



## MEMBERSHIP BULLETIN

Nov 2016

*Friends of Yoga's* newly- formed Executive Committee met for their first meeting at the beginning of November. As indicated in the last Membership Bulletin and at the AGM, I will be using these Membership Bulletins to let you know about the work the Executive Committee is doing on your behalf.



Executive Committee

Standing l to r – Christine Clist (Secretary), Joanne Guest (Diploma Board Officer), Rosanna Meyer (Marketing Officer), Zoe Smart (Public Relations Officer), Nancy Driver (incoming Treasurer)

Seated l to r – Aimee Newton (Training and Standards), Maggie Brocklehurst (Chair), Julie Birbeck (Outgoing Treasurer)

In the last Membership Bulletin, I confirmed to you that the document entitled '*Friends of Yoga – Proposal Process*' was ratified at the AGM: it is now on the [website](#), so please do have a look. If you have any ideas that you think could add value to *Friends of Yoga*, we invite you to use this new document and seek support for your idea from a member of the Executive Committee. This way, your idea can easily start its journey through the new process.

From the time when Lucy Barlow was Chair, the new Executive Committee has inherited a proposal for a new logo for *Friends of Yoga*. You may remember that a new logo outline design was sent out for your votes using 'survey monkey' last summer and the result was for a design, which will be an evolution of the existing logo. The colour choice was for blue, orange and green to include a lotus flower. The Executive Committee agreed that a new logo be placed in the proposal document at stage six." All feedback from.....FRYOG aims?" Zoe Smart our Public Relations Officer, is overseeing the design of the logo using her professional industry connections. Within the next few months we hope to be able to present and ask you to vote on a choice of new designs.

Zoe will also be casting her professional eye over *Friends of Yoga* advertisement in *Om Yoga Magazine*. *Om Yoga Magazine* is one of the major sponsors of the *Om Yoga Show* and has a very high distribution network. Advertising in this publication and continuing with the Yoga Show keeps our organization in the public eye and gives our teacher training the status it deserves.

### ***The Om Yoga Show***

I'd like to take this opportunity to say a big thank you to Zoe and Rosanna for their work on the Yoga Show this year and also offer our thanks to all the volunteers who helped manage the stand. Our thanks also go to Sarah Swan and Vikki Bedford for representing *Friends of Yoga* by running the open classes. The Yoga Show was a huge success with a newly designed stand (pictures on [Facebook](#) page). Zoe will be following up the data collected from visitors to the stand; this was mainly for information on our teacher training courses. Many requests were for teacher training courses within London and the surrounding area, but at the moment, *Friends of Yoga* do not have teacher trainers in central London and in areas surrounding, the North East, East, South East, as well as many other UK Counties. If you have been a *Friends of Yoga* teacher for more than five years and think you have what it takes to run a *Friends of Yoga* teacher training course, please do get in touch with Aimee Newton – [training.fryog@gmail.com](mailto:training.fryog@gmail.com).

We would like to address the gaps, but we need your help to do this.



### **CPD Days**

Members may remember that over the last year two sponsored pilot CPD days were run using *Friends of Yoga* funds. Using feedback from both of these days, the Committee has agreed a structure for sponsored CPD days and proposes to have at least one per region annually and, in some larger regions, we hope to offer more than one day. As with all CPD days, these will be advertised by way of Member Bulletins, our [Facebook](#) page our [website](#) and the online Magazine.

Please also check all these media for member run retreats.

### **Internal Communications**

Rosanna Meyer, in her capacity as Marketing Officer, will be taking over the Newsletter from Lucy Barlow. If you think you can help Rosanna with that role, please do get in touch with her to find out what is involved ([marketing.fryog@gmail.com](mailto:marketing.fryog@gmail.com)). Rosanna is also overseeing the [Facebook](#) page and the Membership Bulletins. In this way, she, the Executive Committee and other Officers are offering their time as karma yogis.

The Committee has agreed to set up a [Private Facebook Group](#) for active *Friends of Yoga* members with the aim of building our community, keeping in touch, asking advice and sharing the wealth of knowledge we have between us as members. It is also a great way to get to know one another. If you would like to be a member of the group, please add the profile at [www.facebook.com/MarketingFryog](https://www.facebook.com/MarketingFryog) as a Friend and we will add you to the group. If you know of friends who are active members you can add them into the group as well. If you are not on Facebook we will be making arrangements to communicate important highlights to you.

If you have a course, class, workshop or retreat that you would like us to promote via social media, please e-mail the details, with any images, to [marketing.fryog@gmail.com](mailto:marketing.fryog@gmail.com) and we will be happy to add the information for you.

### **NOS by Skills Active**

Many members will have seen or heard in the media that [Skills Active](#), who are financially supported by British Wheel of Yoga, wish to set National Occupational Standards for yoga teachers. Aimee Newton is representing *Friends of Yoga* on a Steering Committee with Skills Active on this subject. There is a balanced selection of articles and videos on *Friends of Yoga* [Facebook](#) page for members to read. Amanda Coulson, Director of Education for *Friends of Yoga*, and Aimee Newton Training and Standards Officer, are preparing a fuller statement. In the meantime I have been advised by the Chairman of [LYN](#), the umbrella organization to which *Friends of Yoga* belongs, to inform members that, at the moment, “all up in the air”.

### **Membership**

As you are aware *Friends of Yoga* membership subscriptions are due for renewal in January each year. If you have set up a standing order/direct debit your subscription will be paid automatically so you do not need to do anything further. However, if you

pay by other means, i.e. cheque, bank transfer or PayPal, please make a note in your diary to ensure that you renew your membership by 15 January 2017. The most time and cost effective method of payment is via your bank – either standing order or bank transfer - [details here](#) and, if you are able to pay your membership subscriptions that way, we would be very grateful.

Finally I'd just like to say that I and the Executive Committee and Officers are all looking forward to working together on behalf of *Friends of Yoga* and getting to know you, the members, better.

Om Shanti  
Maggie Brocklehurst  
Chair  
*Friends of Yoga*

Keep in-touch online:  
[www.friendsofyoga.co.uk](http://www.friendsofyoga.co.uk)



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