

BKS IYENGAR YOGA ASSOCIATION OF NEW ZEALAND

YOGA LINK Annual Report 2018

The Yoga Link is sent out quarterly (March, June, September and December) via Mailchimp and this is proving to be an effective way to keep the members up to date with association events and information on a timely basis. Mailchimp allows tracking of each 'campaign' and the average % of members opening the email is currently 60%. There may still be some who are not checking their Spam folders.

We are currently in the process of compiling a Commemorative printed issue of the Yoga Link which will be of similar layout and quality to the 2017 Special Edition. Hella Bauer has done a great job of helping with collating information and we have gathered a number of interviews and articles written by members of IYANZ including interviews with Alan Goode and Gulnaaz Dashti. Rosie Percival and Catherine Adam are working on putting together the first draft and we expect a copy to review in the next week. Printed copies will be distributed to members at the Raglan Convention, along with this year's Yoga Rahasya issues.