



A Recap of My Yoga Alliance Visit to Washington DC from Sherry Zak Morris, E-RYT

TOGETHER. SHAPING THE FUTURE.

I had the privilege and the honor to be a part of the very first Yoga Alliance Committee Meeting for Yoga Studios and Yoga Schools. The Committee consists of 8 members: 4 women and 4 men. Led by new YA President, Richard Karpel, who has so effectively created a group that represents the growing face of yoga businesses.

There was a the successful mega-chain studio CEO, a Hot Yoga Franchise Business Leader, a Studio Owner that licenses its yoga studio template to others, an ex-business person who recently bought a thriving downtown urban studio, two amazing people who started in a one-room studio and grew into successful yoga centers, a traveling Yoga Teacher Trainer who owns her own Virtual Online Teaching Classroom.....
And then there was me - an owner of a small one-room 1,300 square foot yoga studio in the heart of my town's downtown area.



WHY AM I HERE?

What Do "I" Have to Offer?

As the discussions evolved from W-2s vs. 1099s, buying boutique (they call it "storefront") inventory on a line of credit, outsourcing studio accounting to India, negotiating \$100K plus studio build-outs, finding work for their continual stream of YTT graduates, it suddenly dawned on me why I was there!.... To represent the "small guy/gal"!

I am the voice of the small yoga neighborhood studio, so aptly nicknamed the ORNS (One-Room Neighborhood Studio).

I am the voice of the small yoga studio owner that does not have the visions and aspirations that are as high as the sky. I applaud and gladly cheer on and support those who do! We need them! But, rather I represent those yogis and yoginis that want to spark a small ripple in their community for health, wellness and healing and make a modest, yet creative income doing it.

IS THE SKY MY LIMIT?

A Recovering Type A

Now, don't get me wrong. It's not that I don't want to run a profitable business. I'm not **that** altruistic nor do I have a trust fund I can count on. But, I do weigh the cost of expansion and growth in terms of hours worked, stress, money required and unforeseen challenges. I left my 25-yr high tech corporate career because of those same dynamics.

But, when this Type A, Pitta personality gets exposed to the sky-climbers like many in that room, I want to unfurl my wings and fly with them! Who wouldn't? They are contagious! I understand them! And I love and admire them!

After our meeting, I took a long walk along the Washington Monuments to connect with energy of my Muladara Chakra once again. The energy that grounds me and calms me. On that long Monument Walk, I realized.... [read more.](#)

Love and Blessings to you all!

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