



The Drishti Newsletter!

-June 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)

What's New at Drishti

Exciting New Products!

Let's start in **DVD World**, where the new arrivals just won't stop coming through our door! The first notable DVD is entitled [Guru: Discover What it Means to Be and Have a Guru](#), by filmmaker Robert Wilkins. Wilkins spent time in Mysore, India with Ashtanga Yoga founder Sri K. Pattabhi Jois, his family, and his students, documenting the celebration of Jois' 90th birthday celebration in July 2005. Through interviews and narrative, Wilkins provides fresh and interesting insights into the life of this prominent yoga teacher and guru. Another new title on our shelves is popular yoga instructor **Max Strom's** DVD, [Strength, Grace, Healing](#). Strom leads viewers through a unique and thorough class that features optional detailed instruction about each posture. This DVD is beautifully filmed and serves as an informative class for home practice. [Maha Sadhana Level 1](#) and [Level 2](#) DVDs with celebrated yoga teacher **Dharma Mittra** also just arrived. Dharma Mittra is extremely well-respected for his commitment to the practice of yoga, and is an inspiration to many practitioners. He also created the classic 908-yoga-posture poster which many yoga studios proudly display on their walls, and he owns the Dharma Yoga Center in New York City. These are Dharma Mittra's first DVD releases in his long career as a teacher, and students across the country are thankful for the opportunity to explore his teachings through this accessible format. The last new DVD of interest at Drishti is [zYoga: The Yoga Sleep Ritual](#) with **Ann Dyer**. Ann Dyer, a senior faculty member at Rodney Yee's Piedmont Yoga Studio, has successfully created a yoga practice that serves as an alternative to pills for sleep-challenged people. zYoga features a 50-minute DVD, a 25-minute guided relaxation CD, and an illustrated booklet. These new DVDs are available in our store and on our website, and we recommend them all as helpful enhancements to your practice.

In the meditation department, our beautiful [silk zafus](#) (or meditation cushions) brighten up any room with their brilliant color. These cushions are buckwheat-filled with raw silk covers, and are perfect for seated meditation practice. They also serve as wonderful seats for low tables and floor-sitting in general. A few colorful zafus added as accents to your living room décor will have a dazzling effect.

In yoga clothing news, we have **two** incredible new collections for you to explore! **Skyler** is a beautiful line out of Vancouver, Canada, and their clothing is **irresistibly** stylish and functional. Their supplex-

based clothing features soft, moisture-wicking pieces in attractive cuts that flatter **any** body type. **Oxumwear** (pronounced *Oh-szoom-wear*) out of Brazil is another excellent addition to our clothing selection. This line is also supplex-based and is attention-grabbing due to its array of bold hues and dynamic color-combinations. We are proud to carrying both of these new lines and we highly recommend them to you.

In other clothing news, have you seen **Beyond Yoga** lately? The newest collection of this bestselling line is gorgeous. The appealing lotus logo is back, along with brand new colors and a softer-than-ever feel. If you've never treated yourself by trying on a pair of Beyond Yoga pants, you should come by and rectify this issue ASAP. And if you're a fan of **Be Present's** pants with the embroidered lotus flower on the back, you **MUST** see their incredible new line of **chakra-embroidered** pants which will arrive at Drishti in early June. (In a word: stunning.) Speaking of stunning, we also just received our new **Om Girl** collection, featuring wonderful new colors and designs. In addition to these updates, we are constantly receiving shipments from the many other irresistible clothing lines featured at Drishti. Stop by any time to take a look!

Yoga News

Beloved Santa Barbara Yoga Instructor to Change Venues!

Deb Dobbin, hands-down one of Santa Barbara's most popular yoga instructors, is moving her packed classes to a new yoga studio! Deb will be leaving **Santa Barbara Yoga Center**, where she taught for the past 13 years, and is moving to **Yoga Soup**, which opened this past February. Deb's innovative teaching style and dynamic personality have earned her an extremely loyal following. Aside from traditional Mysore-style Ashtanga, Deb's classes are famous as the most **intense flow style** offered in Santa Barbara. As the popularity of Deb's classes have grown, however, so has her class size. People are now regularly turned away from her classes at Santa Barbara Yoga Center due to lack of space. Thus, it was a natural decision for Deb to make the transition to Yoga Soup, which has a large studio to accommodate greater class sizes. When asked about her thoughts regarding this upcoming transition, Deb explained:

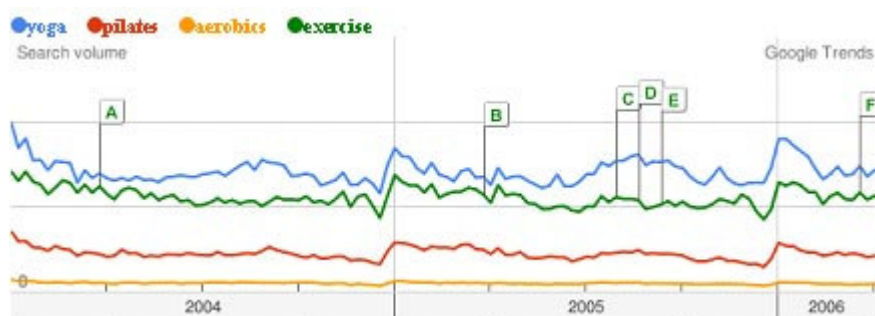
"I am so excited about my transition to Yoga Soup. It has been a profound blessing to be a part of the Santa Barbara Yoga Center for 13 years, and it was after careful consideration that I chose to move on. I look forward to teaching in a larger space that can more comfortably accommodate my students. I know the opening that I'll be leaving at SBYC will be filled with good teachers. What I am most excited about is that more and more people are getting turned on to yoga and the fulfillment it brings to their lives. My vision is that all yoga centers be filled to the brim with people seeking transformation through this beautiful ancient path."

Deb will be teaching at Yoga Soup on Monday and Wednesday evenings from 5:00-6:30, and on Saturday mornings from 10:30-12:15. Her first class at the new studio will be **Monday, June 5th**.

Google Trends

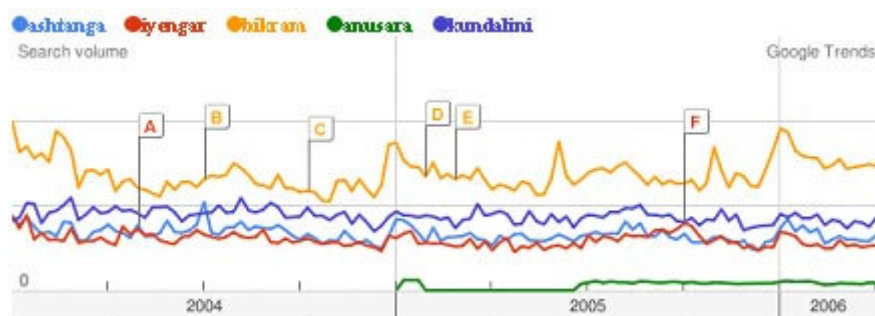
Google, the company which has provided all of us with an incredibly useful search engine, an original e-mail program, and an innovative new way of viewing the planet via satellite imaging, has offered another unexpected tool: Google Trends. This program allows users to see how often a particular term (or a comparison between different terms) has been searched on Google over time. This information is reported in the form of a line graph.

We thought it would be interesting to see what insight we could gain from this program regarding yoga trends. We ran a comparison between the terms “yoga”, “pilates”, “aerobics”, and “exercise”, and were given this graph:



Clearly, over the past 2 ¼ years, “yoga” was consistently searched more often than any of the other words! Notice as well the dramatic peaks that all four terms experience at the beginning of every year – a clear reflection of the common New Year’s Resolution to “get in shape”. Interestingly, “yoga” is more popular than the general term “exercise”, despite the fact that “exercise” can be considered an umbrella term that encompasses “yoga”. (However, if a comparison is run between “yoga” and “fitness” (a seemingly hipper word today than “exercise”), “fitness” is the clear winner.)

A comparison between the specific yoga styles of Ashtanga, Iyengar, Bikram, Anusara, and Kundalini revealed this graph:



In this analysis, Bikram is the most popular term! This style of yoga is definitely the most publicized one, earning regular headlines throughout the media due to its controversial founder and its unique attributes that set it apart from other yoga styles. Even those unfamiliar with yoga in general still know Bikram as “that style of yoga where they heat up the room to 105 degrees!” (If you’re reading this sentence right now, simply respond to this e-mail with the word “15%” in the subject line and your full name in the body, and we’ll give you 15% off your next in-store or online purchase! Whoo-hoo!) Next in line on this chart is Kundalini, followed by a close tie between Ashtanga and Iyengar. Anusara, the latest branch to join the tree of yoga, is the least searched term of this group. Anusara’s more recent popularity within the yoga scene is reflected by the fact that it does not even begin to register on Google until the beginning of 2005.

If you’re curious about the popularity of certain search terms, try out Google Trends at www.google.com/trends.

Interview with Ashtanga Instructor Sharath Rangaswamy

A new interview with **Sharath Rangaswamy**, grandson of Ashtanga Yoga founder **Sri K. Pattabhi Jois**, has been published online. In this interview, Sharath discusses the ways in which yoga in India differs from yoga in the West. He also voices his opinion about the proper method by which people in the West should become yoga teachers. “...And then, after many years,” Sharath explains, “a guru says, ‘Okay,

you have learned what I have to teach you, now go out into the world and teach.' Only then can you teach. It's not like doing a two week teacher's training course. You have to be a student before you can become a teacher. You have to be a student before you can realize 'What is yoga?'" Sharath makes pointed remarks about insufficiently short yoga teacher training programs in the West and those who support them. "Fifteen days, one month, and then they want to become a big star, be in the magazines... All the [ancient] yogis, they didn't come in magazines... They didn't say, 'Hey, I'm a big yogi.' That's just ego. You have to follow the *yamas* (moral codes of conduct) and *niyamas* (self-purification and study)." To read the full interview with Sharath, [click here](#).

Local Yoga Student Gets Creative on the Internet

Do you ever daydream about plastic action figures like G.I. Joe practicing yoga? If not, don't worry. Local yoga student **Eden Kennedy** is doing it for you – and posting pictures of this intriguing phenomenon on her **new weblog** at www.yogabeans.com. Kennedy, who practices Ashtanga and vinyasa yoga here in Santa Barbara, came up with the idea for her creation after giving her young son "several hundred baths" while simultaneously "bending [his] action figures into a satisfying *urdhva dhanurasana*." She launched yogabeans.com this past March and has been updating her site regularly since then. This fun, well-written blog is entertaining and also contains pertinent links to other worthwhile sites to explore. [Yogabeans.com](http://yogabeans.com) is a welcome addition to the growing body of yoga websites and blogs on the internet.

A Fresh Perspective on the Nature of "Organic"

In May, the **New Yorker** magazine published a fascinating article by Steven Shapin entitled, "**Paradise Sold: What Are You Buying When You Buy Organic?**" This article suggests that buying products based solely on whether or not they are "organic" is not the simple solution to environmental and health concerns that most consumers believe. To read about the **multi-billion dollar, corporate-run industry** that the organic movement has become, [click here](#). Asks Shapin, "Has organic become what we hoped it would be an alternative to?"

Also look for these book titles arriving at Drishti soon:

Organic, Inc.: Natural Foods and How They Grew by Samuel Fromartz

Agrarian Dreams: The Paradox of Organic Farming in California by Julie Guthman

The Omnivore's Dilemma: A Natural History of Four Meals by Michael Pollan

Random Video Clip for Your Enjoyment!

Did you know that **gorillas** are skilled in **massage therapy**? Neither did we. But here's proof of this amazing fact:

<http://www.realbodywork.com/gorilla/gorilla.htm>

Alert the Journal of Zoology!

Upcoming Yoga Workshops & Events

-20th Anniversary Free Yoga Tasting w/Source Yoga Studio Staff
at Source Yoga Studio
Saturday, June 3, all day, FREE

- The Principles Behind the Practice: Meditation w/Chase Bossart
at Santa Barbara Yoga Center
Saturday, June 3, 2:00-4:00pm, \$38
- Restorative Yoga w/Cheri Clampett at Santa Barbara Yoga Center
Sunday, June 4, 1:30-4:00pm, \$40
- How Yoga Works w/Chase Bossart at Yoga Jones in Ventura
Sunday, June 4, 1:00-4:30pm, \$40
- Learning the Ropes w/Tina Chappel at Yoga Jones in Ventura
Tuesdays from June 6-27, 10-11:30am, \$60
- Teaching Yoga w/Kira Ryder at Lulubandha's in Ojai
June 8-18, \$1250
- Iyengar Yoga Workshop w/Carolyn Belko at Source Yoga Studio
Saturday & Sunday, June 10-11, \$45 one day / \$75 both days
- Introduction to Shadow Yoga w/Matt Pesendian at Santa Barbara Yoga Center
Saturday, June 11, 12:30-2:30, \$20
- YogaBirth w/Shelle Noble at Santa Barbara Yoga Center
Friday, June 16, 7:00-8:30pm, \$40/couple
- Shadow Yoga w/Matt Pesendian at Yoga Jones in Ventura
Saturday, June 17, 1:00-4:00pm \$30
- Yoga Teacher Training w/Ganga White & Tracey Rich at White Lotus Foundation
June 17-July 2, \$3350
- Going Deeper w/Heather Tiddens at Santa Barbara Yoga Center
Saturday, June 17, 12:30-3:00, \$35
- Sounding the Chakras at Source Yoga Studio
Saturday, June 17, 1:00-3:00pm, \$20
- Larisa Stowe & Gathering Guru Summer Solstice Kirtan at Lulubandha's in Ojai
Saturday, June 24, 7:00pm, \$20
- Yoga: An Act of Remembrance w/Max Strom
& Learn to Breathe to Heal Yourself and Your Relationships w/Max Strom
at Santa Barbara Yoga Center
Sunday, June 25, 12:30-2:30 & 2:45-4:45pm, \$60 for both
- Free Introduction to Yoga at Yoga Jones in Ventura
Sunday, June 25, 11:30-1:00pm, FREE
- The Roots of Yoga: Exploring Standing Poses & Hip Openers w/Shelley Piser
at Yoga Jones in Ventura
Sunday, June 25, 1:00-4:00pm, \$35
- Yoganesha's Third Annual Yoga Summer Camp for Children w/Anne Van de Water
at Santa Barbara Yoga Center
June 26-29, \$60

- Yoga & Ceremony: The Embodiment of Spirit w/Heather Tiddens & Cheri Clampett
at Feathered Pipe in Blacktail Ranch, Montana
July 2-9, \$1495
- Dive In w/Patricia Sullivan at Lulubandha's in Ojai
July 5-9, \$250
- Siddhi's Yogi Cleanse Summer 2006 w/Siddhi Ellinghoven at Santa Barbara Yoga Center
July 9-19, \$235 (includes products)
- Deepening Your Practice: Advanced Training Course for Yogis w/Ganga White & Tracey Rich
at White Lotus Foundation
July 15-21, \$1350
- Yin & Restorative Yoga w/Cheri Clampett at Santa Barbara Yoga Center
Sunday, July 16, 1:30-4:00pm, \$40
- Touch From the Heart w/Arturo Peal at Lulubandha's in Ojai
July 21-23, \$125
- Going Deeper w/Heather Tiddens at Santa Barbara Yoga Center
Saturday, July 22, 12:30-3:00, \$35
- Sounding the Chakras at Source Yoga Studio
Saturday, July 22, 1:00-3:00pm, \$20
- White Lotus Weekend w/Ganga White & Tracey Rich at White Lotus Foundation
July 27-30, \$600
- Shadow Yoga w/Matt Pesendian at Yoga Jones in Ventura
Saturday, July 29, 1:00-4:00pm \$30
- 9-Day Yoga Intensive w/Heather Tiddens at Santa Barbara Yoga Center
August 5-13, \$220
- Yoganesha's Third Annual Yoga Summer Camp for Children w/Anne Van de Water
at Santa Barbara Yoga Center
August 7-11, \$75
- Yoga Teacher Training w/Kent Bond & Sven Holcomb at White Lotus Foundation
August 12-27, \$3350
- Sounding the Chakras at Source Yoga Studio
Saturday, August 12, 1:00-3:00pm, \$20
- Restorative Yoga w/Cheri Clampett at Santa Barbara Yoga Center
Sunday, August 13, 1:30-4:00, \$40
- Principles of Ashtanga Yoga w/David Miliotis at Santa Barbara Yoga Center
Sunday, August 20, 8:00-10:15am, \$25
- Labor Day Retreat w/White Lotus Staff at White Lotus Foundation
September 1-4, \$600

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

[Feathered Pipe Foundation](#)

[Lulubandha's](#)

[Santa Barbara Yoga Center](#)

[Source Yoga Studio](#)

[White Lotus Foundation](#)

[Yoga Jones](#)

"You have to be a [yoga] student your whole life. Yoga is never ending.
It's like the ocean and what we have learned is like a small drop.
There's a lot to learn and for our whole life, we keep learning."
-Sharath Rangaswamy

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