

## **Iyengar Yoga Association of New Zealand – ANNUAL GENERAL MEETING 10 September 2017**

### **Annual Report – Yoga Link**

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At the 2016 AGM the decision was made to move from producing a printed Yoga Link every quarter to utilising Mailchimp(a web based email system) to produce a digital Yoga Link 3 times a year, and a printed edition in December.

Mailchimp is extremely user friendly, as well as being time and cost effective. The email Link has been very well received by the community with only a small number of members preferring the old printed issue. Mailchimp allows us to monitor exactly who has received and/or opened the email, as well as the members who have not (possibly due to email being sent to their Spam folders). Embedded links in the email allow us to direct the members to the website and the hope is that this will encourage people to be more proactive in finding information about events, teachers and other IYANZ matters.

The Special Edition Yoga Link was printed and distributed in January 2017 as a commemorative issue to honour Guruji. This was a high quality booklet which included a pull-out poster with a practice sequence. We contracted Rosie Percival and Catherine Adam for their professional skills as designers in the production of the Yoga Link. Feedback on this issue was very positive and it was hoped that we could continue to produce a similar annual printed Yoga link, however the costs of design, printing and postage proved to be unsustainable and the decision was made not to do this on an annual basis but possibly bi-annually or to commemorate a special event (for example Guruji's 100<sup>th</sup> birthday in December 2018). We will continue to use Mailchimp for the newsletter on a quarterly basis (or possibly more frequently if deemed necessary).

We welcome input and feedback from the community with regard to the format of the Yoga Link, as well as contributions in the form of articles or personal stories which may be of interest to our IYANZ membership.

Kathleen Powell

**Editor – Yoga Link**