

March 22, 2012

Dear Friends and Practitioners of Iyengar Yoga,

In late January, members of the IYASCUS Board met to discuss our aims for 2012. Our mission is to promote Iyengar yoga in our South Central region, and to support our members. Two themes arose in light of this mission: **community development and membership growth.**

Many of us have come to realize that our best and closest friends are practitioners of Iyengar yoga. We know that we have been enriched by being connected to others who are already taking classes and workshops in our community. We also know that it's outside the classrooms — around tables at restaurants, in book clubs, swimming pools, retreat lounges, knitting circles, on nature walks, and at other gatherings — that we have actually had the opportunity to visit and form these precious bonds. So we want to encourage our members to get together beyond the classroom. Form friendships, build networks, support each other's small businesses or artistic passions. If you have an idea or plan for a local event, IYASCUS wants to help.

IYASCUS can publicize your event through its mailing list, website, and Facebook page. Some financial assistance may also be available if your event can be combined with a soft membership drive. Right now our members number under 80. We would like to double this number in the next two years. We'll be encouraging local studios to keep postcards on hand about IYASCUS benefits and how to join.

Let's keep our community vibrant and spread the word about the great benefits of Iyengar yoga!

Best regards,

Pauline Schloesser, IYASCUS President