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Yoga Insider - enjoy the second edition of our new newsletter feature, a compilation of the latest news in the yoga world!

News

Now Accepting RYS Applications!

We are pleased to announce that we reopened RYS applications for both new schools and existing RYSs wishing to apply for a new track or designation! Applications were closed from September 2013 to May 2014 as we transitioned from paper applications to an online system. We are thrilled to see the interest and volume of new RYS applications.  
> Apply now

YA President on Waylon Lewis' "Walk the Talk"

Last month, Yoga Alliance President and CEO Richard Karpel sat down for an hour-long “Walk the Talk” video chat with host Waylon Lewis of Elephant Journal. Richard and Waylon discussed the future of yoga, setting and enforcing RYT and RYS standards, Social Credentialing, how Yoga Alliance’s core function is registration, not certification and several other topics.  
> Read more
The Legal Risks of Misclassifying Yoga Studio Workers

In an article by Richard Karpel, yoga studio owners can learn why it is so important to mindfully establish their employment relationships. Richard explains that government officials, seeking to profit from vague labor laws, are increasingly auditing studios that classify their workers as contractors rather than as employees. He introduces Yoga Alliance’s response to the increasing problem—a new YA-sponsored book from Gary Kissiah, "Light on Law: A Guide to Independent Contractors and Employees for Yoga and Wellness Businesses."

Legal Essentials for Yoga Teachers and Studios

Get legal advice relevant to yoga teachers and studios in our latest business-of-yoga video release—lawyer and yogi Gary Kissiah’s presentations, "Essential Legal Issues for Yoga Teachers" and "Essential Legal Issues for Yoga Studios." Gary explains how yoga teachers and studio owners can protect themselves from a broad range of potential liabilities, prevent disputes, comply with the law and what any yoga professional should know before signing a contract.

Events

Online Workshop:
Stress Less, Teach More: Secrets to Creating and Filling High-Value Yoga Programs to Enhance Your Income
Thursday, June 19th, 2014 from 1:00 - 2:15 p.m. EST

Join Kellie Adkins, E-RYT 500, and learn how to create and market high-value programs. Kellie will cover programming essentials, how to write and design compelling content, the secret to attracting best-fit clients and studio partners and how you can streamline your schedule around programs so that you teach fewer classes while earning more income. Kellie is a member of our Conference Committee and will present at the upcoming 2015 Business of Yoga Conference.

Sign up on our website (members will need to log in)
Online Workshop Recording:  
**Raising the Bar on Yoga Teacher Training and the Case for Social Credentialing**

If you haven’t already, view this April workshop to learn the vision and goals of our new Social Credentialing system, including the growing need for oversight of teacher training programs, how Social Credentialing protects diversity, the importance of verified/non-anonymous feedback and the responsibility Yoga Alliance has to the yoga community and the general public.

> View the presentation

Our 2015 Business of Yoga Conference

As you may already know, we postponed the 2014 Business of Yoga Conference due to a renewed focus on our core business of credentialing. We’re happy to announce that the new date of the conference is August 6 – 9, 2015. It will still be held at the LAX Marriott in Los Angeles, California. The official conference program will be announced this summer, so stay tuned!

> Learn more

Member Perks

To access these benefits, visit the Member Perks page on the Yoga Alliance website (you must log in to your YA account to access).

**Retirement Plans and Dental Insurance**

This month we make it easier for you to plan for your future with the Members Retirement Program from AXA—a customizable retirement plan providing a wide range of services to assist yoga teachers with planning for the future. Plans are also available for business owners to offer to employees. Or, protect yourself in the present with dental and vision insurance through Security Life by Association Health Programs. The range of these insurance plans include options without waiting periods on preventive, basic and major services - all without age or network restrictions.

> Read more
Member Tip

Get helpful tips on managing your registration, using our online system, making the most of your member benefits and much more.

What's the difference between a program and a track?

A track is a subset of a school designation (i.e. RYS 200, RYS 300 and RYS 500) for a RYS to register one or more training(s) of the same designation type. A program is an instance of a track and has a start and end date. Each RYS designation has at least one track, which follows a Yoga-Alliance approved curriculum.

Yoga Insider

Yoga Insider is a news aggregation brought to you by Yoga Alliance. We welcome your feedback on this feature. You can also send us news tips at news(at)yogaalliance.org.

May Edition

Columbia Sportswear buys Prana Living, an Oregon woman sues after mirror collapses on her at yoga studio, a 24-hour yoga studio opens in Minnesota, prisons offer yoga to inmates, Major League Baseball teams adopt yoga regiments and new research suggests yoga may help ease a variety of health problems. All of that and more below:

Business

- The New York Times reports Prana Living, "a yoga gear maker, was sold to Columbia Sportswear for $190 million." (April 29) The Associated Press adds Columbia Sportswear "expects the purchase ... to close in the second quarter." (April 29)

- The Encinitas Coast News reports the Sonima Foundation has "exported" its program of yoga taught at the Encinitas Union School District in California "to 10 schools over the past year, including in Florida and New York." (April 24)

- The Portland Oregonian reports yoga practitioner Lindsey Eltinge "filed a $455,000 lawsuit" on May 22 against a yoga studio and DT Glass, claiming a heavy mirror at the Portland yoga studio that fell
and "shattered across her body" on Jan. 13 was "poorly glued onto the wall." Eltinge "says she wants to raise awareness about the incident so owners of yoga studios, gyms or any business with mirrors checks to make sure they're not at risk of falling." (May 24)

Innovation

- WCCO-Minneapolis reports the Yogafit Studio in Excelsior "is trying a new concept with 24-hour availability." (May 27)

- The Los Angeles Times profiled Unplug meditation in West L.A., stating owner Suze Yalof Schwartz "aims to remark meditation" with a drop-in studio "for guided meditation in a white-walled, Buddha-less room with comfy black floor chairs." (May 2)

- Several media outlets profiled efforts in Perryville (Arizona), Monterey County (California), Asheville (North Carolina), Northampton County (Pennsylvania), Sacramento (California), Santa Barbara (California) and throughout New Mexico to teach yoga to prisoners (May 1-21) while Philly.com, NationSwell.com and KTRK-Houston reported about former convicts who teach or practice yoga. (April 27, May 14, May 20)

Health and Research

- Fox News reports three studies in the "April 2014 issue of the Journal of Alternative and Complementary Medicine show that yoga can improve balance and reduce fear of falling, helps to reduce and regulate blood pressure and can improve important aspects of cardiovascular health." (May 7)

- The Hamilton Spectator (Ontario) reports a McMaster University study may prove "regular yoga can relieve knee pain for people with osteoarthritis." (May 23) Meanwhile, Medical News Today reports, "Yoga could reduce the risk of expectant mothers developing anxiety and depression, according to the first study on this subject." (May 5)

Community

- The Detroit Free Press reports Michigan "is home to hundreds of yoga studios," most of which "are stand-alone studios" though "a handful are part of small chains." The article profiles Plymouth Yoga Room's (RYS 200) growth over five years and features photos of owners and instructors Sheri Rieli (E-RYT 200) and Brent Rieli (E-RYT 200). (May 18)

- The Houston Chronicle reports instructor Christin Straszesky Harper (RYT 200) leads Major League Baseball players from the Houston Astros through yoga practices on Tuesdays and Fridays while the Astros' minor league player Dan Gulbransen (RYT 200) leads his Class A Lancaster (Pennsylvania) teammates through their own practice "probably three times a month." Baseball yoga consultant Matt Repplinger: "I'd say that 60 percent of the teams have someone working with them now." (May 21)

- The Cape Cod Times (Massachusetts) reports Centerville Yoga and Wellness Center manager Melanie Black (RYT 200) helped develop "an annual Cape Cod Yoga Day to raise money for and awareness of Calmer Choice," a nonprofit organization "meant to help school-age children handle their emotions." By noon on May 17, "the Centerville yoga center had raised about $740." (May 18)

- WTOP-Washington reports yoga and meditation instructor Ben King (RYT 200), an Iraq War U.S. Army veteran, "led a Mindful Memorial event in which veterans and others practiced yoga and
meditation at the Women in Military Service for America Memorial at the entrance of Arlington Cemetery" in Virginia on May 24. (May 25)