Yoga & Thai Massage w/ Cheri Clampett and Victor Borda at the Santa Barbara Yoga Center

Saturday, February 14, 1:30-4:00pm, \$55 per couple

- Valentine's Day Partner Yoga w/ Ninaya at Avia Spa
Saturday, February 14, 10:30am-12:30pm, \$20 per person

- Free Yoga! All Day Long! at Blue Lotus Feet Yoga Loft
Sunday, February 15, FREE:
12:00-1:15pm "Anahata Yoga" w/ Liz Collins
1:30-2:45pm "Easy Vinyasa" w/ John Norris
3:00-4:15pm "The Love of the Dance" w/ Sarah Kane
4:30-5:45pm "Yoga in the Tradition of Krishnamacharya" w/ Matt Pessendian
6:00-7:15pm "Kundalini Yoga" w/ Alessandra Flanagan

- Invert! w/ Kira Ryder at Lulubandha's in Ojai
Sunday, February 15, 1-4:00pm, \$35

- Monthly Kundalini Yoga Class w/ Jessica Cirricione at Yoga Jones in Ventura
Sunday, February 15, 10:30am-12:00pm

- Women's Natural Cycles: Embracing Our Times of Menstruation, Menopause, and Perimenopause with a Yogic Approach w/ Siddhi Ellinghoven at the Santa Barbara Yoga Center
Saturday, February 21, 1-4:00pm, \$35

- Global Dance: Where Yoga Meets Dance w/ Kristen Hoye at The Yoga Studio
Saturday, February 21, 7-9:00pm, \$10 suggested donation

- Tools For the Blues: Working With Depression Through Yoga w/ Jeneth McClure at Ventura Yoga Studio
Saturday, February 21, 1:30-4:00pm, \$25.00

- Restorative Yoga w/ Cheri Clampett at the Santa Barbara Yoga Center
Sunday, February 22, 2-4:30pm, \$35

- Beginning Sanskrit & Chanting w/ David Miliotis at the Santa Barbara Yoga Center
Friday & Sunday, Feb. 27 & 29, and Friday & Sunday, Mar. 5 & 7, \$80

- Chakras & Meditation w/ Paul Grilley at Lulubandha's in Ojai
Friday, February 27 through Sunday, February 29, \$150

- Chakras in Asana w/ Anne Van de Water at the Santa Barbara Yoga Center
Saturday, February 28, 1:30-4:30pm, \$35

- 9-Day Yoga Intensive w/ Heather Tiddens at the Santa Barbara Yoga Center
Saturday, Feb. 28 through Sunday, Mar. 7, 12:15-2:45pm every day, \$180

- Free Introduction to Yoga! at Yoga Jones in Ventura
Sunday, February 29, 11:00am-12:30pm, FREE

- March Madness: New Classes! New Teachers! at Blue Lotus Feet Yoga Loft
Entire month of March - unlimited yoga \$108 - 9 new classes, 4 new teachers

- Yogabirth w/ Shelley Wilcox Purcilly at the Santa Barbara Yoga Center
Thursday, March 4, 8-9:30pm, \$35

- In-Depth Yoga Training and Teacher Certification Program w/ Ganga White & Tracey Rich at White Lotus Foundation
16-Day Residential Program: March 6-21, 2004

- The Heart of Silence Yoga & Meditation Retreat w/ Scott Blossom & Chandra Easton at Laurel Springs Retreat Center in Santa Barbara
 Wednesday, March 10 through Sunday, March 14, \$700-\$1,000
 Contact the Santa Barbara Yoga Center for more info.

- Teaching Yoga for Children w/ Anne Van de Water at the Santa Barbara Yoga Center
 (part of SBYC's Yoga Teacher Training Program)
 Friday, Saturday, & Sunday, March 12, 13, &14, \$275

- Shakti: The Feminine Power of Yoga w/ Sarah Kane at Blue Lotus Feet Yoga Loft
 Sunday, March 21, 3-5:00pm, \$20 drop-in fee
 (This workshop is part of a 5-workshop series, for which the entire fee is \$75)

- Chakra Awareness Days w/ Siddhi Ellinghoven at the Santa Barbara Yoga Center
 Sunday, March 14 through Sunday, March 21, 7-8:30am every morning, \$185

- Journey to the Heart - An Evening with Krishna Das at the Music Academy of the West
 Tuesday, March 16, 7:00pm, \$25
 Contact the Santa Barbara Yoga Center for more info.

- Kirtan w/ Krishna Das at Lulubandha's in Ojai
 Wednesday, March 17, 7:00pm, \$20

- Anusara Yoga w/ Desiree Rumbaugh at the Santa Barbara Yoga Center
 Friday, Saturday, & Sunday, March 19, 20, & 21, \$125

- Yoga Workshop w/ Aadil Palkhivala at Ventura Yoga Studio
 Friday-Sunday, March 19-21, \$165

- Yoga Soup Retreat w/ Eddie Ellner at White Lotus Foundation
 Thursday, March 25 through Sunday, March 28

- Restorative Yoga w/ Cheri Clampett at the Santa Barbara Yoga Center
 Sunday, March 28, 2-4:30pm, \$35

- The Complete Yoga Training Program at the Yoga Studio
 Six instructive weekends: April 2 - May 9, 2004, \$1200
 Including the following instructors: Kristen Hoye, Eddie Ellner, Victoria DeMaio, Nicole English, Daniel Bowen, Nancy Roberts, Richard McLaughlin, Felicity Green, Paul Forster, Tina Brandt, Karl Schiffmann, Michael Gibian, and Bea Ammidown

- White Lotus Dance & Yoga Retreat! w/ Bill Stewart at White Lotus Foundation
 Friday, April 2 - Sunday, April 4, \$425 donation

"Before mental concentration is attempted, the body must be placed in a favorable and comfortable position, and one in which it can remain unheeded for a long time and in which the different centers, or points, where the gross and subtle bodies are joined, are placed in a definite relative position to one another... Many of the bodily postures are therefore associated with different beings or animals. Although very great, the number of all possible relative positions of these centers is limited. The total number of possible species, according to this Hindu theory, is eighty-four times one hundred thousand. It is said that, in the beginning, Shiva created the species by taking all the postures."

-from Yoga: The Method of Reintegration by Alain Danielou, as reprinted in "Namarupa" journal

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