

In Good Company

Austin supports its Music Community with Estes Audiology & HAAM

TEN YEARS OF PROTECTING EARS

As Austin begins the now annual anticipation of SXSW hype, the thought of music streaming through the streets of the Live Music Capitol of the World is fairly typical around the city. It also gets some thinking about hearing protection and long-term effects of noise exposure, not only to those who go to the concerts, but those on stage as well.

The Health Alliance for Austin Musicians provides access to primary medical care for low-income, working musicians. Since 2008, medical services have included hearing healthcare. Estes Audiology Hearing Centers is celebrating 10 Years of Ears with HAAM in providing education to local Austin musicians on hearing protection through awareness, audiological screenings, and custom-fit hearing protection.

“Musicians are exposed to high decibel ranges which—without the musician’s knowledge—can cause irreparable damage to their hearing,” said Reenie Collins, executive director of HAAM. “At HAAM, we focus on providing access to affordable healthcare for musicians, including hearing and vision. We rely heavily on our affiliate partners, like Estes Audiology, who understand the importance of keeping our local musicians healthy while protecting their greatest assets. Estes’ HEAR Clinics are an incredible resource for our musicians to monitor and maintain their hearing.”

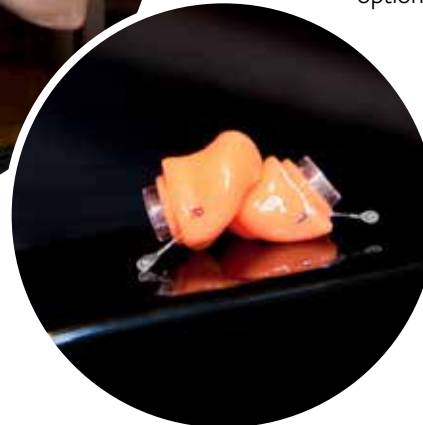
Local musicians are provided with hearing services and hearing protection at quarterly clinic events held in Austin. Those with active HAAM memberships receive education, a hearing test, ear impressions and a pair of custom-fitted earplugs for a modest co-pay of \$25. The clinics are in-kind staffed by Estes Audiology personnel along with Audiology doctoral



students from the University of Texas.

“This is a great program for our local musicians,” enthuses Soriya Estes, AuD, president of Estes Audiology Hearing Centers. “Since the inception of the HEAR clinics, we have provided over 3,000 pairs of custom Musicians earplugs to local artists. These give the advantage of protection with filters to allow the music to still come in clear and not compromise the sound quality. Without HAAM and the HEAR clinic, these artists would have continued to not pursue custom hearing protection due to the expense.”

Music and concert lovers also enjoy the benefits of quality hearing protection, which Estes Audiology specializes in for a variety of occupations and hobbies. The first sign of damage from noise can be difficulty understanding in noisy situations, tinnitus (ringing) in one or both ears or hearing high-pitched sounds such as birds and women’s voices. If you have any of these pre-cursor signs call to schedule a baseline evaluation at Estes Audiology to discuss hearing protection and hearing treatment options. 512-961-1808. www.HearLifeAgain.com



ESTES AUDIOLOGY

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IN GOOD COMPANY

Wilson & Goldrick Realtors and Blanton Design team up to sell luxury properties in Austin

Why is home staging so important?

Susannah: Home staging is important in a vacant home because it helps the buyer see how the home will feel and look with furnishings in place. It helps them remember the scale of the room as well as its purpose. With beautiful items installed, it creates an ideal set up to romance the buyers to the home's potential. In occupied homes, staging will streamline the owners existing items so that it is decluttered and less personalized, so that the buyer can imagine themselves living there, versus being too distracted by who currently is.

Cindy: Home staging plays a very important role in marketing homes. We have stagers help tidy, declutter, and in cases where homes are vacant, fully stage the home. This is vital as it provides the warmth needed for buyers to envision making the house their own.

How significant of a role does a home's interior appearance play in the buying and selling process?

Susannah: It is sometimes surprising how important the interiors can be in the sale of a home. Although the furnishings will not convey with the sale, it gives an impression that will stick with the buyer. Even if the home is in perfect condition, if the furnishings appear overly worn or the rooms too cluttered, people perceive that the rooms are too small or the home has not been properly maintained. I always recommend that you put your best foot forward in every aspect of the home: from the landscaping to the paint to the furniture.

Cindy: A home's interior appearance is critical to a sale. It should be neat and clean and with professional staging, it showcases the best version of the home. Even if the buyers don't have equal quality furnishings, a staged home is more appealing than an unstaged one.

Staging seems to have become more and more desired recently. What is your take on why business has picked up so much in recent years?

Susannah: With the competitive nature of the real estate market in Austin, staging has become the new norm. As buyers go through and see several houses in a single day, studies have shown that the buyers will linger longer in a staged home because it is more inviting and comfortable, enabling them to connect more with that property versus a vacant one. Realtors are finding in order to be more competitive, it is a standard part of the process.

Cindy: Staging has become more critical as homes have become more expensive and more sophisticated in design. Some spaces are larger, and with more volume, it's harder to visualize how a room would live furnished. Balancing a cozy feel with a dramatic look is critical. We have had similar houses for sale where one is professionally furnished and the other is vacant. Invariably, the furnished house sells first. Additionally, a well-staged, furnished home is much more visually impactful in print and digital advertisements.

Susannah Blanton
is owner of Blanton
Design & Staging, a
full service staging
company with over
10 years experience
in central Texas.
BlantonDesign.com

Blanton
DESIGN & STAGING



3 BR | 4.5 BA | 5,290 SF

Custom designed by Luis Jauregui and built by Katz Builders, this home lives mostly on one level. Great for entertaining with large rooms and tall ceilings. Extensive master suite sits on main level with spacious walk-in closets. Kitchen opens to breakfast and family room, and overlooks an incredible garden. A separate living area with stained concrete floors provides a great space for an informal living area with a guest suite on the upper level and a balcony overlooking gardens. \$1,399,000.

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CINDY GOLDRICK,
BROKER



OUR PERFORMANCE
WILL MOVE YOU

512.328.0022

WWW.WILSONGOLDRICK.COM

Sheri Terrell, Personal Stylist

Helping women of all ages
look their best

From wardrobe edits to seasonal updates and shopping for special events and vacations, Sheri Terrell is your go to Personal Stylist. No project is too small or too big and every body type can look fabulous for any occasion.

About Sheri

After two years with Stitch Fix (an online personal styling company), Stella & Dot (a jewelry/accessories company), and a lifetime love of fashion and style, I was excited to strike out on my own and start a personal styling and shopping business.

My sole mission is to help women look and feel their best! At Stitch Fix I worked with hundreds of customers: petite, average, plus-size, busty -- all different sizes and body types. I received such positive and uplifting feedback from my customers. They wrote to me about the confidence and joy they gained when they wore clothes I had selected for them. Clothes that fit appropriately, suited their personality, lifestyle and body type and gave them their own unique style. This continual feedback from my Stitch Fix clients inspired me to start my own styling service.

I have been fascinated with fashion and style from a young age. I am indebted to my mother for teaching me how to sew (I still get out my sewing machine for alterations). While I was in college, there were times I could not find



Who needs a personal stylist?

People hire me for various reasons. Some people love fashion and are stylish, but they do not like shopping or they do not have the time. Others are “in a fashion rut” and need a pair of fresh eyes looking at their closet. I am able to help you see new outfits you have never seen before! I can suggest new pieces to add to your current wardrobe. I can also help you with that perfect outfit for your special occasions or vacations.

outfits I liked, so I would grab a Vogue pattern, yards of awesome fabric and make my own fabulous pieces. After college, while working in a conservative banking environment, I liked to put my personal touch on an outfit by adding a gorgeous brooch, scarf, or pretty vintage earrings. I love creating new outfits with the clothes and accessories I already have in my closet. I add new, trendy pieces from the current season to give a fresh new look to my wardrobe. I have also become an expert at online sourcing through my work at Stitch Fix.

I would love to help you with your personal style.



SHERI TERRELL PERSONAL STYLIST

sheriterrell.com | 512.771.1590

In Good Company

Tina McCutchin has always loved clothes and fashion, and she knew she wanted to turn her passion for shopping and fashion into a career. She kickstarted her college education in fashion merchandising at Texas Tech University. Her success at school eventually led to many incredible opportunities in the fashion industry. When she began looking for jobs as a post grad, she was able to land her dream job on Harold's retail buying team. After a year as a buyer, Tina got married and moved to San Francisco to work in The Gap's corporate offices and assisted in the launch of Gapkids.com and Babygap.com. The connections Tina made at The Gap later led her to become the senior website manager at Saks Fifth Avenue, where she oversaw the launch of the store's website, saksfifthavenue.com.

After many years in bustling New York City, Tina and her husband, Brent, relocated to Austin to start a family. They now have three children, Maddy,



16, Ella, 14, and Luke, 11 and are extremely dedicated to giving back to the Austin community. Tina is an active member of the Junior League of Austin, where she contributes her time and efforts to many committees and boards. Along with Junior League of Austin, Tina has volunteered her time and resources to The Austin Symphony League, National Charity League Hills of Austin, Casis Elementary School PTA, O'Henry Middle School PTA, Austin High School PTA, Tarrytown United Methodist Church, The American Cancer Society, The Elizabeth Ann Seton Board, and The Dell Children's Hospital Board.

Tina feels that her partnership with Tide will be a great synergy between her love of fashion and community involvement. She thinks Tide Dry Cleaners is a perfect addition to West Austin. West Austin guests can come into our Westlake store or sign up for our delivery route. We are thrilled to help West Austin look and feel their best everyday.

Tide Dry Cleaners has set out to change the dry cleaning industry for good. From the clean, fresh scent, to the friendly and attentive staff, and our partnerships within the local community, you'll discover the difference on your first visit. Tina and Brent McCutchin are excited to bring this Tide quality, service and care to West Austin.

Tide Dry Cleaners offers delivery, 24-hour drop-off, and an automated kiosk for pick-ups. Through our partnership with GreenEarth® Cleaning, and utilization of Tide® and Downy® fabric care products, Tide Dry Cleaners has the cleaning technology to care for a range of garments, as well as specialized services, including Tide Back-to-Black™, Tide Restore for Whites™, and Tide Restore for Colors™. Each garment receives a 7-point hand inspection, ensuring a perfect finish for every piece, every time, because Tide Dry Cleaners believes that our guest deserve more out of their dry cleaning experience.



“At Tide Dry Cleaners you will find we will go above and beyond other dry cleaners to help you look your best so you are ready to take on the world.”

WESTLAKE: 3267 Bee Caves Rd. 78746
(next to Howdy Donuts)

ROUND ROCK: 3200 Greenlawn Blvd. 78664

512-592-4886

In Good Company



HAVE YOUR CAKE *and Cardio Too!*

More adults are choosing to celebrate special occasions with exercise classes called fitness parties. At Castle Hill Fitness, we've seen an increase in these types of requests – from bachelorette Pilates classes to wedding party Yoga - why worry about fitting in a workout on your birthday when you can make the workout part of the party!

A private event fitness party creates a healthy alternative to other adult parties that tend to focus on alcohol and special meals. “Sometimes after the hour class the group gets cleaned up for brunch or goes out for cocktails - so the traditional idea of an adult party is not lost,” says Amy Rogers, Director of Programs at Castle Hill Fitness, “it’s just more fun and sweaty in the beginning.”

Think of a fitness party as the new way to mark life’s milestones:

- Birthdays
- Anniversaries
- Graduations
- Bachelorette/Bachelor Parties
- Pre-wedding or wedding weekend events
- Workplace Team Events

Things to consider when planning or reaching out to your local gym:

- 1. Make it About You** – have you been taking barre class for years and your friends know it? Ask your favorite instructor to lead your group!
- 2. Popular Party times** – most often mid-afternoons are more available in fitness facilities when regular programming is done for the day.
- 3. Guest List** – Most studios offer a flat fee with no minimum number of participants necessary, however, space might be limited due to the number of props or size of the space.

If you're interested in planning your own fitness party with Castle Hill Fitness visit: www.castlehillfitness.com/events or call (512) 478-4567

IN GOOD COMPANY



The Austin Center for Grief & Loss stands with victims of Hurricane Harvey. As we grieve for our fellow Texans, it is important for us to acknowledge the losses victims have faced and support our community as we move forward rebuilding from this tragedy.

When a natural disaster of this caliber strikes, we are left with feelings of hopelessness, anger, sadness, and frustration. We experience a fog of disbelief, unsure of how to move forward. We wonder what we can do to help those who have been impacted. We also have the opportunity to work together to support evacuees seeking respite in Austin.

At The Austin Center for Grief & Loss, our mission is to provide grief counseling and support services to children and adults experiencing a loss. Hurricane Harvey is a sobering reminder that loss can present itself in many forms. As we are left picking up the pieces, we are faced with the reality that we must move forward. At our center, we help individuals coping with loss address three phases of grief—What

is lost? What is left? What is possible? With every loss experience, we are also given the opportunity to find greater meaning and value in our life.

We want to offer our support to those impacted by Hurricane Harvey and the opportunity to build connections. Austin Grief is now providing Hurricane Harvey Support Groups on the 2nd and 4th Tuesday of every month. In times of greatest need, we choose to connect, love, and help.

Grief has the power to transform individuals. In this transformative process, grieving persons become expanded rather than diminished, more, rather than less. If you have been impacted by a death or loss, regardless of the nature, we are here to offer our support.

Please call Austin Grief for more information at (512) 472-7878 or visit Austingrief.org today.



THE AUSTIN CENTER FOR

Grief&Loss

Hope > Healing > Transformation

IN GOOD COMPANY WITH...

MIKE OGDEN

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Mike Ogden saw a trend in Austin homes: residents were spending millions to build their dream homes but weren't considering what they would look like at night. He saw an opportunity in designing custom outdoor lighting systems that not only target the features most important in a home but also create the perfect outdoor space for the homeowner and their visitors. He joined forces with Captive Audio, a 24-year old company specializing in custom audio/video and home automation solutions, to create Captive Lighting. With the guidance of an already established company in the custom home industry, Captive Lighting formed a team consisting of an architect and two systems designers. The unique pairing of knowledge in system design and knowledge in architecture and lighting design allows for Captive Lighting to create a one-of-a-kind lighting system that will put a home's best features forward.

WHY DO YOU NEED A DESIGN FOR YOUR OUTDOOR LIGHTING?

Most outdoor lighting installers illuminate the landscape but seldom ask the overall lighting goal. The installer rarely thinks of the functional, decorative and security purposes of lighting. A lighting design is a thought process on paper that establishes the goals and expectations with the client and ensures those goals are met. It also becomes a reference document for future upgrades and modifications.

WHAT IS YOUR PROCESS?

- LISTEN** to the customer, architect or designer to gather requirements.
- DESIGN** using functional, decorative and security lighting.
- DOCUMENT** the lighting plan and support documentation.
- INSTALL** fixtures throughout your property.
- FINE-TUNE** the system at night to ensure the lights are properly aimed.
- SUPPORT** for the lighting system indefinitely.

DO YOU SERVICE EXISTING OUTDOOR LIGHTING SYSTEMS?

Absolutely. Our philosophy is that outdoor lighting evolves with the maturity of the landscape so there will always be a need to service existing fixtures. We currently offer complimentary evaluations of existing systems where we identify any issues or areas of concern.

Captive Lighting

BY CAPTIVE AUDIO



FUNCTIONAL A well-lit path guides guests to the homes entrance and makes them feel more welcome.



DECORATIVE This patio overlooking a creek uses lighting to create a beautiful, natural backdrop.



SECURE Wash lights cover the entire front of the home and eliminate any dark areas.



See more projects at captiveaudio.com/lighting

“Outdoor lighting to a homeowner is so much more than lights in the ground. It greets their guests, brings attention to their favorite features and keeps them safe.”