



## The Drishti Newsletter!

-December 2006-

Hello, friends of Drishti! Welcome to our most recent newsletter. As always, if you have any comments or suggestions, feel free to e-mail us. 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 Santa Barbara area)

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### What's New at Drishti

#### It's the Holidays!

Yes, it's that time of year again. Here's a list of some exciting new products (and some not-so-new ones as well) that we recommend as great holiday gifts:

For the Ashtanga Practitioner: The [Ashtanga Yoga Primary Series DVD](#) with **R. Sharath** is an excellent gift for the Ashtangi in your life. Designed as a led class, this DVD features Sharath, grandson of Ashtanga founder Sri K. Pattabhi Jois, in an uninterrupted demonstration of the full primary series of Ashtanga. Sharath also narrates the practice in a voiceover track that plays throughout the practice. **Matthew Sweeney's** book, [Ashtanga Yoga: As it Is](#), is a wonderful one-of-a-kind resource and guide to the first four series of Ashtanga Yoga. Featuring countless photos and insightful text, this book will make any Ashtanga student happy.

For the Yin Yoga Practitioner: The [Yin Yoga Kit](#) just arrived and has been very well-received. Endorsed by Yin Yoga expert Paul Grilley, the kit includes a book, an audio CD, and 14 posture cards. Yin Yoga is the perfect complement to more active styles of yoga and can be practiced by **anyone**.

For the Buddhist-Influenced Yogi: [The Dalai Lama Kit](#) contains a DVD, CD, book, photographs, and contemplation cards, all focused on the beloved figure, His Holiness the Dalai Lama. Who wouldn't want one?

For the Eco-Conscious Practitioner: Made from PER, a PVC-alternative, The [Drishti Earth-Friendly Yoga Mat](#) is new and comes in an array of lovely pastel colors (including pink!), as well as two thicknesses. Although not commonly realized, we'd like to point out that the ultimate eco-friendly mat is the [Manduka Mat](#), the king/queen of all yoga mats. While Manduka Mats are not comprised of eco-friendly materials per se, these mats are extremely durable and last **forever** and therefore rarely see the landfills. Other mats on the market are nowhere near as durable.

For Clean Yoga Mat Appreciators: Our new [Yoga Mat Cleansing Spray](#) (4 oz.) contains only vegetable-derived ingredients: grapefruit seed extract, tea tree oil, lavender, frankincense, eucalyptus, palmarosa, and more. As you can imagine, all of these ingredients combine to create a wonderful scent. And for the great price of \$8.95, how could you go wrong?

For Anyone Who Practices Yoga: We have an incredible selection of [yoga wear](#) for both men and women. All of our clothing is hand-chosen, high-quality, and irresistible! A yoga outfit makes a much-appreciated gift. And not to worry about the fit factor - if an item isn't the right size or style for the recipient, s/he can easily return it and exchange it for something else!

For the Meditator with an Eye for Style: The [Drishti Silk Zafus](#) (or meditation cushions) are absolutely gorgeous and serve the dual purposes of: a) providing a seat for meditation and b) accenting any room beautifully.

### **In Other Drishti News...**

We recently added the first ever **Drishti video** to our website! The idea behind this video was to offer our out-of-town customers, most of whom have never visited our store, the opportunity to experience Drishti in a more tangible, vivid way. The video takes website visitors **inside our store** and gives them a **fun, real-life tour**. This window into Drishti provides people with a better idea of whom they are ordering from and what they can expect if they visit our store in person. We are excited about this addition to our website and are thankful to **Geri and Sean Riehl** of **Real Bodywork**, who made this video possible. To see the Drishti video, [click here](#).

Another new addition to the Drishti website is our [online book section](#), which we finally created in response to several requests. We've started with a relatively small selection of some of our core yoga and Ayurveda books, but we plan to expand the section in the near future. The full library of books in our physical store includes over **500 individual titles** (!), and we are delighted to begin making a portion of this fabulous selection available to our online customers.

We'd also like to introduce you to the newest member of our Drishti team, [Monica Bloch](#). Monica comes to us from Marin County, California, where she had a full-time **acupuncture and Chinese herbal medicine** private practice. She received her Master's degree in Traditional Chinese Medicine at the Pacific College of Oriental Medicine in San Diego, California. Monica specializes in **sports-related injuries and pain** (sound familiar, yogis?), and she loves treating yoga practitioners. We have greatly appreciated her presence and work ethic behind the counter at Drishti, as well as the acupuncture treatments that we've received from her in her downtown office. We firmly support Monica's practice, and would like you to know that she is offering **20% off acupuncture visits** for all Drishti customers. If you're interested, just call 805/966-4772 to make an appointment (and mention that you learned about Monica through the Drishti Newsletter!)

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### **Yoga News**

Sri K. Pattabhi Jois Opens New Yoga Center in the US!

In March of 2007, Ashtanga Yoga founder **Sri K. Pattabhi Jois** will open a **new yoga center** in the **Florida Keys** named the **Ashtanga Yoga Institute USA**. This will be his first studio outside of his hometown (and yoga Mecca to Ashtangis all over the world), **Mysore, India**. Many practitioners are

wondering how this new development will affect the overarching Ashtanga scene. Jois has been making regular 'tours' through the US every 1-2 years. These tours offer students the desirable opportunity to practice with the guru and his family in a town relatively close to their own. However, these classes are extremely full, sometimes surpassing **200 students**, and the format of the class is led, rather than the traditional **self-led style** that most Ashtangis prefer. The only option for students looking to practice with Jois in a more intimate and traditional setting is to make the long trip to his yoga center in South India and stay for a minimum of **one month**. While extended stays in Mysore are possible for some people (and even required for aspiring Ashtanga instructors), this arrangement is not within easy reach of many students who, while dedicated practitioners, also have other commitments like 9-5 jobs, families, etc. Perhaps the new US studio will make practicing in a traditional setting with the master a more reasonable goal for students who live in America. Maybe the make-up of students in Mysore will shift as students closer to the Florida studio choose to practice there instead. After all, the weather in balmy Florida is not dissimilar to the hot and humid weather of South India, and the relaxed beach setting of Key West certainly won't serve as a deterrent.

Much remains to be seen, however. It's not yet clear who, if anyone at all, will lead classes in Mysore while Jois is in Florida and vice versa. For now, all that is known is that Jois, his daughter Saraswati, and his grandson Sharath will host a **grand opening party** for the Florida yoga center on March 24<sup>th</sup>, followed by a **two-week workshop** there. This will be their only visit to the US in 2007. For registration information for this exciting event, [click here](#).

#### Santa Barbara Yoga Instructors Interviewed!

Recently, a small handful of our very own Santa Barbara-based yoga instructors have popped up in interviews on the far-reaching web! We always knew that these excellent teachers had insightful and interesting thoughts to share, and apparently these interviewers felt the same way! The rest of the world now has the opportunity to hear **Steve Dwelley**, co-director of the **Ashtanga Yoga Shala** in downtown Santa Barbara, discuss teacher-student relationships in the yoga room, yoga taught in an orthodox fashion vs. a semi-relaxed fashion, Sri K. Pattabhi Jois and B.K.S. Iyengar, vegetarianism, how he came to teach yoga, and more. Steve's interview was elegantly conducted by Lara of the website [Yogapeeps.com](#), which has made a name for itself by interviewing various yoga instructors and podcasting those interviews through the web for access by anyone. (Yoga Peeps has interviewed such well-known teachers as Shiva Rea, Cyndi Lee, Ana Forrest, and Bryan Kest. If you have an interview suggestion for Yoga Peeps, e-mail them and let them know!) Another local instructor to be featured on Yoga Peeps is the owner of **Lulu Bandha's** in Ojai, **Kira Ryder**. In her interview, Kira describes her most influential teachers, her favorite books, her studio and community, her yoga teaching style, and more. Ashtanga instructor **David Miliotis** is the third Santa Barbara-based yogi with a recently-published interview, this one on the website of Asian-based yoga studio Pure Yoga. Interested students can read about David's views on yoga, his early experiences with the practice, his thoughts on Sri K. Pattabhi Jois and Mysore, his daily life in Santa Barbara, and more.

For those of you who reside in Santa Barbara, these interviews will either help you better know your teachers, or motivate you to take a class with one of them. And whether you live near Santa Barbara or not, listening to seasoned teachers speak about the practice of yoga will surely inspire you with thoughts and ideas that can be integrated into your own experience on the mat.

For Steve's interview, [click here](#).

For Kira's interview, [click here](#).

For David's interview, [click here](#).

#### A New Yoga Website Unlike Any Other!

**Kira Ryder**, the dynamic, creative owner of the lovely **Lulu Bandha's** yoga studio in Ojai, just launched a brand new website called [Channelyoga.com](#). This amazing website is a **yoga video search site** that boasts 400 videos (and growing) in its database. [Channelyoga.com](#) has the most thorough library of yoga videos *anywhere*, and they can all be accessed instantly and for free by simply searching for

keywords on the website. If you're interested in a specific yoga instructor, for instance, just type the person's name into the search box and hit "go". Your search will most likely yield multiple videos featuring this instructor, all of which can be watched on demand through the site. Channelyoga.com features instructional yoga videos, interviews with instructors, yoga demonstrations, and more. Another great feature of the site is its "Yoga News Wire", which is constantly updated with the most recent news stories on the practice. This ingenious creation will become a wonderful resource for yoga students everywhere. Kira herself explains, "The idea behind Channel Yoga is to create an outlet for yoga teachers, studios and students to share and grow and learn together. We are just starting to learn how people are using and might use the site. I received an email from a woman in Portugal the other day who was so excited because she felt like she would never have the opportunity to study with some of the teachers featured on the site and was thrilled to be able to watch the video." (If you're reading this sentence right now, simply respond to this e-mail with your name and the name of your favorite yoga pose, and we'll give you 15% off your next in-store or online purchase! Whoo-hoo!) This example illustrates the far-reaching potential of Channelyoga.com: people everywhere now have the chance to experience, if just through a video, the teachings and presence of nearly any respected yoga figure. [Click here](#) to see Channelyoga.com for yourself!

### Yoga News Mentionings

--Have you noticed the **Yoga Rock Star Phenomenon**, whereby certain yoga instructors skyrocket to international fame, appearing on cover after cover of yoga magazines, leading sold-out workshops and teacher trainings throughout the country, headlining every *Yoga Journal* conference advertised, and basically experiencing a lifestyle that is quite different from the one they were living just a few years ago, before yoga's popularity spiked? A recent **Los Angeles Times** article explains, "Practitioners such as [Shiva] Rea, Bryan Kest, Seane Corn, Gurmukh Kaur Khalsa, Ana Forrest and Rodney Yee are the Nikes, Coca-Colas or, perhaps, Whole Foods, of the yoga world. Their brand names sell clothing lines, DVDs and pricey international retreats, as well as various causes." In case you missed it, the article, published in August and titled "Yoga's Rock Stars", offers a close-up look into the lives and minds of some of LA's biggest yoga "celebrities": **Ana Forrest, Shiva Rea, Bryan Kest, and Duncan Wong**. It is compelling to read about these teachers' views on their relatively new-found fame. Whereas Rea is depicted as **especially humble** in the article, Wong is quoted as saying, "I will be a millionaire in this lifetime. It's absolute destiny for me to become a super-famous yoga teacher when I'm older. The necessary rise of my fame and power has been preprophesied early on by my gurus." Interesting! To read the full *LA Times* article, [click here](#).

--We hadn't heard from **Bikram "I-Have-Balls-Like-Atom-Bombs" Choudhury** in a fair amount of time, but this headline generator can't stay in the shadows for long. [CBS reports](#) that in October, Choudhury was fined over \$8,000 for **safety violations** at his West Hollywood studio. At issue was the studio's certificate of occupancy, fire permit, and parking availability. Choudhury will undoubtedly remedy these violations, but he's also hinted that he might relocate his home base from Los Angeles to Hawaii to avoid further run-ins with the city.

--We've all thought about it, but the **New York Times** actually researched and wrote about it: **communal yoga mats and germs!** Apparently, the threat is real. [Take a look at the article](#). For those of you still using loaner mats at your studio, *we know of a place where you can find a [great quality mat](#) for an excellent price!* Heh heh.

### Blog Entry for Your Amusement

In our last newsletter, we mentioned the new hilarious blog **Yogabeans.com**, which is run by a Santa Barbara-based yoga student with a big talent for witty writing. After reading the site's most recent posts, it becomes apparent that **Yogabeans.com doesn't disappoint**. Click here for a perfect piece on [McDonald's and yoga](#).

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### Upcoming Yoga Workshops & Events

- Yin Yoga: An In-Depth Exploration w/Sarah Powers at Santa Barbara Yoga Center  
(Advanced Studies & Yoga Teacher Training Program)  
December 8-10, \$325
- Yoga Soup Holiday Party at Yoga Soup  
Friday, December 8, 7:00pm, \$20
- Free Capoeira Class at Yoga Soup  
Saturday, December 9, 12:00-1:00pm, FREE
- Yamuna Body Rolling at Yoga Soup  
Saturday, December 9, 1:00-3:45pm, \$35
- Spirit in Motion Movement/Dance Journey w/Cecily Miller  
at Yoga Soup  
Saturday, December 9, 7:00-9:00pm, \$15
- Mindfulness Meditation Intensive w/Sarah Powers at Santa Barbara Yoga Center  
(Advanced Studies & Yoga Teacher Training Program)  
December 11 & 12, \$185
- Going Deeper w/Heather Tiddens at Santa Barbara Yoga Center  
Saturday, December 16, 12:30-3:00pm, \$35
- Learning to Fly: Introduction to Acroyoga w/Kristen Hoye & Karl Kras  
at Yoga Soup  
Saturday, December 16, 6:30-9:30pm, \$25
- Winter Solstice Gathering w/Kira Ryder & Amy Arani  
at Lulu Bandha's  
Friday, December 22, 6:00-9:00pm, \$35
- High Resolution: A New Year's Eve Ritual w/Scott Blossom & Chandra Easton  
at Santa Barbara Yoga Center  
Saturday, December 30, 12:30-4:00pm, \$50
- Celebrate the Dawning of 2007 w/Romi Cumes at Santa Barbara Yoga Center  
Sunday, December 31, 12:30-3:00pm, \$35
- 11<sup>th</sup> Annual New Year's Class w/Cheri Clampett at Santa Barbara Yoga Center  
Monday, January 1, 5:00-7:00pm, \$25
- Yoga w/Paul & Suzee Grilley at Lulu Bandha's  
January 24-28, \$275
- Intro to Mysore Ashtanga: A Morning Intensive w/Andrea Miliotis

at Santa Barbara Yoga Center  
January 27-February 2, 7:00-8:25am, \$60

-Therapeutic Yoga Training w/Cheri Clampett & Arturo Peal  
at White Lotus Foundation  
February 3-9, \$1450

-Yoga & Ayurveda w/Scott Blossom at Santa Barbara Yoga Center  
(Advanced Studies & Yoga Teacher Training Program)  
February 9-11, \$285

-Sacred Breath, Pranayama Retreat w/Ganga White & Tracey Rich  
at White Lotus Foundation  
February 16-18, \$500

-Yoga Teacher Training Main Module w/Erich Schiffmann  
at Santa Barbara Yoga Center  
March 2-11, \$1,300

-Yoga & Thai Massage Weekend w/Phoebe Diftler at White Lotus Foundatin  
March 30-April 1, \$500

-Prenatal Yoga Teacher Training w/Janice Clarfield at Santa Barbara Yoga Center  
March 30-April 1, \$325

**For more information about these events, please visit the websites of the studios hosting them:**

[Lulubandha's](#)

[Santa Barbara Yoga Center](#)

[White Lotus Foundation](#)

[Yoga Soup](#)

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"I was in yoga the other day. I was in full lotus position. My chakras were all aligned. My mind is cleared of all clutter and I'm looking out of my third eye and everything that I'm supposed to be doing. It's amazing what comes up, when you sit in that silence. *'Mama keeps whites bright like the sunlight,*

*Mama's got the magic of Clorox 2.'*

-Ellen DeGeneres

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