

# Yoga Matters

Be Yoga Be Happy Breathe Deeply

September 30, 2004

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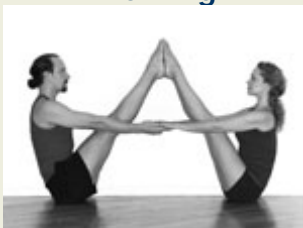
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**WORKSHOPS**

### **Bridget Shields**

Spring into Fall Beginner Series,  
Thursdays, Sept. 30 - Oct. 21, 7:15 -  
9:00 pm, \$80 pre reg, \$90 at the door

### **Alan Finger**

Kapha Practice: Rebuilding Ojas, the  
Rejuvenating Nectar of Life, Saturday,  
October 2, \$45 pre reg, \$50 at the door  
See the interview with Alan in this  
newsletter!

## **Be Yogis**

Last weekend I went to a Yoga Event in Central Park-- Be Yoga was one of the sponsors. When I arrived one of our teachers, Libby, was teaching about 250 people (she was great by the way). Many of them looked like they had just accidentally meandered into this free yoga event while out strolling in the park. It also helped that free yoga mats were being passed out and that Muriel Hemingway was there talking about how yoga changed her life. In total about 3000 people attended.

It was incredibly inspiring to see people of all sizes, shapes, colors, ages, fitness levels and attire (some were wearing jeans) practicing yoga together. During Savasana there were 250 New Yorkers sprawled over the faux turf, eyes closed, blissed out in deep relaxation.

I realized that Yoga truly is for everyone. From deep relaxation to complete transformation it can touch anyone who tries it. As you get back into your Fall routine - recommit yourself to your yoga practice. As one of my teachers, Mark Whitwell recently said "There is a profound secret to reaping the benefits of yoga: you have to do it."

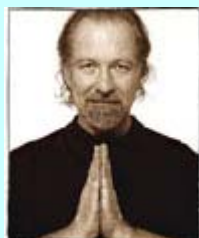
If your lower chakras are a bit blocked and your finances are tight, we have some great specials. Convince a friend to sign up for the Intro Offer (it's not a hard sell - two weeks of unlimited yoga for \$40) and get 20% off your next class package. If you just can't get your friends out of the gym, we also have a monthly unlimited for \$149 a month!! Other great deals include \$5 classes and \$10 classes! Discuss these great offers with one of our wonderful, customer service oriented desk angels at any of our studios.

Shanti, Beverley Murphy

## **• Interview with a Yogi-Alan Finger**

By Carrie Wykoff, Director of Programming and Teacher Training.

One of my joys about my job is that I get to work out of the same studio as Alan Finger, the founder of Be Yoga. I recently got to ask Alan some questions about yoga and Ayurveda.



### **Ellen Oster Rowe**

Beginners Workshop, Saturday,  
October 2, \$30 pre-reg, \$40 at the door

### **Charles & Lisa Matkin**

Yoga Ecstasy, Saturday, October 9, \$60  
pre-reg, \$70 at the door

### **David Conway**

Fire of Yoga, Saturday, October 9, \$10

### **Jean Koerner**

Beginners Workshop, Saturday,  
October 16, \$30 pre-reg, \$40 at the  
door

### **Coming Soon!**

**Patricia Sanzone & Andy Sugarman,**  
Viniyoga

**Pratima Raichur,** Beauty and Skincare

**Julie Rappaport,** 365 Yoga

**Mark Whitwell**

Details on individual flyers in studio

and you can go to [beyoga.com](http://beyoga.com)

### **KIDS YOGA**

CHECK THE NEW KIDS YOGA FALL  
SCHEDULE

[Kids Yoga](#)

### **TEACHER TRAININGS**

#### **Learn the basics of ISHTA Yoga:**

Asana, Pranayama, Meditation,  
Anatomy, Teaching Methodology,  
Spotting, Tantric Philosophy and  
Ayurveda

#### **Upcoming Certification Trainings:**

##### **300 Hour Advanced Training**

Feb- Nov 2005: 300 hour advanced  
training

**The above program include  
unlimited yoga classes at Be Yoga  
studios for the duration of the  
training**

### **Who is a major influence for you and your practice?**

My father who was a yogi and my primary teacher and was my major influence. There were others, Venkatesananda, Nishraisananda, and Bharati who were my father's teachers as well as mine.

### **Who first taught you about Ayurveda?**

I was first exposed to it by Swami Venkatesananada in South Africa. He infused Ayurveda in all of his teachings, it wasn't a book course it was really entwined in his teachings.

### **Why are you so interested in Ayurveda?**

It seems obvious to me that knowledge of the mixture of all of the sciences working together is more complete. This knowledge leads to ISHTA, individualized yoga because, as a teacher the more you can know the individual thoroughly the more you can understand their needs as a student.

### **What is a Dosha?**

A Dosha is a biological life force. There is a force that gives us life that is more than oxygen because you can pump oxygen into a dead body and it remains dead. The life current that makes us alive has three different qualities: breath and movement - Vata; heat, magnetism and radiance- Pitta and Kapha which is that which holds the physical body together. These three forces make up the life force itself.

### **Which Doshas predominate in you?**

I am a Pitta/ Kapha. Pitta gives one a very strong mind and a strong body and Kapha gives more mass to the body and more grounding to the mind and nervous system.

Alan is teaching a series of Dosha workshops this fall. The first, focusing on Kapha will be this Saturday, October 2nd at the Midtown studio. If you are interested in the Ayurveda and are wondering which Dosha is predominate in you sign up! Alan will be covering how each Dosha effects us and how it has its own refined essence (prana, ojas, tejas). The other workshops will be on Sat. October 30th from 2:00- 4:00pm in Westchester (Vata) and Sat. Nov 20th 1:00- 3:00 at the Eastside Studio (Pitta). For more information about any of our workshops please check out [www.beyoga.com](http://www.beyoga.com).

### **• Pose of the month-Up Dog**

## 2004 Continuing Education for Yoga Teachers and Advanced Students:

Jan 2005-July 2005: 110-hour teacher training with Kofi Busia for Yoga Teachers and Advanced Students

Jan 7 - Jan 28 2005: 20 Day Intensive 200 hour training

Feb 11 - May 22: 3 Month 200 hour training

For Information:

[beyoga.com](http://beyoga.com)

**Amanda@beyoga.com, 212-935-9642 x 208**

**Be Yoga certification programs comply with the National Yoga Alliance Standards for registration.**

For more about Be Yoga's Teacher Trainings go to the link below!

[Teacher Training](#)

[Upcoming Workshops link](#)

## URDHVA MUKHA SVANASANA (UPWARD-FACING DOG)

### Alignment Notes:

- Legs are parallel and lifting up off of the floor
- Draw inner thighs up toward the ceiling
- All ten toes touch the floor
- Legs can be together (harder)
- Lower back is lengthening
- Pelvic floor and abdomen engaged
- Hamstrings (backs of thighs) are engaged
- Hands are directly underneath shoulders
- Squeeze triceps together, press through the thumb and index finger
- Shoulder blades draw away from ears
- Breastbone lifts upwards
- Gaze to tip of nose to prevent neck strain

### Modifications:

- Knees on floor; or toes curled under; or baby cobra

### Contraindications

- Pregnancy
- Neck or shoulder injury

### Physical Benefits:

- Counteracts bad posture
- Strengthens the whole back of the body; legs, back, arms and shoulder
- Stretches the whole front of the body; abdomen and diaphragm and hip flexors
- Helps open the breath and breathing problems: asthma
- Stimulating
- Helps relieve mild depression



## • New Special-\$149 monthly unlimited!

New Monthly Unlimited for \$149!

### Simplify

BeYoga/Yoga Works is offering a new \$149 Monthly Unlimited that has a convenient payment method.

### It's Easy

Our reduced price of \$149 is charged to your account once a month. Join at any time during the month; we'll prorate the first month based on when you join.

See the front desk for complete details and enrollment form.



Take 3 Classes a week and pay \$12.42/class; 4 Classes a week pay \$9.31/class; 5 Classes a week pay only \$7.42/class!

- **Teacher Training Open House October 19th!**

**Be Yoga's 200-Hour Teacher Training Open House on October 19th, 7pm - Downtown Studio**



Throughout these past months, I have spoken to hundreds of interested clients about Be Yoga's Teacher Training. It is always exciting to hear everyone's stories; where they practice, where they don't practice and why they want to pursue the enriching experience of studying yoga.

Although it is impossible to say everyone comes from the same source, or looks for the same answers, it is possible to say that everyone benefits from yoga. To benefit you further, I am happy to announce that we will be holding an Open House on October 19th at 7pm.

The purpose of this event is to answer all of your burning questions about Be Yoga, Alan Finger, the ISHTA tradition and the fundamentals of becoming a yoga instructor.

Also, **we are offering a 15% discount to anyone that signs up that night!**

Come experience a sample class with Senior Teacher and Director of Teacher Training, Beverley Murphy and have the opportunity to learn more about training, certification and enriching your life with the beauty of yoga.

Please dress comfortably for movement. Light refreshments will be served.

RSVP to me, [Amanda@BeYoga.com](mailto:Amanda@BeYoga.com), if you can attend. Open House will take place at Be Yoga's downtown studio; 138 5th Avenue, below 19th Street.

- **\$Bargains and Specials\$**

**Bring a friend new to Be Yoga** and receive 20% off your next class package if your friend signs up for an introductory offer during their first visit!



Stop by the studios to check out all of our great offers!

[Check out all our specials!](#)

- **A quote of the Week**

For the person who is aware, breakthrough does not happen once a year, once a month or once a day, but many times every day.



Meister Eckhart

:: [email us](#)  
:: [visit our site](#)

phone: 877-7be-yoga