

Chaffee's Got Heart Community Spotlight: JalaBlu Yoga

The Chaffee's Got Heart Committee is extremely proud of local businesses and individuals that have gone above and beyond by doing extraordinary things during these uncertain times.

From innovating ways to thrive despite trying circumstances to showering struggling members of our community with generosity to prioritizing the health and safety of our most vulnerable, these businesses and individuals, who have been nominated for this honor by fellow community members, have shown what it really means when we say: **Chaffee's Got HEART.**

Today, we sat down with **Jenna Pfingston, owner and founder of jalaBlu Collective Healing** to find out how the pandemic changed operations at this yoga studio in Buena Vista that welcomes all levels, supports your journey wherever you may be, infuses the curiosity within self-discovery, and holds the intention to discover the power of you.

How did COVID cause you to innovate or change the way you do business?



Though challenging, this was a beautiful invitation for all of us to look at our businesses from a different perspective. When COVID first hit, we flipped to an online yoga studio. A dear friend helped me completely change our website and set up an online platform for practice. The progression of getting everyone – teachers and students of all age groups - dialed into zoom took some time and individual troubleshooting, but we did it together.

I also took this as an invitation to lower our prices way down so we offered an unlimited monthly option. Our community was so committed to seeing jalaBlu make it through these challenging times that we had remarkable online attendance through spring. We weren't bringing in the money foundation we needed to, but it was more important to keep people in their practice, to keep people in balance with their emotions and all they were facing.

When we could re-open the studio, we did so in a way that kept the community safe. We followed distancing, masking and capacity limits, invested in an air purifier and shifted to doing all business online, including registering and paying. We used to have 16 classes per week, but now only have 6 per week. We still have a higher online attendance, but also know that some people need to come in person for that energy and human contact so we allow 9 students in the studio per class and I also offer private one-on-one yoga sessions.

Why did you decide to go above & beyond to contribute to our community?

There was no question in my heart that the priority was keeping the community safe. jalaBlu is a profound and significant place for people to be who they are, and to heal, so we wanted to make sure it was a safe, healthy one.

Where do you see examples of the idea that ‘Chaffee’s Got Heart’?

In the way the community reached out. They made it apparent how much they needed jalaBlu to survive. I received so many beautiful cards, emails, and bundles of abundance from the



community that helped keep me and jalaBlu going. I don't think jalaBlu's doors would still be open without all the generosity – from grants to individual generosity – it was unbelievable to me. I never imagined how many people would donate and it has helped tremendously. That's the sweetness of being in a small community like Buena Vista.

I also need to give a huge shoutout to my teachers who really stuck with me! It hasn't been easy and it's not like they make a ton of money, but I would not have been able to do it without the solid core group I have by my side.

What's your biggest takeaway from 2020?

It's ok to be human. We are all humans and this has not been an easy ride for anybody. We don't always have to have it all together. We can be messy, but sometimes we feel the grace. This year a lot of people have recognized the beauty of simplicity in their lives. It's illuminated that we need to let things unfold. We may not always have the answers, but we have to have faith and trust anyway.

Cool Tidbits:

“We need jalaBlu now more than ever,” says Jenna. “If you are still in a place of struggle, please join us.” jalaBlu is recognized for having such amazing yoga instructors, who don't only hold space for the physical body and move you into shapes, but who also hold space for the emotional body, too. Follow on Insta at: [@jalablu_yoga](https://www.instagram.com/jalablu_yoga) and learn more at: www.jalablu.com/

Private yoga or Primal Embodied Wisdom Sessions are available online or in-person. Learn more: <https://www.jalablu.com/private-yoga-sessions-with-jenna>

Jenna never wants money to be a barrier to practice. Email her to inquire about an energy exchange that works: jalablu@gmail.com

Stories of Chaffee County individuals and businesses rising to the challenge abound.

We will be shining a light on those doing extraordinary things for the community throughout the upcoming months. Visit our websites ([Chaffee's Got Heart](#) or [CCPH](#)) or follow us on [Facebook \(@COVID19ChaffeeCounty\)](#) to see more.

Know a potential candidate, or are you one yourself? Send nomination ideas to: health@chaffeecounty.org.