



Legacy Business Registry Staff Report

Hearing Date: November 9, 2020

IYENGAR YOGA ASSOCIATION OF NORTHERN CALIFORNIA

Application No.: LBR-2020-21-012
Business Name: Iyengar Yoga Association of Northern California
Business Address: 2201 Sutter Street
District: District 5
Applicant: Brian Hogencamp, President
Nomination Date: September 22, 2020
Nominated By: Mayor London Breed
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

The Iyengar Yoga Association of Northern California ("IYANC") is a non-profit organization that was established with the City and County of San Francisco on January 1, 1975, and incorporated with the California Secretary of State on April 14, 1976. The association was created to promote yoga education in Northern California in accordance with techniques evolved and developed by Bellur Krishnamachar Sundararaja "B.K.S." Iyengar, a recognized global figure of hatha yoga practice. After attending classes by Iyengar, several founding members established IYANC as the first Iyengar Yoga Institute and Yoga Teacher Training program in the United States. IYANC provides teacher training and public classes and started a national yoga publication, *Yoga Journal*.

Originally known as Light on Yoga Association (LYA), the organization joined forces with the California Yoga Teachers' Association (CYTA) and the Institute for Yoga Teacher Education (IYTE) and moved to 1952 Lombard Street in 1977. This location allowed for each independent organization to expand their mission including offering yoga classes for beginners and other programs for the general public. At a May 19, 1978 board meeting, LYA changed its name to their present name, the Iyengar Yoga Association of Northern California (IYANC). As operations continued to expand, IYANC moved again to a larger facility at 2416 Clement Street in 1979. In 1981, IYANC formally purchased the Iyengar Yoga Institute of San Francisco (IYISF) and began operating the institute as part of the IYANC 501(c)(3) non-profit organization. IYANC moved once more in September 1983 to 2404 27th Avenue before occupying its current building at 2201 Sutter Street in March 2014.

The Iyengar Yoga Association of Northern California (IYANC) was one of the earliest yoga studios to find success in San Francisco. IYANC has hosted several international events attended by B.K.S. Iyengar in San Francisco, including the first International Iyengar Convention at Davies Symphony Hall and Fort Mason in 1984 and Iyengar's "Light on Life" tour in 2005. Teacher trainings and other workshops provided by IYANC have allowed for the dissemination of Iyengar practice in San Francisco and Northern California. Each Monday, IYANC provides a Community Yoga class for all levels and beginners priced at \$0-10 dollars in order to allow yoga to be accessible and affordable to all. IYANC also offers a number of regional scholarships each calendar year to continue making Iyengar Yoga accessible to all members, despite financial constraints. In 2005, the San Francisco Board of Supervisors and Mayor Gavin Newsom proclaimed October 3 as "B.K.S. Iyengar Day" for the city of San Francisco under Resolution No.686-05.

Legacy Business Program

Office of Small Business
City Hall Room 140
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102
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CRITERION 1

Has the applicant operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years?

Yes, Iyengar Yoga Association of Northern California has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

1627 10th Avenue from 1975 to 1977 (2 years)
1952 Lombard Street from 1977 to 1979 (2 years)
2416 Clement Street from 1979 to 1981 (2 years)
2404 27th Avenue from 1981 to 2014 (33 years)
2201 Sutter Street from 2014 to Present (6 years)

CRITERION 2

Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community?

Yes, Iyengar Yoga Association of Northern California has contributed to the history and identity of the Western Addition neighborhood and San Francisco.

The Historic Preservation Commission recommended the applicant as qualifying, noting the following ways the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community:

- The business is associated with the popularization of western yoga practice by Bellur Krishnamachar Sundararaja "B.K.S." Iyengar, a recognized global figure of hatha yoga.
- The Iyengar Yoga Association of Northern California teaches the Iyengar method of yoga practice, taught by Bellur Krishnamachar Sundararaja "B.K.S." Iyengar. Iyengar is credited with making yoga more accessible culturally beginning in the 1990s.
- It is unclear how significant B.K.S. Iyengar is to the 2201 Sutter Street building. A full analysis of historic significance for purposes of historical resource designation for CEQA is beyond the scope of this Legacy Business Registry application.
- IYISF has been featured in a number of publications and media including Yoga Journal, The New Fillmore, and Bay Area news outlet KRON4.

CRITERION 3

Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms?

Yes, Iyengar Yoga Association of Northern California is committed to maintaining the physical features and traditions that define the organization.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Iyengar Yoga Association of Northern California qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) and recommends safeguarding of the below listed physical features and traditions.

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Physical Features or Traditions that Define the Business:

- Public yoga classes taught by certified Iyengar Yoga teachers.
- Workshops and community events taught by both local and visiting international teachers.
- Teacher education program, the Art of Teaching.
- Community Yoga class offered at a sliding scale.
- Senior's Ageless Yoga class.

CORE PHYSICAL FEATURE OR TRADITION THAT DEFINES THE BUSINESS

Following is the core physical feature or tradition that defines the business that would be required for maintenance of the business on the Legacy Business Registry.

- Practice and teaching of Iyengar Yoga.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Iyengar Yoga Association of Northern California currently located at 2201 Sutter Street in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Program Manager
Legacy Business Program

Legacy Business Program

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Small Business Commission

Resolution No. _____

November 9, 2020

IYENGAR YOGA ASSOCIATION OF NORTHERN CALIFORNIA

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Business Address: 2201 Sutter Street
District: District 5
Applicant: Brian Hogencamp, President
Nomination Date: September 22, 2020
Nominated By: Mayor London Breed
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

Adopting findings approving the Legacy Business Registry application for Iyengar Yoga Association of Northern California, currently located at 2201 Sutter Street.

WHEREAS, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

WHEREAS, the subject business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years; or

WHEREAS, the subject business has operated in San Francisco for more than 20 years but less than 30 years, has had no break in San Francisco operations exceeding two years, has significantly contributed to the history or identity of a particular neighborhood or community and, if not included in the Registry, faces a significant risk of displacement; and

WHEREAS, the subject business has contributed to the neighborhood's history and identity; and

WHEREAS, the subject business is committed to maintaining the physical features and traditions that define the business; and

WHEREAS, at a duly noticed public hearing held on November 9, 2020, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore

BE IT RESOLVED, that the Small Business Commission hereby includes Iyengar Yoga Association of Northern California in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

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BE IT FURTHER RESOLVED, that the Small Business Commission recommends safeguarding the below listed physical features and traditions at Iyengar Yoga Association of Northern California.

Physical Features or Traditions that Define the Business:

- Public yoga classes taught by certified Iyengar Yoga teachers.
- Workshops and community events taught by both local and visiting international teachers.
- Teacher education program, the Art of Teaching.
- Community Yoga class offered at a sliding scale.
- Senior's Ageless Yoga class.

BE IT FURTHER RESOLVED, that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain Iyengar Yoga Association of Northern California on the Legacy Business Registry:

- Practice and teaching of Iyengar Yoga.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on November 9, 2020.

Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –

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Legacy Business Registry

Application Review Sheet

Application No.: LBR-2020-21-012
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Business Address: 2201 Sutter Street
District: District 5
Applicant: Brian Hogencamp, President
Nomination Date: September 22, 2020
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CRITERION 1: Has the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years?

Yes No

1627 10th Avenue from 1975 to 1977 (2 years)
1952 Lombard Street from 1977 to 1979 (2 years)
2416 Clement Street from 1979 to 1981 (2 years)
2404 27th Avenue from 1981 to 2014 (33 years)
2201 Sutter Street from 2014 to Present (6 years)

CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community?

Yes No

CRITERION 3: Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms?

Yes No

NOTES: N/A

DELIVERY DATE TO HPC: September 23, 2020

Richard Kurylo
Program Manager, Legacy Business Program

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September 22, 2020

Director Regina Dick-Endrizzi
San Francisco Office of Small Business
City Hall, Room 110
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

Dear Director Regina Dick-Endrizzi,

I am writing to nominate the Iyengar Yoga Association of Northern California for inclusion on the Legacy Business Registry.

The purpose of the City's Legacy Business Registry is to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City. Per ordinance, a business must be nominated by the Mayor or a member of the Board of Supervisors to be reviewed, processed, and approved by the Small Business Commission as a Legacy Business at a public hearing if it meets the criteria set forth.

Originally founded in 1975, the Iyengar Yoga Association of Northern California has fostered a strong sense of community among neighbors in the Outer Sunset and Lower Pacific Heights through its operation of the Iyengar Yoga Institute of San Francisco. For over four decades, the Institute has welcomed students of all levels to classes based on the teachings of B.K.S. Iyengar, who was considered one of the foremost yoga teachers in the world. Iyengar himself has even made numerous teaching trips to the Institute. By leading public classes, workshops and community events, the staff and volunteers of the Iyengar Yoga Association of Northern California have contributed to the history and identity of our City and fostered civic engagement and pride.

It is an honor to recognize the legacy and contributions of the Iyengar Yoga Association of Northern California to our great City of San Francisco.

Sincerely,

A handwritten signature in blue ink that reads "London Breed".

London N. Breed
Mayor

Section One:

Business / Applicant Information.

Please provide the following information:

- The name, mailing address and other contact information of the business;
- The name of the person who owns the business. For businesses with multiple owners, identify the person(s) with the highest ownership stake in the business;
- The name, title and contact information of the applicant;
- The business's San Francisco Business Account Number and entity number with the Secretary of State, if applicable.

NAME OF BUSINESS:	
Iyengar Yoga Association of Northern California	
BUSINESS OWNER(S) (Identify the person(s) with the highest ownership stake in the business):	
CURRENT BUSINESS ADDRESS:	TELEPHONE NUMBER:
2201 Sutter Street San Francisco, CA 94115	415-753-0909
	EMAIL ADDRESS:
	info@iyisf.org
MAILING ADDRESS – STREET ADDRESS:	MAILING ADDRESS – CITY AND STATE:
<input checked="" type="checkbox"/> Same as Business Address	
	MAILING ADDRESS – ZIP CODE:
WEBSITE ADDRESS:	
www.iyisf.org	
FACEBOOK PAGE:	
www.facebook.com/IyengarSF	
TWITTER NAME:	
@IyengarSF	
APPLICANT'S NAME:	APPLICANT'S TELEPHONE NUMBER:
Brian Hogencamp	415-753-0909
APPLICANT'S TITLE:	APPLICANT'S EMAIL ADDRESS:
President, Board of Directors	
SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	
0956832	
SECRETARY OF STATE ENTITY NUMBER (If applicable):	

Section Two:

Business Location(s).

List the business address of the original San Francisco location, the start date of business and the dates of operation at the original location. Check the box indicating whether the original location of the business in San Francisco is the founding location of the business. If the business moved from its original location and has had additional addresses in San Francisco, identify all other addresses and the dates of operation at each address. For businesses with more than one location, list the additional locations in section three of the narrative.

ORIGINAL SAN FRANCISCO ADDRESS	ZIP CODE	START DATE OF BUSINESS
1627 10th Avenue	94122	1975
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATION	
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	1974-1977	

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
1952 Lombard Street	94123	Start: 1977
		End: 1979

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
2416 Clement Street	94121	Start: 1979
		End: 1981

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
2404 27th Avenue	94116	Start: 1981
		End: March 2014

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
2201 Sutter Street	94115	Start: March 2014
		End:

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
		Start:
		End:

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
		Start:
		End:

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
		Start:
		End:

Section Three:

Disclosure Statement.

San Francisco Taxes, Business Registration, Licenses, Labor Laws and Public Information Release.

This section is verification that all San Francisco taxes, business registration and licenses are current and complete, and there are no current violations of San Francisco labor laws. This information will be verified. A business deemed not current with all San Francisco taxes, business registration and licenses, or has current violations of San Francisco labor laws, will not be eligible to apply for grants through the Legacy Business Program.

In addition, we are required to inform you that all information provided in the application will become subject to disclosure under the California Public Records Act.

Please read the following statements and check each to indicate that you agree with the statement. Then sign below in the space provided.

- I am authorized to submit this application on behalf of the business.
- I attest that the business is current on all of its San Francisco tax obligations.
- I attest that the business's business registration and any applicable regulatory license(s) are current.
- I attest that the Office of Labor Standards and Enforcement (OLSE) has not determined that the business is currently in violation of any of the City's labor laws, and that the business does not owe any outstanding penalties or payments ordered by the OLSE.
- I understand that documents submitted with this application may be made available to the public for inspection and copying pursuant to the California Public Records Act and San Francisco Sunshine Ordinance.
- I hereby acknowledge and authorize that all photographs and images submitted as part of the application may be used by the City without compensation.
- I understand that the Small Business Commission may revoke the placement of the business on the Registry if it finds that the business no longer qualifies, and that placement on the Registry does not entitle the business to a grant of City funds.

Brian Hogencamp

18 Dec 2019



Name (Print):

Date:

Signature:

IYENGAR YOGA ASSOCIATION OF NORTHERN CALIFORNIA

Section 4: Written Historical Narrative

CRITERION 1

a. Provide a short history of the business from the date the business opened in San Francisco to the present day, including the ownership history. For businesses with multiple locations, include the history of the original location in San Francisco (including whether it was the business's founding and or headquartered location) and the opening dates and locations of all other locations.

The Iyengar Yoga Association of Northern California (“IYANC”) was established with the City and County of San Francisco on January 1, 1975, and incorporated with the California Secretary of State on April 14, 1976.

The Iyengar method of yoga practice emphasizes the cultivation of self-knowledge primarily through Asana (yoga postures) and Pranayama (yogic breathing). Attention is given to the development of alignment, balance, strength, stamina, flexibility, concentration, and keen awareness.

The history of Iyengar Yoga in Northern California began in 1973 after Yogacharya B.K.S. Iyengar’s first trip to the United States. When Rama Jyoti Vernon attended his classes at the YMCA in Ann Arbor, MI, she was completely changed by the experience and determined to share her learning with others in her home state of California.

In 1974, B.K.S. Iyengar made his first teaching trip to Northern California. Shortly after, Rama Jyoti Vernon, Rose Garfinkle, Ethyl Golder, Felicity Green, David Hall, Keshava Kronish, Ike Lasater, Toni Montes, Janis Paulsen, Melinda Perlee, William Stanniger, and Judith Lasater founded the California Yoga Teachers’ Association (CYTA) and the Institute for Yoga Teacher Education (IYTE) operating at the Holistic Life Center at 1627 10th Avenue in San Francisco. They created a place for the community to study Iyengar Yoga. These founders also started a publication called The Word which later became the well-known national publication, YOGA JOURNAL.

On April 14, 1976, the first Iyengar Yoga Association in the United States, called the Light on Yoga Association (LYA), was established. Its early leaders included Mary Dunn, Keshava Kronish (the association’s first president), Larry Hatlett, Melinda Perlee, and other aforementioned founding members. They created the association primarily to promote yoga education in accordance with the techniques “evolved and developed” by B.K.S. Iyengar.

Together in 1978, LYA/CYTA/IYTE moved to 1952 Lombard Street. At this location, all three organizations were able to further expand their missions, offering yoga classes for beginners and other programs for the general public. In addition, IYTE changed its name to the Iyengar Yoga Institute of San Francisco.

At the Light on Yoga Association's board meeting on May 19, 1978, the Light on Yoga Association changed its name to its present name, the BKS Iyengar Yoga Association of Northern California, more commonly known as Iyengar Yoga Association of Northern California (IYANC). The name change was filed with the California Secretary of State on March 26, 1979.

As the teacher training and public classes expanded, IYANC/CYTA/IYISF moved to a larger facility at 2416 Clement Street in 1979. The faculty started to regularly go to Pune, India, to attend intensive courses with B.K.S. Iyengar.

In 1981, IYANC formally purchased IYISF from the California Yoga Teachers Association and formally began to operate the Iyengar Yoga Institute of San Francisco (IYISF) as a part of the IYANC 501(c)(3) nonprofit corporation.

As yoga students began coming from all over the United States, Europe, and Japan to study at IYISF, the Clement Street facility quickly became inadequate, prompting another move. In September 1983, IYANC moved to 2404 27th Avenue to a space three times the size of the Clement Street location. B.K.S Iyengar also visited IYISF on every U.S. tour. The teacher training program, intensives, and weekend workshops offered by IYISF provided a setting in which all that was learned from the Iyengars in India could be disseminated more widely to students and aspiring teachers here at home.

In March 2014, IYANC moved to a beautiful new home at 2201 Sutter Street after investing \$500,000 in a renovation of the space. Its 31 years at 2404 27th Avenue included 365 graduated teachers, tens of thousands of public classes, and many years of fundraising. The move enabled the organization to have spaces for an administrative office, reception, two teaching studios, and a yoga library, and it provided better support of ADA requirements.

b. Describe any circumstances that required the business to cease operations in San Francisco for more than six months?

Iyengar Yoga of Northern California and Iyengar Yoga Institute of San Francisco have not ceased operations for any significant amount of time since they officially registered with the City and County of San Francisco in 1975.

c. Is the business a family-owned business? If so, give the generational history of the business.

Not applicable.

d. Describe the ownership history when the business ownership is not the original owner or a family-owned business.

IYANC is a membership-based, 501(c)(3) nonprofit organization managed by a board of directors.

e. When the current ownership is not the original owner and has owned the business for less than 30 years, the applicant will need to provide documentation of the existence of the business prior to current ownership to verify it has been in operation for 30+ years. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

Documentation of the existence of the organization verifying it has been in operation for 30+ years is provided in this Legacy Business Registry application.

f. Note any other special features of the business location, such as, if the property associated with the business is listed on a local, state, or federal historic resources registry.

The historic resource status of the building at 2201 Sutter Street (also including the addresses 1635 and 1637 Pierce Street) is listed as Category B, Unknown / Age Eligible.

CRITERION 2

a. Describe the business's contribution to the history and/or identity of the neighborhood, community or San Francisco.

The Iyengar Yoga Association of Northern California and its history are an important part of the positive changes that yoga practice has brought to San Francisco and the United States. IYISF was one of the very first schools of yoga to flourish in San Francisco, and it is the first Iyengar Yoga Institute and Yoga Teacher Training program in the United States. IYISF rapidly became a place for serious yoga study and practice.

San Francisco is where Iyengar Yoga took root and expanded to the level it is today thanks to IYANC's steady presence and the classes at IYISF. It has always been a beacon of light and learning for people all over the world. Many of the IYISF alumni whose yoga careers began at IYISF have gone on to become globally renowned teachers and opened their own yoga studios here and abroad.

b. Is the business (or has been) associated with significant events in the neighborhood, the city, or the business industry?

Along with transforming lives through Iyengar Yoga every day in San Francisco for 45 years, IYISF organized and hosted the first international Iyengar Convention at Davies Symphony Hall and Fort Mason in September 1984, which was attended by B.K.S. Iyengar. Eight hundred students from around the world came to San Francisco for 10 days to learn directly from him. On the day before this momentous event, B.K.S. Iyengar came to IYISF to perform a puja (blessing) to officially dedicate the IYISF as an Iyengar Yoga center in his lineage.

In 2005, IYANC hosted B.K.S Iyengar's return to San Francisco and Davies Symphony Hall for his "Light on Life" tour; the event sold out with 2,700 attendees.

As a member of Fillmore Merchants Association, IYANC/IYISF participates in the Annual Fillmore Jazz Festival with yoga demonstrations to promote the positive physical, mental and spiritual aspects of Iyengar Yoga.

Every year, IYANC hosts Yogathon, a teacher-led class of 108 asana postures, followed by a free lunch and a culture program open to all. This free event is in conjunction with IYANC's annual fundraising for their education programs.

c. Has the business ever been referenced in an historical context? Such as in a business trade publication, media, or historical documents?

IYANC and IYISF have been featuring in a number of publications and media, including, but not limited to, the following:

- Yoga Journal, July-August 1976, "B.K.S IYENGAR author of Light on Yoga, The Lion and the Lamb."
- San Francisco Examiner, August 24, 1984, "A talk with the biggest yoga force in the world." (article and photo)
- KRON 4.com, posted November 15, 2002, "Yoga: Healing or Hurting."
- Yoga Journal, November 2003, Wellbeing-Ask our Expert Jaki Nett, "Relief for Fibroids."
- The New Fillmore, neighborhood newspaper May 2014 issue, "Iyengar Yoga Institute Now in the Neighborhood" by Barbara Kate Repa.
- The New Fillmore website listing, <https://fillmorestreetsf.com/shopping/health-beauty/health-spa/iyisf/>
- Yoga Journal, April 2017 "YJ Interview: Judith Hanson Lasater, PhD" <https://www.yogajournal.com/lifestyle/yj-interview-wise-woman>

On October 3, 2005, the San Francisco Board of Supervisors and Mayor Gavin Newsom proclaimed that day as "B.K.S. Iyengar Day" for the city of San Francisco through Resolution No. 686-05. A similar proclamation was sent by Governor Arnold Schwarzenegger from the State of California.

d. Is the business associated with a significant or historical person?

B.K.S Iyengar was the founder of the Iyengar Yoga system. He has been recognized as a central figure of the modern Indian revival of Hatha yoga practice globally. He made yoga culturally accessible and helped bring about the phenomenal yoga boom that erupted in the 1990s and continues today. Iyengar published over 30 authoritative books on yoga including the following:

- *Light on Yoga*, Random House, 1966 (translated into 19 languages)
- *Astadala Yogamala: The Collected Works of Yogacharya B.K.S. Iyengar in 8 volumes*, Allied, 2000
- *Yoga the Path to Holistic Health*, Dorling Kindersley, 2001
- *Light on Life*, Rodale Publishers, 2005

- *Core of the Yoga Sutras*, Harper Collins, 2012.

TIME magazine recognized B.K.S. Iyengar as one of the TIME 100 “The Most Influential People in the World” in the April 26, 2004, issue.

In the resolution for “B.K.S. Iyengar Day” on October 3, 2005, the Board of Supervisors and mayor commended B.K.S. Iyengar for his contribution to the health and well-being of millions of people and declared him a “living legend.”

Judith Lasater Ph.D., P.T. is the co-founder of the national publication *Yoga Journal* and IYISF. She is a yoga teacher and leading author on the restorative aspects of yoga practice and finding contentment. Her publications include:

- *Relax and Renew: Restful Yoga for Stressful Times*, Rodmell Press, 1995.
- *Living Your Yoga: Finding the Spiritual in Everyday Life*, Rodmell Press, 2000.
- *Yoga for Pregnancy: What Every Mom-to-Be Needs to Know*, Rodmell Press, 2003.
- *A Year of Living Your Yoga: Daily Practices to Shape Your Life*, Rodmell Press, 2006.
- *What We Say Matters: Practicing Nonviolent Communication*, Rodmell Press, 2009.
- *Restore and Rebalance: Yoga for Deep Relaxation*, Shambhala, 2017.

Elise Browning Miller is a Senior Certified Iyengar Yoga teacher and co-author of *Yoga for Scoliosis: A Path for Students and Teachers*, 2014. She teaches yoga workshops and retreats nationwide and is recognized around the world as a specialist in scoliosis, lower and upper back problems, and sports related injuries. She serves on the IYISF teaching faculty.

e. How does the business demonstrate its commitment to the community?

The Iyengar Yoga Association of Northern California has served the San Francisco yoga community continuously for 45 years through Iyengar Yoga teacher training and public classes regardless of age, ethnicity, and economics. IYANC is very conscious of the income disparity in their immediate Fillmore neighborhood. Each Monday, they provide a Community Yoga class for all levels and beginners. This class is priced at \$0-10 in order to keep yoga available and affordable for all.

IYANC offers a limited number of IYANC Regional Scholarships each calendar year to help make the continued learning of Iyengar Yoga accessible to members who, due to financial constraints, otherwise could not participate.

B.K.S Iyengar believed that yoga asana (posture) practice should be accessible and safe for all populations regardless of age or ailment. There are many senior housing communities in close proximity to IYISF. They offer three different senior classes per week called Ageless Yoga. These classes focus on helping to enhance flexibility, strength, and balance in a supportive environment with the proper use of wall, chairs, blocks, ropes and other props.

Iyengar Yoga specifically has been shown to be beneficial in easing skeletal muscular disorders and pain, aiding in cancer recovery, depression, fatigue, hypertension, menopausal symptoms, carpal tunnel, osteoarthritis, Parkinson's, and restless legs syndrome among many other ailments. IYISF offers many workshops to address specific areas of anatomy to aid students working with physical challenges.

f. Provide a description of the community the business serves.

IYISF welcomes yoga students of all levels. Those who've never done yoga or practiced Iyengar Yoga before will find quarterly introductory courses and weekly beginning level classes inspiring and informative. Seasoned Iyengar practitioners can deepen their studies in intermediate/advanced level classes which are challenging and fun. All-levels classes are appropriate for everyone and provide an excellent entry for students who may be long-time yoga practitioners less familiar with the dynamic precision of the Iyengar method. In every class level, students will experience the brilliance of the Iyengar method, unique in its emphasis on cultivating both mobility and stability through the practice of asana.

g. Is the business associated with a culturally significant building/structure/site/object/interior?

The renovation of 2201 Sutter Street created an attractive street level exterior to the building and neighborhood. IYANC created a welcoming and beautiful interior space for the yoga community to practice in.

h. How would the community be diminished if the business were to be sold, relocated, shut down, etc.?

Today, IYANC is at a critical juncture. The organization unexpectedly received notice from their new landlord of a property tax pass-through assessment of \$10,700, resulting from the sale of the building in 2018. This new financial burden, which required payment in a lump sum, triggered a 16.25% increase to their monthly rent on top of a 65% rent increase in 2018. IYANC expects another tax-related assessment and pass-through rent increase when the full tax year (July-June 2020) is applied to the assessment. \As a non-profit organization leasing space, they only have so many levers to pull to raise revenue and reduce costs, and they are looking hard at all of them.

In March 2020 when the coronavirus pandemic forced temporary closures of most San Francisco businesses, IYANC also had to close their in-studio classes. They continue to serve their community with online classes but lost many students who preferred the in-studio in-person experience. Thankfully a Payroll Protection Program (PPP) loan has allowed the organization to continue to keep staff members employed. The lease does not expire until April 2022 even though they cannot use the studio space. In good faith, IYANC continues to pay rent and keep their studio space in hopes they may be able to reopen in a limited capacity soon. They anticipate that when they can return, there will be social distance regulations that will

limit the number of students to 25% of normal capacity in the studio. This will cause a huge financial hardship for the organization.

IYANC has 33 employees (studio staff and teachers), most living in San Francisco, who would lose their jobs if the organization were to shut down. It took many years to build the funds for the IYANC home at 2201 Sutter Street, and the organization would lose all of its \$500,000 renovation investment if it had to close or leave the space. IYANC remaining at 2201 Sutter Street is both essential to its clients as well as its employment base in San Francisco and the wider Bay Area.

If IYANC were to be forced from our location or to permanently close, as many as 16,000 students who attend classes each year would no longer have access to public classes, teacher trainings and continuing education, and workshops from highly qualified Certified Iyengar Teachers and Yoga Therapeutics.

The Iyengar Yoga Association of Northern California is pursuing a Legacy Business designation, which could prove helpful in negotiating a new and favorable lease. IYANC has been in existence in San Francisco for 45 years, established a strong and vibrant community of teachers and students, and wants to continue that legacy far into the future. They love their wonderful home at 2201 Sutter Street and want to remain.

CRITERION 3

a. Describe the business and the essential features that define its character.

The Iyengar Yoga Institute of San Francisco offers public yoga classes taught by highly trained local certified Iyengar Yoga teachers, workshops taught by both local and visiting teachers from around the world, and community events. IYISF offers the most Iyengar classes and workshops of any studio in San Francisco, including a teacher education program called the Art of Teaching. Since its inception IYISF has graduated 499 people in the teacher training program. Currently there are 57 weekly public classes attended by approximately 455 students.

As the needs of the Iyengar Yoga community change, the activities of the Institute and the association continue to evolve.

Their guiding principles are:

- Welcome everyone and introduce one another to our community.
- Help every student find their way along the path of yoga with kindness and integrity.
- Uphold lineage and teachings of B.K.S. Iyengar and family.

A regional sub-committee, started in early 2017, is working with Iyengar Yoga centers in the Northern California region to expand awareness of Iyengar Yoga and offers a website to share information about workshops, events, and activities from across the region.

b. How does the business demonstrate a commitment to maintaining the historical traditions that define the business, and which of these traditions should not be changed in order to retain the businesses historical character? (e.g., business model, goods and services, craft, culinary, or art forms)

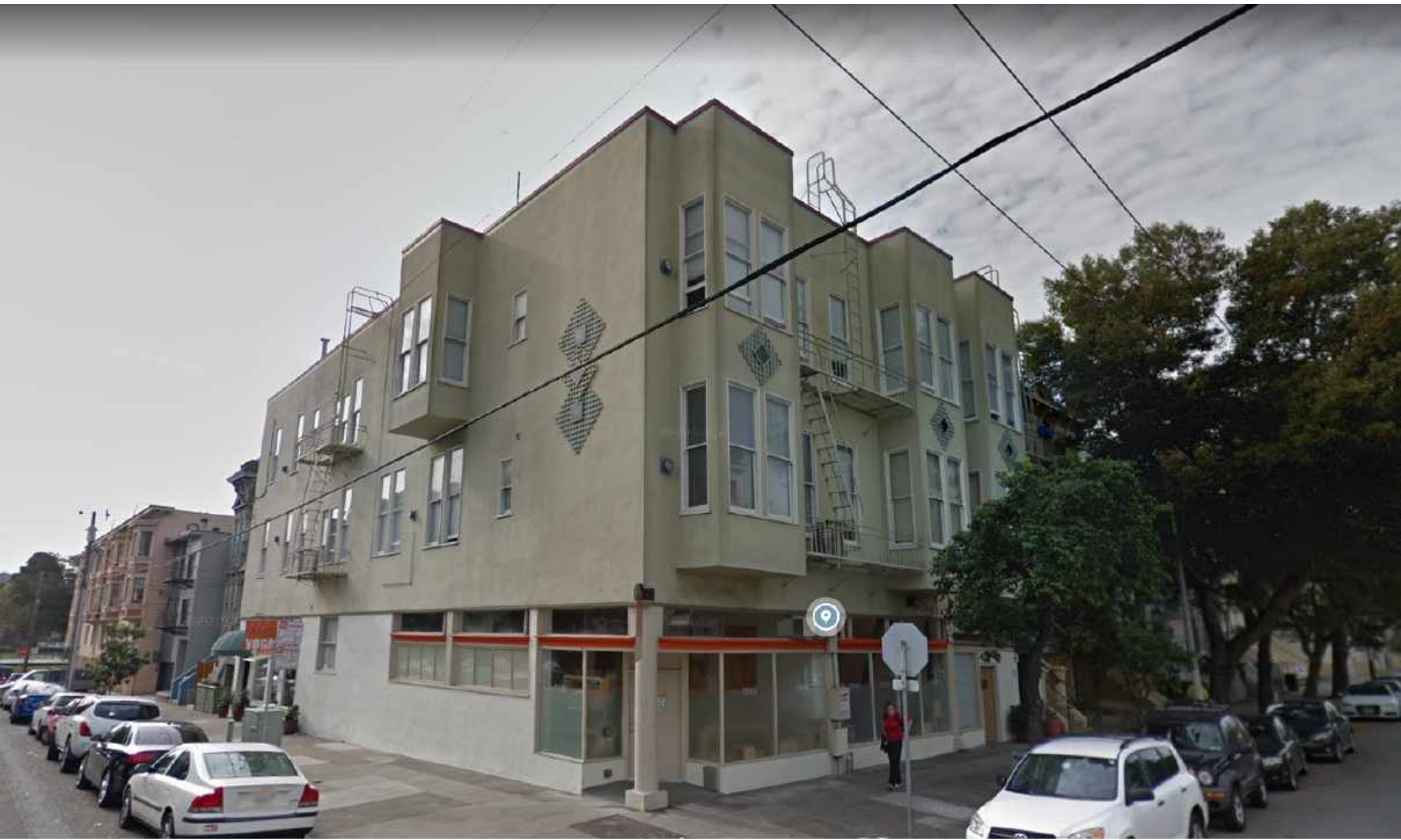
Today, IYANC's mission remains to promote Iyengar Yoga and offer a clear and grounded path to holistic health of body, mind, and spirit.

c. How has the business demonstrated a commitment to maintaining the special physical features that define the business? Describe any special exterior and interior physical characteristics of the space occupied by the business (e.g. signage, murals, architectural details, neon signs, etc.).

After almost six years at 2201 Sutter Street, IYANC continues to keep the exterior clean and attractive for the benefit of their neighbors. The organization takes pride in maintaining an attractive, wholesome, and clean studio for its students.

d. When the current ownership is not the original owner and has owned the business for less than 30 years; the applicant will need to provide documentation that demonstrates the current owner has maintained the physical features or traditions that define the business, including craft, culinary, or art forms. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

Not applicable.





IYISF
Iyengar
YOGA







PLANTING SEEDS - SUPPORTING THE LEGACY
YIJS TRANSFORMING LIVES THROUGH YOGA

THE LEAF
The leaf is the part of the tree that is most visible to the world. It is the part that captures the sun's energy and converts it into food for the tree. In yoga, the leaf represents the outer self, the part that is most visible to the world.

THE OIL
The oil is the part of the tree that is most valuable. It is the part that is used to create products that benefit the world. In yoga, the oil represents the inner self, the part that is most valuable.

THE BARK
The bark is the part of the tree that is most protective. It is the part that shields the tree from the elements of the world. In yoga, the bark represents the outer self, the part that is most protective.

BRANCHES - ASANA
The branches are the part of the tree that are most visible to the world. They are the part that reach out to the world and capture the sun's energy. In yoga, the branches represent the physical self, the part that is most visible to the world.

BARK - GONGI SWARDS
The bark is the part of the tree that is most protective. It is the part that shields the tree from the elements of the world. In yoga, the bark represents the outer self, the part that is most protective.

THE TRUNK - NIYAMA
The trunk is the part of the tree that is most central. It is the part that supports the tree and allows it to grow. In yoga, the trunk represents the inner self, the part that is most central.

THE ROOTS - YAMA
The roots are the part of the tree that are most hidden. They are the part that anchor the tree to the ground and allow it to grow. In yoga, the roots represent the inner self, the part that is most hidden.

FRUIT - LEGACY
The fruit is the part of the tree that is most valuable. It is the part that is used to create products that benefit the world. In yoga, the fruit represents the inner self, the part that is most valuable.

LEAVES -
The leaves are the part of the tree that are most visible to the world. They are the part that reach out to the world and capture the sun's energy. In yoga, the leaves represent the physical self, the part that is most visible to the world.

STAGES C
The stages are the part of the tree that are most visible to the world. They are the part that reach out to the world and capture the sun's energy. In yoga, the stages represent the physical self, the part that is most visible to the world.









Location: 2404 27th Avenue
Interior Space and B.K.S Iyengar at IYISF

IYENGAR YOGA OF SAN FRANCISCO
Free Community Events – Therapeutics – Teacher Training – Ageless

THERAPUTICS - YOGA FOR SCOLIOSIS



TEACHER TRAINING



GRADUATING CLASS OF 2014

ART OF TEACHING

IYENGAR YOGA OF SAN FRANCISCO
Free Community Events – Therapeutics – Teacher Training – Ageless



INTERNATIONAL YOGA DAY MAY 2019 AT THE MARINA GREEN
WITH IYISF TEACHERS CYTHIA BATES AND MAGI KHOO

IYENGAR YOGA OF SAN FRANCISCO
Free Community Events – Therapeutics – Teacher Training – Ageless



FREE COMMUNITY EVENTS



YOGATHON 2019

IYENGAR YOGA OF SAN FRANCISCO
Free Community Events – Therapeutics – Teacher Training – Ageless

AGELESS YOGA



BUSINESS REGISTRATION CERTIFICATE

RENEW BY DATE
05-31-2020


EXPIRATION DATE
06-30-2020


FY 2019-20

BUSINESS ACCOUNT NUMBER 0956832	LOCATION ID 0956832-02-001
TRADE NAME (DBA) IYENGAR YOGA INSTITUTE OF S F	BUSINESS LOCATION 2201 SUTTER ST
BUSINESS BKS IYENGAR YOGA ASSO OF N CAL	THIRD PARTY TAX COLLECTOR <input type="checkbox"/> PARKING TAX <input type="checkbox"/> TRANSIENT OCCUPANCY TAX

BKS IYENGAR YOGA ASSO OF N CAL
2201 SUTTER ST
SAN FRANCISCO CA 94115-3109

CITY AND COUNTY OF SAN FRANCISCO
OFFICE OF THE TREASURER & TAX COLLECTOR


José Cisneros
Treasurer


David Augustine
Tax Collector

POST CLEARLY VISIBLE AT THIS BUSINESS LOCATION

Read reverse side. To update addresses or to close a business, go to www.sftreasurer.org/accountupdate.



**INVESTIGATION DIVISION
TAX COLLECTOR
CITY AND COUNTY OF SAN FRANCISCO
875 Stevenson Street, Room 220, San Francisco, CA 94103
P.O Box 7425, San Francisco, CA 94120-7425**

**RICHARD A. SULLIVAN
TAX COLLECTOR**

October 3, 1996

IYENGAR YOGA INSTITUTE OF S. F.
2404 27TH AVE
SAN FRANCISCO, CA 94116

**Re: Verification of Business Tax Registration
Acct No.: 956832**

To Whom it may Concern:

**The above name taxpayer has been registered with the City and
County of San Francisco Tax Collector's Office - Business Tax
Division from 1/1/75 to 12/31/97.**

Sincerely,

A handwritten signature in cursive script that reads "Kim Chow".

**Kim Chow
Tax Collector's Office
(415) 554-4609**

focus the energy on whatever area the posture is stimulating. This brings Life Force into that area and helps accelerate the process of healing and purification. Finally, advanced students develop into the final stage of the Kripalu Yoga posture flow, "Meditation in Motion."

This must be experienced to be believed. As the postures flow from one into the other, you experience a stillness that comes so effortlessly it defies all previous efforts to achieve stillness. The paradox of Kripalu Yoga is that stillness is achieved through movement. This is strange, but true. Those who have experienced it have described it as pure grace, balanced, soft, harmonious, divine dance . . .

As for the content of our teacher training course, we offer a comprehensive preparation for both beginning and advanced teachers. In addition to learning how to teach Kripalu Yoga, you learn yoga as therapy, anatomy and physiology (which is taught by one of our resident physicians), how to promote yoga classes, communication skills, plus other related yoga subjects. . . Over 250 hours of classroom work including practice teaching. Those who successfully complete the course receive a certificate of completion.

The principles of Kripalu Yoga are also incorporated in our holistic health center programs, as well as in other programs we offer such as personal growth workshops, teacher

pleased and excited to welcome Ramanand Patel back for his fourth workshop at the Feathered Pipe Ranch.

Tuition \$380.

For information on this and 11 other programs call or write
HLS, Box 1682, Helena, Montana 59601. (406) 442-8196



Announcing:

The IYTE Review

...a new quarterly publication of the Institute
for Yoga Teacher Education

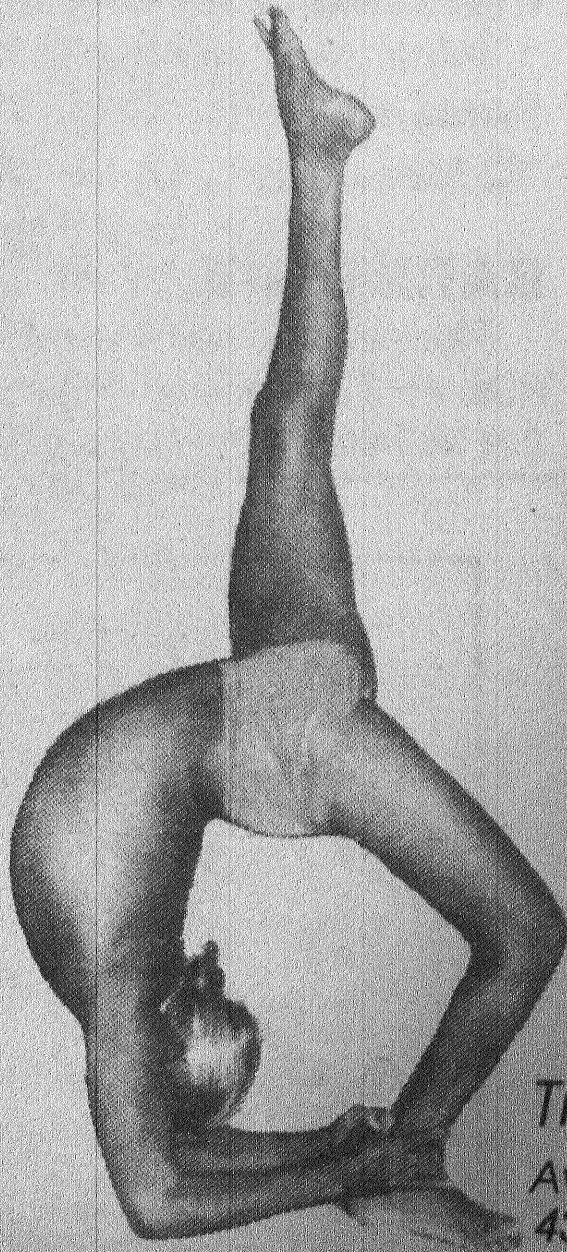
- Featuring a selection of the best ideas and techniques to come out of our classes and workshops
- Of interest to teachers and students of yoga

Issue #1 (to be published late June, 1980) will include excerpts from classes such as Judith Lasater's *Yoga Psychology in Practice* and workshops such as *Relieving Lower Back Pain* and *Teaching Yoga to People Over 60*.

Introductory subscription price: \$4 per year (\$5.00 Canadian)
\$1.25 single copy

Send check or money order to:

IYTE Review
Institute for Yoga Teacher Education
2416 Clement Street
San Francisco, CA. 94121



B.K.S. Iyengar

World-renowned master of yoga

Author of Light on Yoga

will

Lecture on Yoga

and give a

**Demonstration
of Yoga Poses**

Saturday, September 1, 8 p.m.

Davies Symphony Hall, San Francisco

Tickets: \$25, 20, 15, 10

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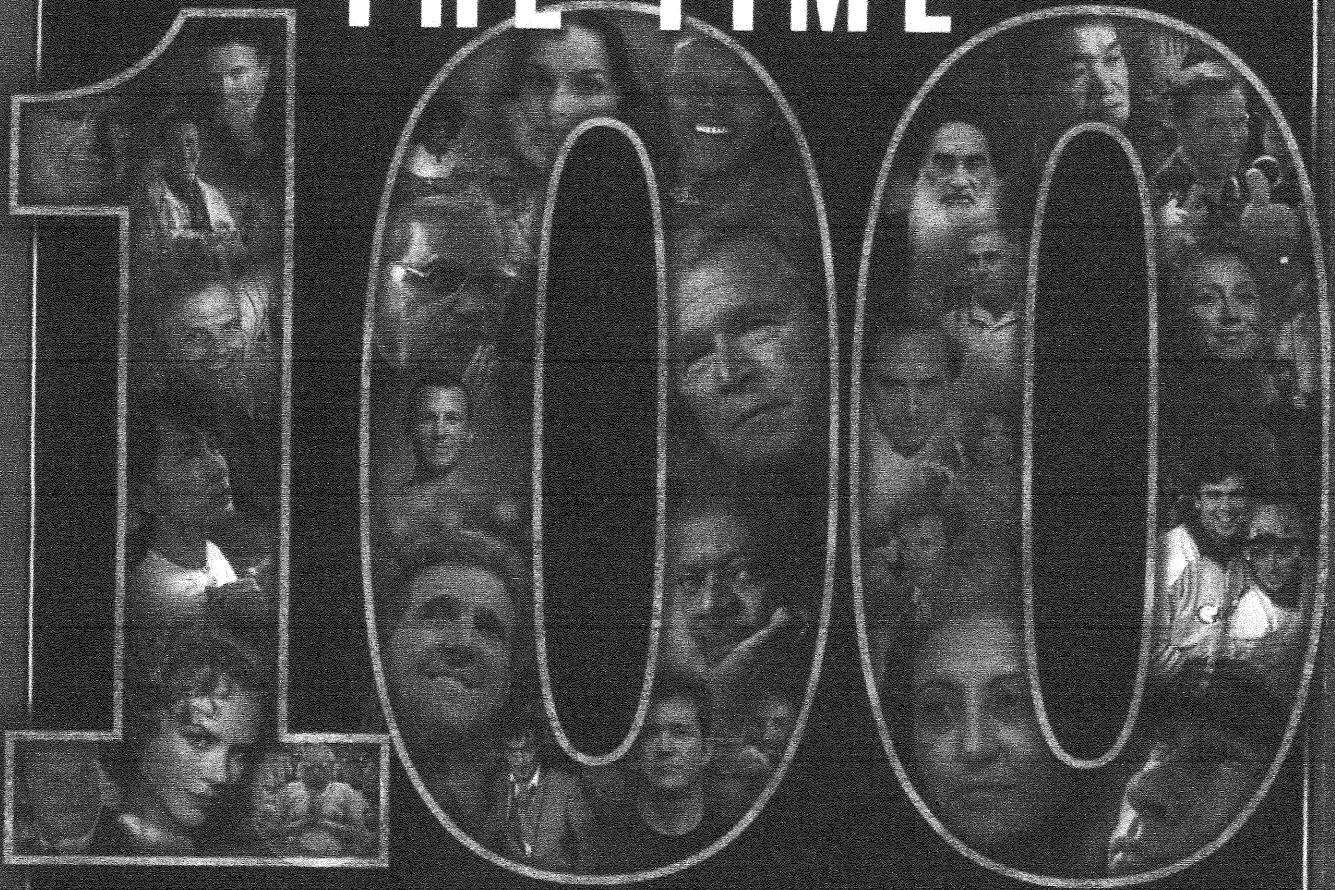
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special issue

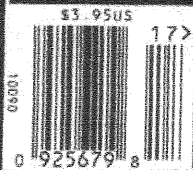
TIME

THE TIME



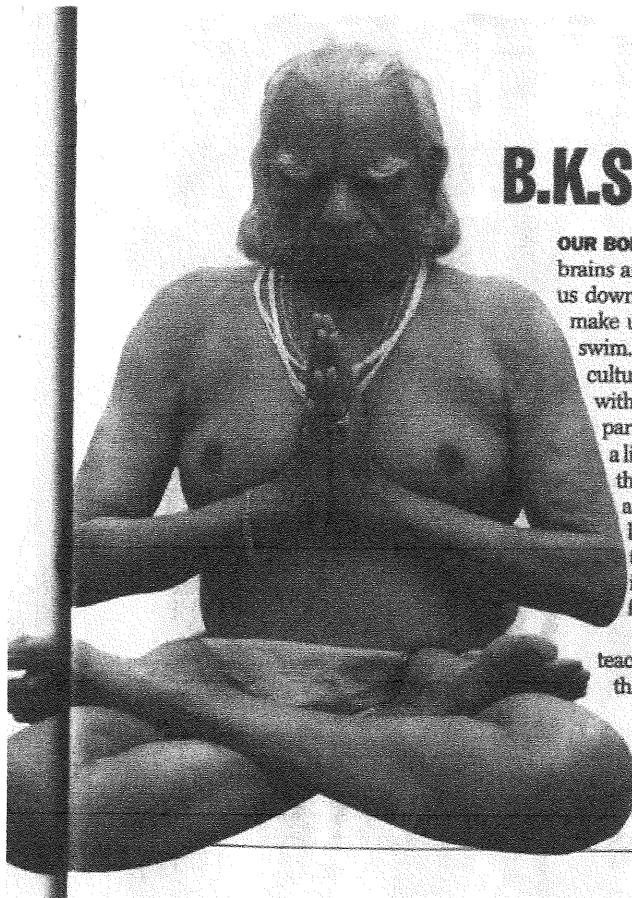
The lives and ideas of the
world's most influential people

LEADERS & REVOLUTIONARIES BUILDERS & TITANS
ARTISTS & ENTERTAINERS HEROES & ICONS
SCIENTISTS & THINKERS



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B.K.S. IYENGAR Bringing the East to the West

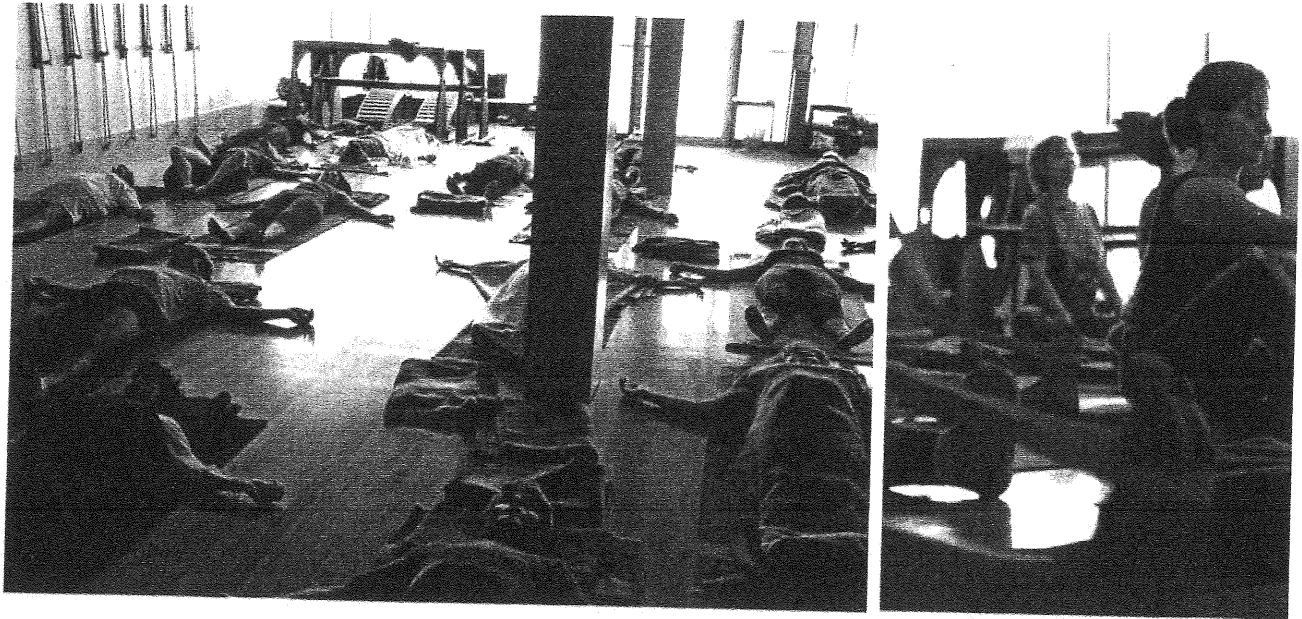
OUR BODIES ARE GREAT. THEY CARRY OUR brains around wherever we want to go, sit us down with a friend for a good meal or make us feel invigorated after a run or a swim. Yoga may have origins outside our culture, but its benefits are now felt within it. The beauty of Iyengar yoga in particular is the revelation that there is a living architecture hidden in all of us that only needs unveiling. Like any architecture, it demands diamond-like precision. In fact B.K.S. Iyengar teaches that the body should flow into a yoga posture the way light fills a well-cut diamond.

Iyengar is 85 now, and he still teaches at the institute in Pune, India, that he founded in 1973. He taught his first class in 1936, but it wasn't until he struck up a lifelong friendship with violinist Yehudi Menuhin that Iyengar brought his teachings to the West. His 1966 book *Light*

on Yoga—with 300 pages of instruction and photographs of postures, or asanas—introduced yoga to people around the globe. Aficionados founded Iyengar groups in the U.S. as early as 1974 and slowly fed what has become mainstream Western acceptance of a 3,000-year-old Indian tradition.

Iyengar teaches practitioners to lavish attention on the body. The goal is to tie the mind to the breath and the body, not to an idea. His philosophy is Eastern, but his vision is universalist. You can incorporate Iyengar into your life and yoga practice—but ultimately we're Westerners on Western soil.

In my acting, as in my yoga, every nuance, every detail and gesture is the subject of my focus. I'm always paying careful attention, like a pianist, and translate that attention into my performance. Iyengar knows what the body needs, and he's introduced to the West the Easterner's best path to health and well-being. —By **MICHAEL RICHARDS**, actor



photography by martijn mollet - molletphoto.com

legacy

by jeanine hays

the iyengar yoga institute of san francisco

If you've ever gone by 27th and Taraval in San Francisco's Sunset district, you've probably seen the wholly unassuming building on the corner. With a sign that says "Yoga" and windows lined with rice paper, the Iyengar Yoga Institute of San Francisco holds within its walls a tremendous legacy. It is the oldest Iyengar teacher-training academy in the United States and one of the first yoga institutions in the Bay Area.

First established as a nonprofit organization in 1974, IYISF quickly became a place for serious yoga study and practice. The list of alumni who began their yoga career at the Institute reads like a who's who of yoga luminaries, many of whom have since opened their own studios here and abroad.

It is clear when you enter the space

that IYISF is a place for those seeking a profound study of yoga, without elaborate aesthetics or accoutrements. As one member says, "The Iyengar Yoga Institute is not about glitz." There are no mirrors, Buddhas, hanging lanterns or iPod DJs. Instead, the studio has the practical elements needed for an Iyengar yoga class: a rope wall, straps, bolsters, a wooden horse to practice standing poses and *Setu Bandha* benches for backbends. The hardwood floors are designed for yoga practice, and photos of the famed B.K.S. Iyengar grace the walls. Many of the students are seasoned yoga veterans, and many of the teachers have more than 20 years of teaching experience.

IYISF is home to a widely respected Advanced Studies/Yoga Teacher Training Program, the oldest Iyengar teacher-training program in the United States. The

program has produced some 30 teachers a year for the past 20 years. Those who graduate from the rigorous program – which requires an almost post-graduate understanding of physiology, anatomy and philosophy – take their knowledge of Iyengar yoga all over the world. Today's students experience a wealth of variety among the dozen teachers from diverse ethnic and cultural backgrounds.

Carrying a Legacy Forward

As students exit Studio 1, where most classes and trainings are held, they can visit the Institute's Light on Yoga Bookstore, which offers a wide range of yogic texts, many written by members of B.K.S. Iyengar's family. Students in teacher training can also purchase books for their courses from the comprehensive collection. Past the bookstore, the

Institute continues into Studio 2, a smaller space that features a rope wall traveling the full length of the room. Here students can practice inversions and work with props that are both therapeutic and restorative.

The Institute hosts a full schedule of public classes throughout the week as well as a four-week training program for beginners. Students who attend the Institute are also encouraged to participate in workshops and retreats, such as the retreat at Mount Madonna in the Santa Cruz Mountains held in late October. By offering students scholarships, work study and volunteer opportunities, the IYISF strives to make their programs accessible for all those who wish to come and study.

But IYISF is more than just a place to study yoga; it is part of the legacy of the Iyengar family and a San Francisco institution. Beginning with B.K.S. Iyengar, who came to the United States in the late 1950s and was instrumental in IYISF's inception, the Institute has maintained a clear lineage. Mr. Iyengar visited last October and addressed a small gathering at the studio. Teachers who graduate from the Institute remain tied to Mr. Iyengar's legacy, carrying it forward into future generations. Many teachers from the Institute regularly make the pilgrimage to study at the Ramamani Iyengar Memorial Yoga Institute in Pune, India.

The IYISF is known for its depth of study in Iyengar yoga. As one board member said, "[The Institute] is a well-established, fully equipped yoga studio with experienced teachers, and where people from all yogic traditions are welcome." It is also a place where we can celebrate how far yoga has come in the United States and how much it continues to grow.

Iyengar Yoga Institute of San Francisco
2404 27th Ave.
San Francisco, CA 94116
415.753.0909
iyisf.org

Iyengar Conventions in the United States

Karen Allgire
with Karin Stephan
and Mary Reilly

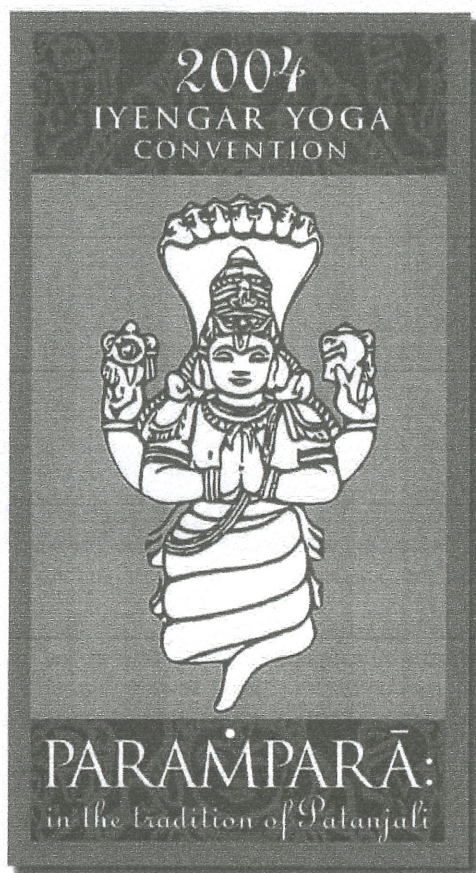
INTRODUCTION

For nearly 20 years, devoted students and teachers of Iyengar Yoga have created and attended conventions, opportunities to study and practice, build community, and honor the Iyengars' immense contribution to the revitalization and development of yoga. The conventions have shared common goals while also having unique features, making each one memorable and significant in the history of Iyengar Yoga in the United States.

Every convention has been marked by the dedication of the organizers and volunteers who have often taken

extensive time away from their regular teaching in order to produce these events. A recent IYNAUS bulletin notes that "Many of us who have at the very least organized a weekend workshop can appreciate the significant effort and labor of love that is required to coordinate an event like this." Janet MacLeod reflects: "It is a big responsibility to chair a national convention but there are many dedicated students in the community and the work gets done. Because of what Gururji has given to so many, there are so many who want to give something back. Because of this we have been able to run all the conventions almost entirely on volunteer labor. The work has been tremendous but satisfying."

Participants have enjoyed the distinct flavor of each convention as defined by the city and venue where it took place. Different conventions have also featured performances of yoga, dance and music, films, an archives display, and more. But without a doubt, the most inspiring and amazing stories are those of B.K.S. and Geeta Iyengar teaching and sharing the subject of yoga. Whether through demonstrating asana and pranayama, helping challenged practitioners, or observing and training teachers, the Iyengars have been the guiding light at these events. The story of these conventions is also the story of practitioners of yoga, joined in a common quest for self-knowledge and liberation, supporting and enjoying each other in these celebrations of Iyengar Yoga.



20 YEARS OF IYENGAR CONVENTIONS IN THE UNITED STATES

September 1984

San Francisco, California

- First Iyengar convention in North America
- Only international Iyengar convention ever held
- Lecture/yoga demonstration by B.K.S. Iyengar at Davies Hall

August 1987

Cambridge, Massachusetts

- Included teachers from the United States and Canada
- Lecture/yoga demonstration by B.K.S. Iyengar

June/July 1990

San Diego, California

- First mega classes taught by B.K.S. Iyengar in the United States
- Creation of the Iyengar National Association of the United States

August 1993

Ann Arbor, Michigan

- Series of mega classes taught by B.K.S. Iyengar
- Performance piece *The Warrior and the Moon* involving yoga students, actors, and Indian dancers
- B.K.S. Iyengar's last visit to the United States

May 1996

Estes Park, Colorado

- Only convention specifically for Certified Iyengar teachers
- First convention with Geeta Iyengar as the main teacher
- Geeta Iyengar's first visit to the United States

June 2001

Pasadena, California

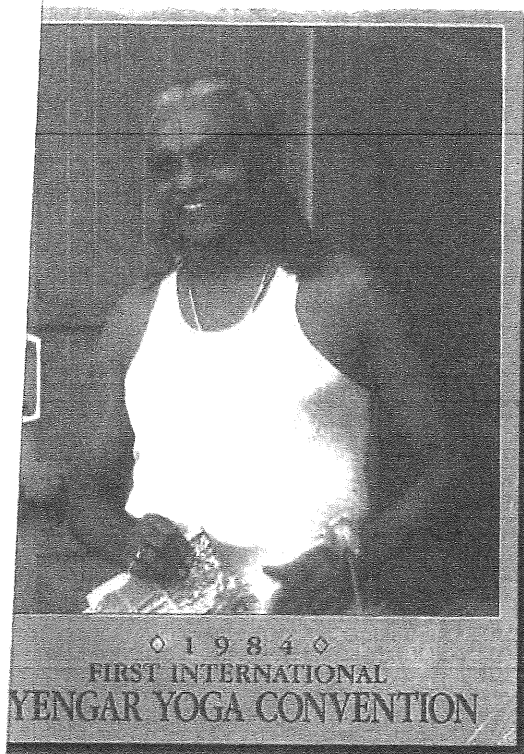
- Mega classes taught by Geeta Iyengar
- Creation and presentation of Iyengar archives
- Yoga/dance performance presented by the Iyengar Institute of New York and guests

May 2004

St. Paul, Minnesota

- First convention to be taught by a faculty of senior teachers
- Assessors' meeting, including planning for an Assessor Training Program
- Premier of documentary film of the life of B.K.S. Iyengar

Spring/Summer P.6.
2004
Yoga Samachar



SAN FRANCISCO,
CALIFORNIA
SEPTEMBER 1984

The First International Iyengar Yoga Convention took place when Mr. Iyengar was sixty-five years old. There were 800 participants, almost 50 of whom were teachers. The venue was The Fort Mason Cultural Center located between Fisherman's Wharf and the Golden Gate Bridge in San Francisco. The breathtaking view was enhanced only by the vitality of the teachers. Eddie Modestini remembers, "I had never felt so much energy radiating from teachers like that before in my life. It was as if there were beacons of light coming out of them. They were full of life force and it was the energy of the yoga."

Chairperson Manouso Manos said that the main idea behind the convention was "to bring

people together from all over the world in order to connect like one big family. This was going to be a great chance for all of us to be together." He continued saying that this was "... the only international convention which has taken place in the United States over the years." Never before had this many students of Mr. Iyengar's from this many countries come together to teach and to learn under the eagle eye of the great master.

Mr. Iyengar presented a sold-out lecture/demonstration in Davies Symphony Hall. The newspaper "Hinduism Today" reported that: "Sri Iyengar, physical, intense, imperious, filled the mammoth hall with a quietude and serenity. Alternating between verbal explanations and physical demonstrations of asanas in a well oiled routine, he imparted to his audience an understandable overview of yoga as one door to the inner self beyond everyday experience."

During this convention, senior instructors taught classes that were observed by Mr. Iyengar. He went to the classes to assist and have personal contact with all of the students and teachers. Many teachers came over from India with Mr. Iyengar and he went from room to room with his entourage of Indian pupils. According to Eddie Modestini, this was just wonderful: "It brought a kind of authenticity of the yoga of India."

Mr. Iyengar stayed at the home of Manouso. He reports that Mr. Iyengar was "... the easiest house guest you can imagine. He would make his own bed in the morning after he got up and he would eat very little." Manouso remembers: "It was noontime and everyone was making lunch. Guruji comes into the kitchen and we said to him, 'Sit down sir. Here is a cup of coffee for you and we are preparing lunch and it will be ready soon.' Rather than obeying the wishes of his hosts, Mr. Iyengar looked at them and said, 'If I sit down, I sit like a guest. If I stand here I become part of the family. I prefer to be part of the family.'"

According to Manouso, this type of convention has never been reproduced anywhere in the world, bringing together so many people from all corners of the earth. "It was a fantastic success and served as the wellspring out of which all the other conventions developed."

IYANC

Guruji's Legacy in Northern California

Naomi Hiller Reynolds

Vice President, Iyengar Yoga Association of Northern California

The creation of the Iyengar Yoga Association of Northern California began with Guruji's first visit to the San Francisco Bay Area in the spring of 1974. In response to that monumental visit, the California Yoga Teacher's Association (CYTA) formed the first incarnation of the Iyengar Yoga Institute of San Francisco (IYISF), initially known as the Institute for Yoga Teacher Education, in fall 1974. Shortly after this Institute was opened, the Light on Yoga Association was formed. It was destined to become the first Iyengar association in the U.S., now known as the Iyengar Yoga Association of Northern California (IYANC).

The IYANC is a not-for-profit association run by a board of trustees. Our mission is to foster a flourishing yoga community in Northern California by disseminating and promoting the art, science, and philosophy of yoga according to the teachings of BKS Iyengar. This is accomplished mainly through operating and sustaining the Iyengar Yoga Institute of San Francisco (IYISF) and its Advanced Studies/Teacher Training (AS/TT) program, recognized as one of the country's oldest and most respected yoga schools.

Since Guruji's first historic visit to the Bay Area in 1974, IYISF has received a reputation for excellence, not only regionally, but nationally. Over the past 30 years, the faculty and staff of IYISF and its AS/TT program have trained hundreds of teachers in the tradition of BKS Iyengar. Many of our region's most experienced teachers have studied or taught, or both, at the Institute. And just as Guruji himself has impacted several other methods of yoga, the Institute has influenced many nationally acclaimed yoga instructors, both within and outside of the Iyengar system.

In 1984, the Northern California Association was honored to host Guruji at the first International Iyengar Yoga Convention in San Francisco. Approximately 800 international yoga practitioners attended the event. The highlight of the Convention was an inspirational demonstration given by Guruji at Davies Symphony Hall.

And so, it is with excitement and joy that we welcome Guruji back to San Francisco this October. Our community will again be gathering at Davies Symphony Hall, this time to honor and commemorate Mr. Iyengar and his contributions to mankind through his dedication to the art of yoga. The event will show rare footage of Mr. Iyengar and feature guest speakers. The Iyengar Yoga Institute of San Francisco and the Abode of Iyengar Yoga will also be blessed by Guruji's presence. Both studios will host a receiving line and accept donations for the Bellur Trust.

As the Association enters its next 30 years, we will continue to work diligently to keep our community strong and vibrant. First, we are promoting our history and continuity with Guruji. Last year, IYANC celebrated "30 Years of Excellence" with an anniversary party that honored Guruji, commemorated our rich past, and celebrated IYISF. Assembled in one room were current students and teachers from the area, as well as some of our founding members.

Next, IYANC is working to increase its membership through both an annual Membership Drive and an Appreciation Party. Although we have a diverse and well established community of Iyengar practitioners, we would like to continue to grow and build our association into the future. The Membership Drive offers several levels of commitment and gifts with new membership, as well as automatic membership to IYNAUS. The appreciation party takes place annually to thank our community for its continued support, and offers a fun time to mix and mingle with old friends and make new ones. It also serves as a fund-raiser for the Association.

Lastly, the Association is working diligently on relocating IYISF to bigger, brighter, more updated facilities. We have been at our present location for over 20 years. A new location will enable the Institute to offer more classes and workshops, larger studios, a student lounge, and a full size bookstore. Look for news regarding our move in 2006!

As we welcome our Guru and celebrate our heritage, the Iyengar Yoga Association of Northern California is working to create a cohesive and vital community to keep the light of Iyengar shining brightly and to continue to honor and promote the legacy of BKS Iyengar. ■

IMIYA

Harnessing The Energies of Seven States

Dana Hanizeski and Craig Kurtz

The InterMountain Iyengar Association (IMIYA) was originally organized by Iyengar Yoga teachers in the Denver area. Since then, it has grown to include the entire states of Colorado, Arizona, Kansas, Nebraska, New Mexico, Utah, and Wyoming.

The Iyengar Yoga community in our region has rallied around several national and international causes this year. There has been ongoing outreach to various local communities in need and efforts to round out our knowledge in related fields.

Local yoga studios held benefit workshops for Tsunami relief efforts. Our donation of over \$1500 was hand delivered to the Ramana Maharshi asram, where it went directly to the asram's support of a local grassroots relief agency. We expressed our concern that that the funds go directly to those in most need, irregardless of caste, class, or economic status. There are plans in the works for more workshops this fall to benefit the hurricane relief work in New Orleans.

Denver has provided free Iyengar Yoga classes for people with HIV/AIDS for over 18 years. These ongoing classes are partially funded by a team of yoga walkers in AIDS Walk Colorado. The Yoga Group, our not-for-profit organization, receives a portion of

1 [B.K.S. Iyengar Day]
2

3 **Resolution declaring October 3, 2005 "B.K.S. Iyengar Day" in San Francisco.**
4

5 WHEREAS, The people of San Francisco are proud to honor the great living legend
6 and teacher, Yogacharya B.K.S. Iyengar (Guruji), founder of Iyengar Yoga" who in 2004 was
7 named by Time magazine as one of the world's 100 most influential people; and

8 WHEREAS, B.K.S. Iyengar was first introduced to Yoga by his Guru Sri. T
9 Krishnamacharya at the age of 16 and at the age of 18, was sent to Pune, Maharashtra to
10 teach and preach yoga and has been teaching ever since; and

11 WHEREAS, B.K.S. Iyengar has, for nearly seventy years, taught yoga in a unique way
12 allowing his students to fully experience the wisdom of the yoga sutras; and

13 WHEREAS, B.K.S. Iyengar first traveled to America in 1956 to begin his teachings to a
14 growing population of yoga enthusiasts; and

15 WHEREAS, According to a recent survey in Yoga Journal, 16 million Americans
16 practice yoga on a regular basis, including tens of thousands in the Bay Area due in large part
17 to the extraordinary teachings and writings of B.K.S. Iyengar; and

18 WHEREAS, B.K.S. Iyengar, at 86 years young, is making his final trip to America to
19 promote the release of his new book, Life on Life, which represents the culmination of his
20 experience and teaching and which provides a full path to integrating body, mind, and spirit;
21 and,

22 WHEREAS, B.K.S. Iyengar, through his intellectual and spiritual practices has
23 mastered the techniques of yoga, making them accessible to all people so that they may fully
24 experience the wisdom of the yoga sutras; now, therefore, be it
25

1 RESOLVED, That the Board of Supervisors commends B.K.S. Iyengar, a living legend,
2 for his contribution to the health and well being of millions of people; and, be it

3 FURTHER RESOLVED, That the Board of Supervisors hereby declares October 3,
4 2005 "B.K.S. Iyengar Day" in San Francisco.

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City and County of San Francisco

City Hall
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102-4689

Tails
Resolution

File Number: 051578

Date Passed:

Resolution declaring October 3, 2005 "B.K.S. Iyengar Day" in San Francisco.

September 20, 2005 Board of Supervisors — ADOPTED

Ayes: 10 - Alioto-Pier, Ammiano, Daly, Dufty, Ma, Maxwell, McGoldrick,
Mirkarimi, Peskin, Sandoval
Excused: 1 - Elsbernd

File No. 051578

I hereby certify that the foregoing Resolution
was ADOPTED on September 20, 2005 by
the Board of Supervisors of the City and
County of San Francisco.

9/30/05

Date Approved

Gloria L. Young
Clerk of the Board

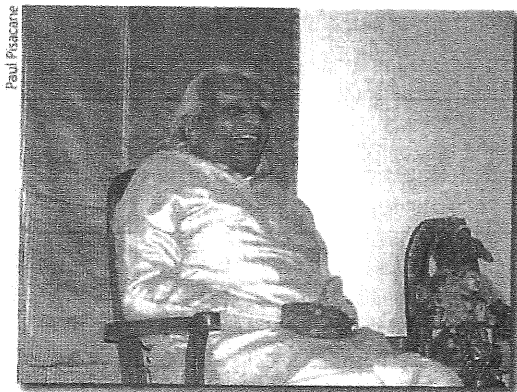
Mayor Gavin Newsom

San Francisco

Paul Pisacane

The members of the Iyengar Yoga Association of Northern California were honored to host Guruji at the Iyengar Yoga Institute in San Francisco (IYISF) on October 3rd, 2005. Earlier that day, Guruji's life achievements were celebrated at Davies Symphony Hall. Soon afterwards, he visited IYISF.

Obviously, preparing for a visit from our Guruji requires special planning and the work of many people. As when an honored guest comes to your home, special preparations are required to make sure the home looks nice and is comfortable for your guest. With that spirit in mind the members of our community took part in transforming the main studio at IYISF into a welcoming environment for Guruji. Given Guruji's



rigorous travel schedule (teaching at the Yoga Journal conference in Colorado and the event earlier in the day at Davies Hall) we were unsure how long Guruji would be able to stay at IYISF. Our concerns were quickly put to rest! Guruji's energy and enthusiasm were both impressive and infectious.

Guruji was welcomed to IYISF by a line of guests that stretched around the corner to await his arrival; he entered to a standing ovation. The young daughter of a member of our community garlanded Guruji and after brief comments from members of the board of directors, Ramanand Patel asked Guruji to share a bit of his history with IYISF. Guruji

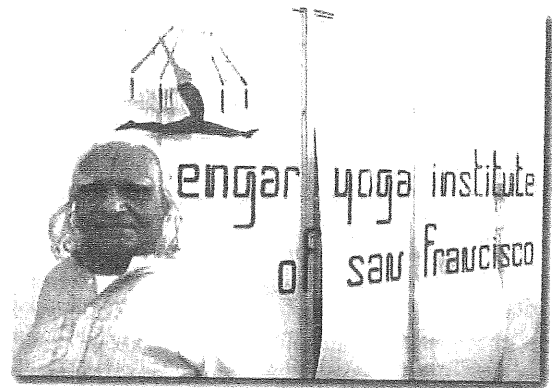
reminded the community that it was his visit in 1984 for the first Iyengar convention, and his generous decision to donate the proceeds from that event, that established IYISF. As such, a debt of gratitude is due to Manouso Manos as well for he led the efforts to host that first convention. To the teachers at IYISF, and to teachers in general, Guruji stressed in very clear terms the importance of making regular visits to RIMYI to continue their studies as his teachings have evolved over the years. By regular contact with RIMYI we are assured of being up to date in how we train teachers in our teacher-training program.

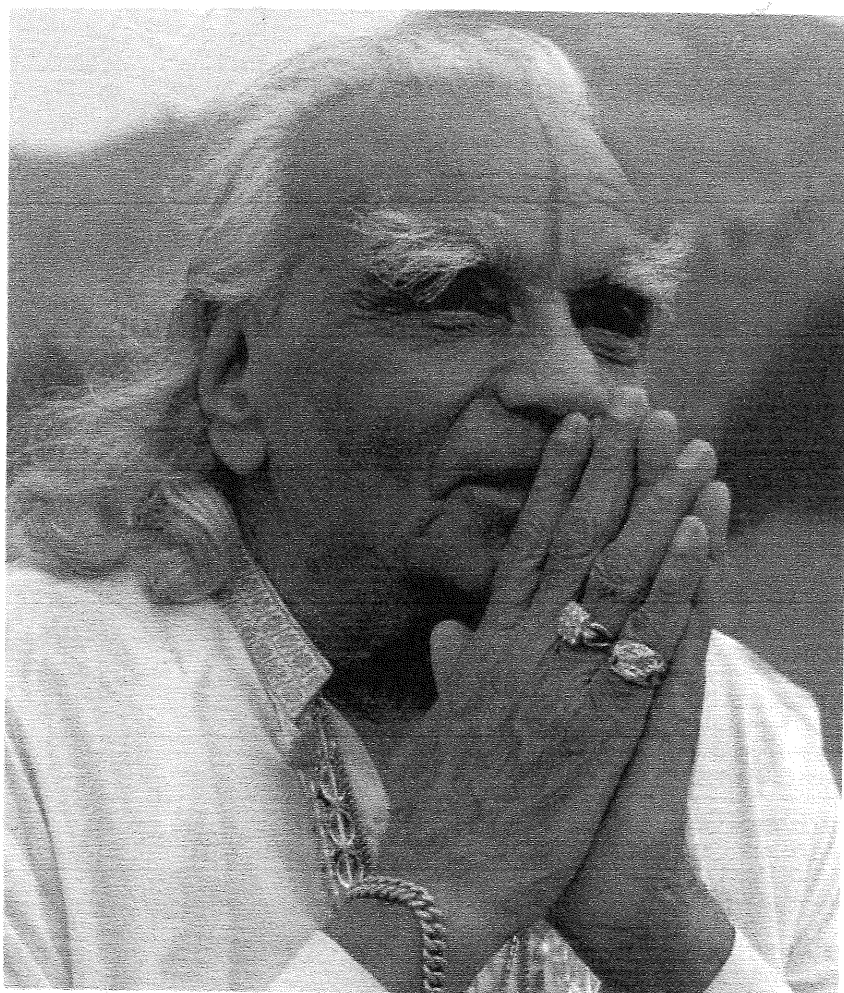
Guruji then gave a beautiful and thought-provoking discourse on the role of the *yamas* and *niyamas* in both our practice and our lives. Quoting directly from the *sutras*, Guruji directed us how to water the roots (*yamas*) and strengthen the core (*niyama*) of our yoga practice both on and off the mat. Guruji then poetically described the four chambers of intelligence in the heart (*maitri* - friendliness, *karuna* - compassion, *mudita* - joy, and *upeksha* - equanimity) and how these four chambers also exist in the mind. A very thought-provoking analogy indeed (see *Light on Life*).

At this point we conducted a receiving line for members of the community to offer their salutations to Guruji. As if Guruji had not already given us enough, he then asked everyone to sit and listen as he gave advice on how to face obstacles (*klesas*) that arise in practice (YS.II.3-9). Guruji reminded us that through the two pillars of yoga, *abhyasa* and *vairagya*, we can free ourselves from the clasps of these impediments and avoid the pitfalls that have brought pain and misery to many before (YS.I.2-16 and II.16-17). Guruji pointed out that commitment to yoga is both noble and challenging as we are sure to have periods of stagnation when it seems as no progress is being achieved. Detaching from the goal and persisting in practice will surely lead the way to the glories of yoga.

IYISF is blessed with a tremendous history in the formation of Iyengar Yoga in North America. Sharing the room with long time students of Guruji such as Manouso, Kofi Busia, Ramanand Patel, Judith Lasater, Neeta Datta, and Faeq Biria added to the sense of the legacy being handed down by Guruji. Guruji's presence is hard to capture in words. The entire audience was captivated by the spark in his eyes and the glow of his words. Guruji's powerful presence and stamina are a continuing source of inspiration for all practitioners. He provides a powerful example of the benefits that yoga can bestow upon a committed *sadhaka*. A teacher of his caliber comes along so rarely. All who were in attendance that day in October (both at Davies Hall and IYISF) were reminded of how truly blessed we are to have lived at the same time as Guruji and to have had the opportunity to learn directly from him.

We hosted a simple event at IYISF but the outcome was extraordinary. Many people contributed to the success of the event but a few deserve special mention: Ramanand Patel for his guidance as to how to prepare to receive Guruji; Maki Gillman for helping transform IYISF with her beautiful flower arrangements; Todd Semo and Randy Dean for photography services; Joe Naudzunas and Kelly Parady for assistance in painting the studio; Bill Green for the stage at the event; and last, but certainly not least, to the office staff at IYISF - Chloe Scott, Leigh Ring, Sarah Harvey, and Adrian Skaj. Their untiring commitment and support towards the logistics of selling tickets and promoting not only our event but the event at Davies Hall, contributed immensely to the success of the day. Finally, over \$2000 in proceeds from the sales of tickets for Guruji's visit to IYISF were donated to the Bellur fund. ■





The Namesake

As B. K. S. Iyengar turns 90, he talks candidly about his life and this thing called Iyengar Yoga.

THE GRAND MASTER of modern yoga, B. K. S. Iyengar was born in Belur, India, on December 14, 1918. When he was 14, his brother-in-law, T. Krishnamacharya, intro-

duced him to a yoga practice, which improved his tuberculosis. Iyengar pioneered the use of props to make poses accessible to a wide array of students. He has written a number of books, including *Light on Yoga*, which many practitioners esteem as the bible of yoga. Now living in Pune, India, Iyengar still practices every day.

According to you, what is Iyengar Yoga? I myself do not know [laughs]. People, for convenience's sake, brand my practice as Iyengar Yoga. I just try to get the physical body in line with the mental

body, the mental body with the intellectual body, and the intellectual body with the spiritual body, so they are balanced. Each asana has an optimum line or position. From the head to the foot, from the front to the back, from the right to the left—without deviation, without distortion. Beyond that, I don't think I've done anything. It's just pure traditional yoga, from our ancestors, from our gurus, from Patanjali.

What is your practice like now? Even now, the maximum my body can do, I do. I am 90, and still I practice. I stay in Sirsasana (Headstand) for half an hour, even without shaking. I'm improving still, progressing still. That is why I am still practicing with such energy. The mortal body has its limitations. Therefore, I will still practice 'til the last breath of my life so that I do not become a servant of the mind, but rather the master of the mind. Old age makes a strong man say goodbye. I am breaking the fear complex and living with confidence.

From the perspective of someone turning 90, what do you think is essential for a happy life? Uniting the energy of the body with the energy of the soul. There is a difference between happiness and delight. Happiness is at the mind level. Delight is beyond the mind. When you see a sunset, you don't see it from the mind. You see it beyond the mind, from beyond yourself—it's an experiencing state. My asana is all beyond the frame of mind, not within the frame of mind. That is delight. Happiness is sensual happiness. But delight is spiritual happiness.

You've devoted your life to teaching yoga. Why? That question God has to answer, not me. It was not by choice. It's by chance I took it. The chance became a choice. I was suffering from various illnesses, and with yoga I started to get better. I thought, "Let me see what yoga will teach me." It gave me a lot of understanding. I cannot divide myself from my practice; I am the asana, and the asana is me. I have said that I'm retired. I am telling a lie to the public. I'm still teaching at the age of 90. In classes, I adjust students' bodies with my own power. My life and energy are still growing. Because I'm practicing, age has not struck me at all. ■

This interview continues at yogajournal.com/iyengar.

from Spring/Summer 2012

IYAMW

"We hope that history does not repeat itself," group members say, "that the energy surrounding From the Heartland does not wane and we are able to continue the legacy of Iyengar Yoga in the Midwest! We look forward to growth that allows IYAMW to be a region that serves its full purpose—a commitment to study, teach, disseminate and promote the art, science, and

philosophy of yoga according to the teachings of B.K.S. Iyengar."

—Jennie Williford, with assistance from Donna Pointer, Sue Salaniuk (Intermediate Junior III, Ann Arbor, MI), and Patrina Dobish.

IYANG

IYA OF NORTHERN CALIFORNIA

FROM A HISTORY OF FIRSTS, AN ASSOCIATION LOOKS TO THE FUTURE

The history of Iyengar Yoga in Northern California began in 1973 with one of Guruji's first trips to America. A yogini named Rama Jyoti Vernon was at the YMCA in Ann Arbor, MI, where Guruji taught. She flew home to California completely changed by the experience, determined to share her learning with others.

The next year, Guruji made his first trip to Northern California. Iyengar Yoga was still relatively unknown. He taught to a small group of students in Oakland; of 60 available places in the small hall, only 56 were taken.

But momentum had begun to build. Together with Mary Dunn, Felicity Hall (now Felicity Green), Judith Lasater, Glen Moyer, and others, Rama created a community of students interested in studying Iyengar Yoga. This group began the Institute for Yoga Teacher Education (IYTE), which operated under the auspices of the California Yoga Teachers' Association. That comprehensive program, the first Iyengar Yoga teacher training program in the U.S., has been a beacon of light and learning for people all over the world.

In March 1976 Ramanand Patel, who had met Guruji in 1968, moved to California and joined this group. He was immediately welcomed as a teacher of teachers and helped fine tune the teacher training program by holding weekend workshops and classes at his South Bay home where the staff of the teaching program regularly met.

In 1976, the first Iyengar Yoga association in the U.S. was established. Called the Light on Yoga Association, its early leaders included Mary Dunn, Keshava Kronish (its first president), Larry Hatlett, Melinda Perlee, and other aforementioned founding members. The association was established primarily to promote yoga education in accordance



Guruji during visit to San Francisco in 1984

with the techniques "evolved and developed" by B.K.S. Iyengar

The articles of incorporation for the Light on Yoga Association listed 14 purposes, including reviving interest in the ethical and spiritual concepts of Indian philosophy, fostering and developing correct meditative practice, producing films for educational purposes, and training teachers. This association was the seed that eventually became IYNAUS.

This association brought Guruji back to the Bay Area the same year, 1976. By this time, interest in Iyengar Yoga had grown considerably. Many people vied for a space in the picturesque Brazil Room at Tilden Park, located just above the campus of the University of California at Berkeley.

That particular trip was seminal, forging a direct connection between San Francisco and Pune that continues to this day. Practitioners began to travel regularly to Pune, and Guruji has visited the Bay Area on every U.S. tour since then. The teacher training program, intensives, and weekend workshops offered

Yoga Semachar

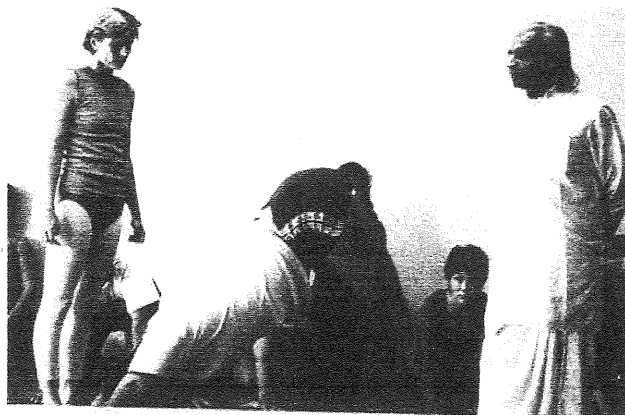
by the San Francisco Institute provided a setting in which what was learned from the Iyengar family could be disseminated more widely to students and aspiring teachers.

In 1978, the Institute for Yoga Teacher Education was sold to the Light on Yoga Association for \$1,000, a huge sum it seemed to the yoga teachers who volunteered to raise the money. However, the funds were quickly secured by community support. With this new ownership and its new name (Guruji changed the name of the Light on Yoga Association to its present name, the Iyengar Yoga Association of Northern California), IYANC expanded its reach, scheduling classes for beginners and other programs for the general public.

Over the years, the Institute had several homes in different parts of San Francisco. The teacher training at the Institute quickly became known as the Harvard of such programs. Packed weekend workshops and summer intensives offered teachers and practitioners opportunities to share ideas and learn from one another. These were incredibly important opportunities, as there were few Iyengar teachers in the U.S. at that time. They were a "shot in the arm" that helped many people go back to their own communities to teach, open studios, and conduct workshops.

Many of the founding members of the Iyengar Yoga community in the Bay Area supported Iyengar Yoga as leaders of the California Yoga Teachers Association. This association maintained yoga connections and communication by offering referral services for teachers and publishing a small mimeographed magazine called *Yoga Journal*.

In its early years, *Yoga Journal* inspired readers to practice Iyengar Yoga specifically, though the journal itself struggled to make money to meet its printing costs. An often-told story has



Guruji teaching Adho Mukha Svanasana in 1984

it that when Guruji came to San Francisco in 1984 for the first International Iyengar Yoga Convention ever held—and the first yoga convention in the U.S.—*Yoga Journal* was in debt. Judith Lasater was called to the stage to make a last-minute plea to save the magazine. She reminded conference attendees that they had learned about the conference in the publication. If they wanted it to remain in print, she said, they should put money into the hat that was being passed around. The attendees responded positively, providing the money needed. *Yoga Journal* has grown to be the yoga community's largest-circulation publication, now catering to a more general yoga audience.

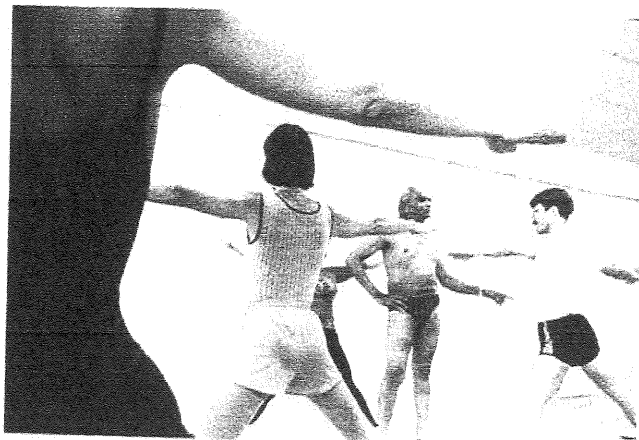
This 1984 San Francisco convention proved to be another seminal event for Iyengar Yoga. Mr. Iyengar and teachers from around the world were welcomed by 750 enthusiastic attendees. Participants were thrilled to sit in Davies Symphony Hall not to hear the usual sounds of the orchestra, but to watch the rhythmic movements of yoga.

That convention, led by Manouso Manos, served as a model and inspiration for the U.S. Iyengar Yoga conventions that have followed. Since that convention, Guruji has made more trips to Northern California, including a 2005 appearance at Davies Symphony Hall for his *Light on Life* tour.

Yoga has changed with the years. Once, a majority of yoga teachers in the Bay Area were Iyengar Yoga teachers, and the Institute was the only area yoga center. Today, it seems, yoga studios occupy nearly every street corner in Northern California. Many are owned and operated by Iyengar Yoga teachers. Senior and Junior Intermediate teachers from our region fan out to rural and urban areas across the United States and the world to teach weekend workshops that bring Iyengar Yoga to those who are interested. This growth of interest in yoga is incredibly satisfying.

The Iyengar Institute of San Francisco (IYISF) continues as a beacon of light, directly transmitting the teachings of B.K.S. Iyengar. Since 1983 the Institute has occupied its present location at 27th Avenue and Taraval Street in the outer Sunset District, quite near the ocean. San Francisco is a city known for its culture and scenic beauty, and visitors to the Institute taste that flavor. Newcomers soon become used to the sounds of the San Francisco trolley as it rumbles by while they are in *Savasana*.

Today, the association's mission remains to promote Iyengar Yoga. The current board includes President John Hayden (Intermediate Junior II, Carmel, CA), Vice President Heather Haxo Phillips (Intermediate Junior I, Oakland, CA), Patti Martin (San Francisco, CA), Patti Cazzato (San Francisco), and Wojciech Kawalec (San Francisco).

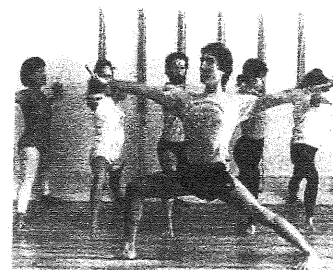


Guruji teaching San Francisco area students in 1984

The Institute in San Francisco is an asset of the association and is operated by it. The centerpiece of IYISF's programming is still the Advanced Studies / Teacher Training program. Additionally, the Institute—with two studios in the building—offers public classes, workshops, and retreats. These programs give seasoned local teachers and Senior Teachers from around the world an opportunity to share Iyengar Yoga with others. The Light on Yoga bookstore is at the Institute and can also be accessed online at www.iyisf.org.

The Advanced Studies / Teacher Training program has run continuously for nearly 40 years. It is approved through the State of California as a post-secondary vocational institution. Both the 200-hour and 500-hour Teacher Training programs are approved through Yoga Alliance. These weekend programs are taught by our seasoned faculty, most of whom received their training here in those early days of Iyengar Yoga. The faculty includes Kathy Alef (Intermediate Junior III, San Francisco), Victoria Austin (Intermediate Junior III, San Francisco), Nora Burnett (Intermediate Junior III, San Francisco), John Hayden (Intermediate Junior II, Carmel, CA),

Janet MacLeod (Intermediate Junior III, San Francisco), Senior Teacher Elise Browning Miller (Palo Alto, CA), Senior Teacher Jaki Nett (St. Helena, CA), and Jito Yumibe (Intermediate Junior III, Campbell, CA).



Roger Cole teaching, around 1984

Clearly, the history of yoga in the United States has its roots in Iyengar Yoga in Northern California. The early and current members of our community continue to serve as an inspiration to practitioners everywhere.

As the needs of the community change, the activities of the Institute and the association continue to evolve. Today the Institute is investing in its relationships across the community and creating a more comprehensive regional presence throughout Northern California, Nevada, and Hawaii. It continues to offer workshops including those taught by members of the Iyengar family. Mr. Iyengar's daughter, Suni Parthasarthy, was the most recent to teach at the Institute, in May. The Institute and IYANC remain committed to support Iyengar Yoga teachers and practitioners across the region.

—Heather Haxo Phillips. Special thanks to Manouso Manos, Judith Lasater, Ramanand Patel, and the current IYISF faculty, staff, and board for their contributions to this article.

IYA OF NEW ENGLAND

A NEW BEACON SHINES OVER A LONG-ESTABLISHED YOGA COMMUNITY

The Iyengar Yoga Association of New England (IYANE) was incorporated as a nonprofit organization in the Commonwealth of Massachusetts on October 30, 2009. More than 20 years earlier, Senior Teachers Patricia Walden and Victor Oppenheimer had been instrumental in forming the Iyengar Yoga Association of Massachusetts, which sponsored the national convention held in Cambridge in August 1987. Over the course of many years the Massachusetts association eventually became inactive and was dissolved.

As Iyengar Yoga continued to blossom, developing a strong presence in all six New England states, an association focused exclusively on Massachusetts and the Boston/Cambridge metropolitan area would no longer meet the needs of the New England Iyengar Yoga community, which includes students and teachers in rural, mountainous areas of Vermont and New Hampshire; Atlantic coast communities in Maine, Massachusetts, Connecticut, and Rhode Island; and the mountain towns nestled between the mountains and the shore.



Iyengar Yoga Institute Now in the Neighborhood

BY BARBARA KATE REPA

THE IYENGAR Yoga Institute of San Francisco, a venerable organization with an imposing moniker, moved to the neighborhood recently in search of an updated space, better access to the community — and a new image.

Iyengar yoga, a style developed by Indian yogi, teacher and author B.K.S. Iyengar, now 95, emphasizes precision and alignment. But the nuances that distinguish it from other forms of yoga are largely lost on much of the public, and sometimes puzzling even to practitioners.

The students in Iyengar classes generally skew older, less outfitted, less frenetic, less apt to text while on their mats awaiting class.

"To be frank, that is a difficulty we face," says John Hayden, executive director of the institute and a longtime certified instructor. "This culture says to everyone: 'Give me a quick fix, an operation, a pill. Make me feel better and don't make me work for it.' People are looking for a happening, an event — for hot stones on a sternum," he says. "But the philosophy of yoga is a practice — continued without interruption for a long period. It's contrary to what the culture now demands. And we're up against that."

While Hayden knows firsthand the physical benefits of doing yoga, he says Iyengar runs deeper. "About 95 percent

come to yoga from the standpoint of the physical body," he says. "But those who stay at it 10 to 30 years do it because they know it is a spiritual, transformational practice."

The local Iyengar Yoga Institute, now located at 2201 Sutter Street at Pierce, is one of three in the country; the others are in Los Angeles and New York. All focus on teacher training, yoga workshops and public classes.

"The rub I also get is that Iyengar Yoga in particular is too cerebral, too serious," Hayden acknowledges. "We have some tendency to act as if we're the only ones who know how."

The arrogance comes honestly. Iyengar Yoga Institute instructors endure a rigorous training process of daily practice combined with a year of study of poses, anatomy, physiology and philosophy — and that's only the first level teachers. They are judged in a series of evaluations in which others observe them teaching and in practice. Most other types of yoga instructors are given the green light to teach after only 200 hours or less of classroom instruction.

"It's a brilliant system because it puts you in the position of a pressure cooker: Who you are and what you know has to come out," Hayden says. "Our organization had the first yoga teacher training in the United States. There is no question of the value and integrity of who we are and what we do."



Yogis celebrate the opening of the Iyengar Yoga Institute on Sutter Street.

Patty Dinner, a longtime neighborhood resident and a certified instructor at the institute who has been teaching yoga for 12 years, admits she found the teacher training much tougher than the mental gymnastics required to get through the Haas Business School at UC Berkeley.

But she says the rigorous training is what differentiates Iyengar from other styles of yoga — that, and the common use of props such as belts, blocks and blankets that help emphasize proper alignment.

"A lot of people don't like Iyengar as much initially because of the emphasis on

alignment. And a lot of people call it Nazi yoga because it's a real discipline. But the discipline is imposed to help prevent you from hurting yourself while doing yoga," Dinner says.

She also agrees that those attracted to Iyengar usually crave more than a toned physique. "It takes a bit of maturity to embrace a yoga that's not in a gym and offers a spiritual practice," she says. "But fairly immediately, the newer students I teach are okay with the quiet nature of lying over a bolster for 10 minutes."

Years ago, in a former life, John Hayden

was a building contractor specializing in constructing custom homes in Big Sur. His last big project took two and a half years — and a toll on his psyche.

To recoup, he took time off to tour the country and pursue his love of rock climbing. It was then that he was introduced to yoga, and in the most prosaic way: by a magazine article that touted its ability to build strength and balance.

He dabbled in various forms of yoga, but eventually became a certified Iyengar instructor. He opened a studio in Carmel, but traveled to the Iyengar Yoga Institute of San Francisco, then located in the Outer Sunset, to teach and take classes.

"The reason I've been willing to donate time, commuting to San Francisco from Carmel twice a week, is because Iyengar Yoga changed my life," he says. "No — it *saved* my life."

Hayden went on the institute's board and took a seat as vice president in 2007. "I took charge of an organization that was in a serious declining state," he says. "It was after the dot-com bust, and there was also suddenly all kinds of competition — a yoga studio on every corner."

The studio at 27th and Taraval was in a declining state, too.

"It was located on the corner, and the streetcar went by, which was its worst quality," recalls Dinner, who taught there for years. "It was also dimly lit, with a leaky acoustical ceiling and a noisy mounted heater. There was nothing attractive about it — not a pleasant place to do yoga."

The governing body hoped a move to a new space would also help reinvigorate Iyengar's elitist image.

"We needed to reimagine what the Iyengar Yoga Institute of San Francisco could be," Hayden says. "Relocating was

an opportunity for us to practice yoga on ourselves — to find a way we could be less exclusive and more inclusive."

At length, they set their sights on the Sutter Street space, in the heart of a residential neighborhood and close to the medical community starting to embrace yoga's therapeutic value.

After six months of negotiations, the lease was signed in May 2012, revealing another type of challenge: The space was filled with construction materials, plywood and insulation. The 120-year-old Douglas fir floor was buried under moldering carpet and three layers of linoleum.

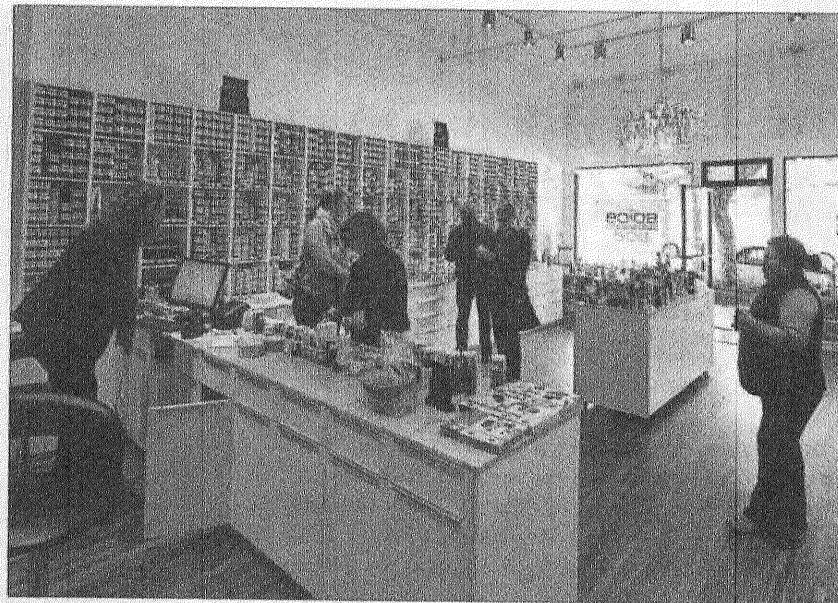
But Hayden, the former contractor, was undeterred as he relocated from Carmel to San Francisco to manage the buildout and structural upgrades. "I walked in and was able to see what it was. I drove a lot of nails in this place," he says, surveying the spacious, light-filled rooms at the new Sutter Street studio.

The move is already reaping rewards, with classes and workshops attracting both newbies and seasoned practitioners. "Being here in this neighborhood is a huge bonus," Hayden says. "The other day I was here for two hours for a meeting and I saw 15 people walk in off the street during that time. That didn't happen in two years on Taraval."

There is also pride of place, with pristine new equipment and gleaming resurfaced floors. "I want people to come in and say, 'I didn't know Iyengar Yoga could be this cool.'"

Then a tiny imperfection in the threshold of the doorway catches his eye. "It bothers me that the edge of this concrete is not completely smooth," he says, turning a little sheepish. "I guess that's why the Iyengar method appeals to me so much."

■ FIRST PERSON



DANIEL BAHIMANI

Spice Ace makes the neighborhood tastier

Roaming the neighborhood as a boy in the 1940s, I searched for small critters to join the ranks of the quacking, barking and croaking things my mother barely tolerated in her home.

Today my nose leads the way as I wander about gathering things for our evening meal. My wife marvels at her good fortune to have a husband who cooks — who actually loves to cook. Even the postal carrier has been spotted at the door slot, enjoying an olfactory break.

Before **SPICE ACE** moved in around the corner at 1821 Steiner Street (above), I was more of a beans and weenies guy, but always wanting a tastier meal. (I did manage to get my wife's attention with my mother's salmon croquettes, however.) An enticing sign finally led me in the direction of the new neighborhood spice shop.

The go-to guy there, Ed, loves Mexican flavors; I want the oxtail dishes of my childhood. Out of that discussion came the idea of oxtail chili. My first attempt was too salty. Ed suggested I throw in a potato. Bingo — it worked.

I've gone into the shop several times to ask technical cooking questions. Spice Ace owner Olivia has explained how to use canola oil safely. Aces Louise and Susan seem to read my mind as I enter the store, handing me just the spices I need.

Dinnertime is the best time of the day in our home. My wife is a sucker for salmon, and I am still a sucker for oxtail chili. Do we still have beans and weenies? You bet. But these days, I add a neighborhood touch: Spice Ace's barbecue seasoning.

— ARTHUR STONE

IYENGAR YOGA INSTITUTE OF SAN FRANCISCO

Teacher Training & Advanced Studies Program

200/500 Hour
Teacher Training
Programs

Advanced
Studies Option

January 2015



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September 17, 2020

To the Office of Small Business and Legacy Business Program:

It is my pleasure to strongly recommend the Iyengar Yoga Institute of San Francisco (IYISF) for San Francisco Legacy Business Status.

I am Vas Kiniris, Executive/Business Development Director at the Fillmore Merchants Association.

During the past 7 years IYISF has been a great asset to the Fillmore District. Each year their presence has brought more than 12,000 persons into the neighborhood through the Yoga classes. Not only does this create economic activity for our Fillmore merchants but also provides service to the community with wholesome healthy activity.

The IYISF teachers have volunteered to do yoga demonstrations at the annual Fillmore Jazz Festival. In addition, their annual Yogathon fundraising event works together with some Fillmore merchants to promote awareness of the stores and restaurants.

It is my understanding that even through the pandemic, IYISF has been able to fully employ administration staff and teachers too.

I am absolutely confident to say that IYISF is a good neighbor and a great asset to the Fillmore district and San Francisco. I am hopeful they will continue to thrive and provide service to the neighborhood.

If you need more information, please do not hesitate to contact me at @vaskiniris, @fillmorestreetsf or 415 333-0401.

Thank you for your service and dedication during these most challenging times.

Yours Sincerely,

A handwritten signature in black ink, appearing to read "Vas Kiniris", written in a cursive style.

Vas Kiniris
Executive Director
Fillmore Merchants Association

(510) 333-0401



LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

HEARING DATE: October 21, 2020

Filing Date: September 22, 2020
Case No.: 2020-008540LBR
Business Name: Iyengar Yoga Association of Northern California
Business Address: 2201 Sutter Street
Zoning: RH-3 (RESIDENTIAL- HOUSE, THREE FAMILY) Zoning District
50-X Height and Bulk District
Block/Lot: 0681/001
Applicant: Brian Hogencamp, President
2201 Sutter Street
Nominated By: Mayor London Breed
Located In: District 5
Staff Contact: Melanie M. Bishop - 628-652-7440
Melanie.Bishop@sfgov.org

Recommendation: Adopt a Resolution to Recommend Approval

Business Description

The Iyengar Yoga Association of Northern California (“IYANC”) is a yoga studio and non-profit organization established under the name Light on Yoga Association (LYA) at 1627 10th Avenue in 1975. The association was created to promote yoga education in Northern California in accordance with techniques evolved and developed by Bellur Krishnamachar Sundararaja “B.K.S.” Iyengar, a recognized global figure of Hatha yoga practice. After attending classes by Iyengar, several founding members established IYANC as the first Iyengar Yoga Institute and Yoga Teacher Training program in the United States. IYANC provides teacher training and public classes and started a national yoga publication, *Yoga Journal*.

Originally known as Light on Yoga Association (LYA), the organization joined forces with the California Yoga Teachers’ Association (CYTA) and the Institute for Yoga Teacher Education (IYTE) and moved to 1952 Lombard Street in 1977. This location allowed for each independent organization to expand their mission including offering yoga classes for beginners and other programs for the general public. At a May 19, 1978 board meeting, LYA changed its name to their present name, the Iyengar Yoga Association of Northern California (IYANC). As

operations continued to expand, IYANC moved again to a larger facility at 2416 Clement Street in 1979. In 1981, IYANC formally purchased the Iyengar Yoga Institute of San Francisco (IYISF) and began operating the institute as part of the IYANC 501(c)(3) non-profit organization. IYANC moved once more in September 1983 to 2404 27th Avenue before occupying its current building at 2201 Sutter Street in March 2014.

The Iyengar Yoga Association of Northern California (IYANC) was one of the earliest yoga studios to find success in San Francisco. IYANC has hosted several international events attended by B.K.S. Iyengar in San Francisco, including the first International Iyengar Convention at Davies Symphony Hall and Fort Mason in 1984 and Iyengar's "Light on Life" tour in 2005. Teacher trainings and other workshops provided by IYANC have allowed for the dissemination of Iyengar practice in San Francisco and Northern California. Each Monday, IYANC provides a Community Yoga class for all levels and beginners priced at \$0-10 dollars in order to allow yoga to be accessible and affordable to all. IYANC also offers a number of regional scholarships each calendar year to continue making Iyengar Yoga accessible to all members, despite financial constraints. In 2005, the San Francisco Board of Supervisors and Mayor Gavin Newsom proclaimed October 3 as "B.K.S. Iyengar Day" for the city of San Francisco under Resolution No.686-05.

The business's primary location at 2201 Sutter Street is a Category B (Unknown/Age Eligible) structure on the south side of Sutter Street between Scott and Pierce streets in the Western-Addition neighborhood. It is within a 50-X Height and Bulk District. The business is located on the first floor of a mixed-use building with residential upper floors under the address 1635-1637 Pierce Street. The property has not been previously evaluated by the Planning Department.

Staff Analysis

Review Criteria

1. *When was business founded?*

The business was founded in 1975.

2. *Does the business qualify for listing on the Legacy Business Registry? If so, how?*

Yes. Iyengar Yoga Association of Northern California qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- a. Iyengar Yoga Association of Northern California has operated continuously in San Francisco for 45 years.
- b. Iyengar Yoga Association of Northern California has contributed to the history and identity of the Western-Addition neighborhood and San Francisco.
- c. Iyengar Yoga Association of Northern California is committed to maintaining the physical features and traditions that define the organization.

3. *Is the business associated with a culturally significant art/craft/cuisine/tradition?*

Yes. The business is associated with the popularization of western yoga practice by Bellur Krishnamachar Sundararaja “B.K.S.” Iyengar, a recognized global figure of Hatha yoga.

4. *Is the business or its building associated with significant events, persons, and/or architecture?*

The Iyengar Yoga Association of Northern California teaches the Iyengar method of yoga practice, taught by Bellur Krishnamachar Sundararaja “B.K.S.” Iyengar. Iyengar is credited with making yoga more accessible culturally beginning in the 1990s. It is unclear how significant B.K.S. Iyengar is to this building. A full analysis of historic significance for purposes of historical resource designation for CEQA is beyond the scope of this registry recommendation.

5. *Is the property associated with the business listed on a local, state, or federal historic resource registry?*

No.

6. *Is the business mentioned in a local historic context statement?*

No, not as of the date of this Executive Summary.

7. *Has the business been cited in published literature, newspapers, journals, etc.?*

Yes. IYISF has been featured in a number of publications and media including *Yoga Journal*, *The New Fillmore*, and Bay Area news outlet KRON4.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

Current Locations:

- 2201 Sutter Street (2014-Present)

Previous (No Longer Extant) Locations:

- 1627 10th Avenue (1975-1977)
- 1952 Lombard Street (1977-1979)
- 2416 Clement Street (1979-1981)
- 2404 27th Avenue (1981-2014)

Recommended by Applicant

- Public yoga classes taught by certified Iyengar Yoga teachers
- Workshops and community events taught by both local and visiting international teachers
- Teacher education program, the Art of Teaching
- Community Yoga class offered at a sliding scale
- Senior’s Ageless Yoga class

Additional Recommended by Staff

- None

Basis for Recommendation

The Department recommends the Historic Preservation Commission adopt a resolution recommending the business listed above be adopted by the Small Business Commission to the Legacy Business Registry.

ATTACHMENTS

Draft Resolution

Legacy Business Registry Application:

- Application Review Sheet
- Section 1 – Business / Applicant Information
- Section 2 – Business Location(s)
- Section 3 – Disclosure Statement
- Section 4 – Written Historical Narrative
 - Criterion 1 – History and Description of Business
 - Criterion 2 – Contribution to Local History
 - Criterion 3 – Business Characteristics
- Contextual Photographs and Background Documentation



HISTORIC PRESERVATION COMMISSION RESOLUTION NO. 1147

HEARING DATE: OCTOBER 21, 2020

Case No.: 2020-008540LBR
Business Name: Iyengar Yoga Association of Northern California
Business Address: 2201 Sutter Street
Zoning: RH-3 (RESIDENTIAL- HOUSE, THREE FAMILY) Zoning District
50-X Height and Bulk District
Block/Lot: 0681/001
Applicant: Brian Hogencamp, President
2201 Sutter Street
Nominated By: Mayor London Breed
Located In: District 5
Staff Contact: Melanie M. Bishop - 628-652-7440
Melanie.Bishop@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR IYENGAR YOGA ASSOCIATION OF NORTHERN CALIFORNIA CURRENTLY LOCATED AT 2201 SUTTER STREET, BLOCK/LOT 0681/001.

WHEREAS, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

WHEREAS, the subject business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years; and

WHEREAS, the subject business has contributed to the City's history and identity; and

WHEREAS, the subject business is committed to maintaining the traditions that define the business; and

WHEREAS, at a duly noticed public hearing held on October 21, 2020, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

THEREFORE, BE IT RESOLVED that the Historic Preservation Commission hereby recommends that Iyengar Yoga Association of Northern California for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 30 or more years and has continued to contribute to the community.

BE IT FURTHER RESOLVED that the Historic Preservation Commission hereby recommends safeguarding of the below listed physical features and traditions for Iyengar Yoga Association of Northern California.

Location(s):

Current Locations:

- 2201 Sutter Street (2014-Present)

Previous (No Longer Extant) Locations:

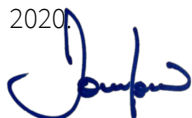
- 1627 10th Avenue (1975-1977)
- 1952 Lombard Street (1977-1979)
- 2416 Clement Street (1979-1981)
- 2404 27th Avenue (1981-2014)

Physical Features or Traditions that Define the Business:

- Public yoga classes taught by certified Iyengar Yoga teachers
- Workshops and community events taught by both local and visiting international teachers
- Teacher education program, the Art of Teaching
- Community Yoga class offered at a sliding scale
- Senior's Ageless Yoga class

BE IT FURTHER RESOLVED that the Historic Preservation Commission's findings and recommendations are made solely for the purpose of evaluating the subject business's eligibility for the Legacy Business Registry, and the Historic Preservation Commission makes no finding that the subject property or any of its features constitutes a historical resource pursuant to CEQA Guidelines Section 15064.5(a).

BE IT FURTHER RESOLVED that the Historic Preservation Commission hereby directs its Commission Secretary to transmit this Resolution and other pertinent materials in the case file to the Office of Small Business October 21, 2020.



Jonas P. Ionin
Commission Secretary

AYES: Black, Foley, Johns, Pearlman, So, Matsuda, Hyland

NOES: None

ABSENT: None

ADOPTED: October 21, 2020