



Robin Lee

Shine Yoga Studio

Shine Yoga was created to be a welcoming and accessible space for people to reconnect with their bodies, their breath, and their inner light. We positively impact the Springfield community by offering small, intentionally sized classes that allow for individualized attention, meaningful connection, and a safe, community-oriented environment. Accessibility is a core priority at Shine. We offer affordable community classes, chair yoga, beginner-friendly options, and special events designed in direct response to the needs we hear from our students. Our studio also regularly collaborates with local teachers, musicians, healers, and other small businesses, strengthening connection and supporting the local wellness community.

Beyond weekly classes, Shine hosts community gatherings such as sound baths, kirtan, satsang and seasonal circles that foster belonging and connection – something many adults are deeply missing. At its core, Shine is a space where people feel seen, supported, and reminded they don't have to navigate life alone.

Giving back is an important part of our culture.

We partner with a local church to support their food pantry and organize cold-weather clothing collections to care for neighbors in need.

Excellence at Shine means creating a consistently safe, welcoming, thoughtful, and high-quality experience—from the moment someone signs up to the moment they leave feeling more grounded than when they arrived. We maintain high standards for teaching, communication, and follow-through.

Classes are intentionally planned, teachers are supported and prepared, and creating a positive experience is always our top priority. Because we are a small studio, we are able to know our clients by name, understand their needs, and adapt offerings accordingly. Professionalism shows up through clear expectations, reliable scheduling, transparent policies, and a calm, welcoming environment. We don't aim to be the biggest studio—we aim to be a place people trust, feel safe in & want to return to.

Innovation at Shine shows up through our unique offerings. Instead of being a studio focused on a “yoga workout”, Shine was intentionally created as a space for deeper connection, reflection, and whole-person well-being. We explore the more spiritual and philosophical roots of yoga through offerings such as Bhakti Yoga, Kirtan, and community-led Satsang, creating experiences that support both inner and outer growth. Leadership at Shine is rooted in listening and creating space for authenticity. I encourage teachers and facilitators to share their unique gifts while maintaining clear standards and aligned values. Collaboration is prioritized over competition, allowing the studio to serve as a platform for meaningful, community-driven programming. Shine is known for offering creative and distinctive experiences that go beyond traditional studio schedules, including Crystal Bowl Trainings, Dream Catcher Workshops, Herbal Workshops, Women’s Health Workshops, Sister Circles, and a Conscious Men’s Club. These offerings reflect a commitment to innovation through depth, education, and connection. As the business grows, decisions are made with care balancing expansion with sustainability and keeping people at the center of every choice.

At Shine, our core values—compassion, presence, integrity, and self-reflection aren’t just words; they guide every choice we make and every interaction in our studio. We strive to create a space where clients feel truly seen, supported, and encouraged to explore both their physical practice and inner growth.

Our culture celebrates authenticity and connection. Teachers are empowered to bring their full selves to their classes and workshops, and collaboration is valued over competition. We cultivate an environment where questions, curiosity, and learning are welcomed, and where both clients and team members feel safe to grow at their own pace. Beyond the yoga mat, these values show up in how we care for our community through thoughtful events, inclusive offerings, and partnerships that prioritize giving back. At Shine, we believe that when people feel respected, nurtured, and inspired, transformation naturally follows.

This season of my business is meaningful because Shine has grown from nothing into a space that feels truly rooted. After two years of laying the groundwork, we're now moving past the challenges of starting a business and are excited to see things evolve from a solid foundation.

I'm truly proud of so many things!!! One that I followed my heart & my passion to open the studio. It was a huge leap of faith!!! I am most proud of the unique offerings happening at our studio. From creative classes to workshops like Crystal Bowl Training, Sister Circles, and Kirtan, we've intentionally designed experiences that set Shine apart. We don't want to be like every other studio—our goal is for people to feel at home here, supported, and inspired to explore both their practice and themselves.

Seeing our community thrive, watching clients find healing and belonging, and witnessing teachers share their gifts in meaningful ways is the greatest reward. This season feels like the beginning of an exciting chapter of growth, creativity, and connection.



Robin Lee is a Licensed Massage Therapist with nearly 20 years of experience and the owner of Beloved Body Massage since 2010, specializing in therapeutic and relaxing massage tailored to each client, incorporating cupping, essential oils, sound healing, and heat therapy.

A student of yoga for over 20 years, Robin completed Yoga Teacher Training to deepen her personal practice. After training, she felt a calling to offering a different experience of yoga and opened Shine Yoga Studio in January 2023. She leads Restorative Yoga, Yin Yoga, and Myofascial Release classes. Robin completed 100 hours of training to become a Certified Sound Healer and loves facilitating Sound Healing. She is also passionate about leading Sacred Circles that help women feel grounded, accepted and connected.

Previously, Robin spent seven years as a Director at Goodwill Industries of Hawaii, overseeing program development, budgets, grant writing, and supervising 50 staff—experience that shaped her leadership and commitment to building community-centered programs.