

Austin

MAY 2025

25 FOR 2025

BLACK BUSINESSES SPEAK OUT

A CHANCE TO WIN A FREE TOTE BAG INSIDE

FIVEONETWO MAGAZINE:
ALL BLACK EVERYTHING

VOLUME ONE

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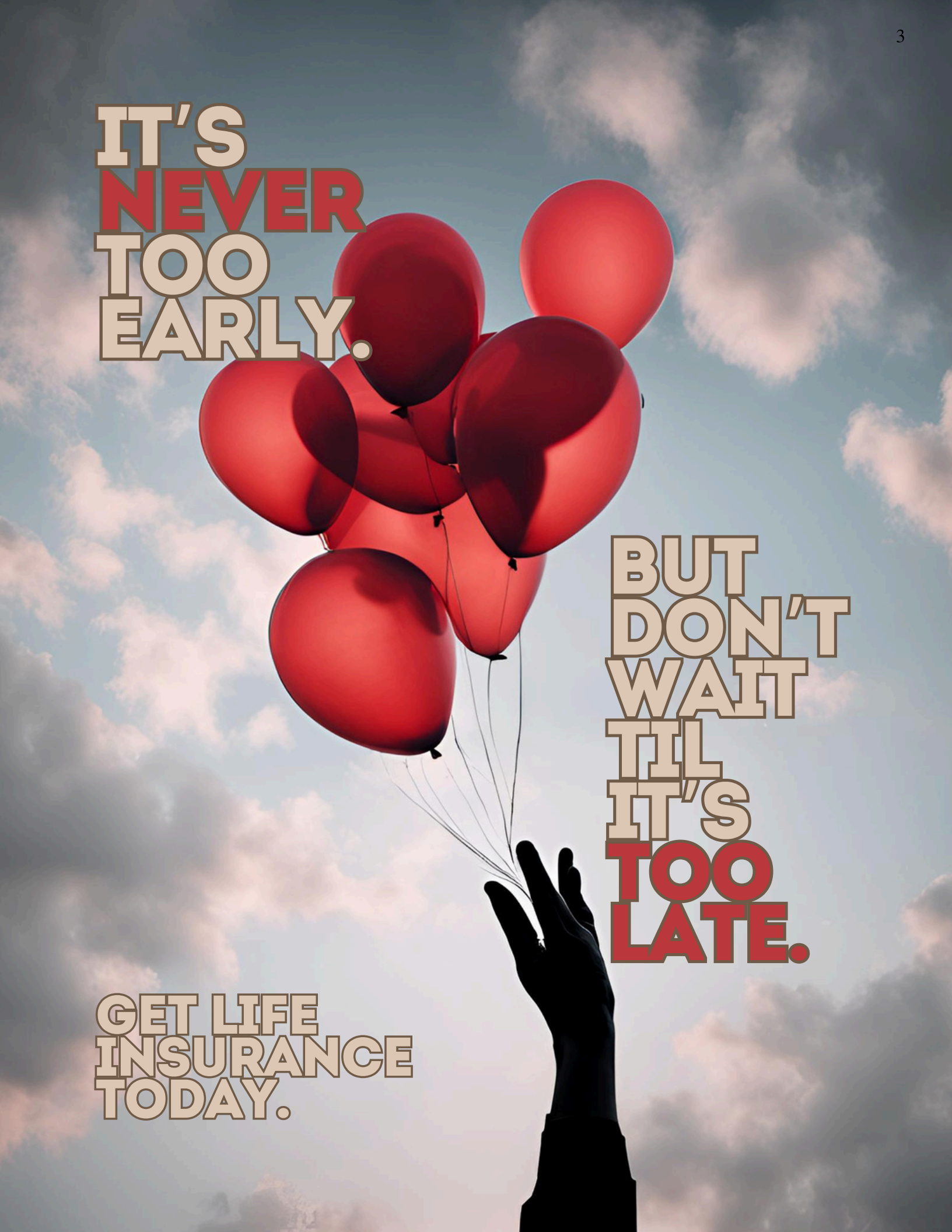
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IT'S NEVER TOO EARLY.
BUT DON'T WAIT TIL IT'S TOO LATE.
GET LIFE INSURANCE TODAY.

FROM THE EDITOR

This magazine is a community project I created to challenge myself and, more importantly, to bring Austin together. Over the past year, I noticed a growing number of Facebook posts and conversations about the lack of community and support within OUR city. While I agree, I also recognize that this isn't new—Austin, like many places, has always struggled with influence and popularity. People wait for something to be widely accepted before they decide to support it.

I believed this magazine could be a small but meaningful shift—our chance to create our own narrative about what Austin means to Black businesses and the Black community. A way to celebrate and uplift the people changing lives, both in big and subtle ways. When I first put out the call, 13 Black business owners responded. That number alone gave me so much hope and excitement for what this could mean for Black entrepreneurs and consumers in our city. While I was only able to interview 4 of those business owners, their stories are powerful, raw, and full of heart. I'm so excited for you to read them. And because I didn't want to leave anyone out, I've also included a directory in the back of the magazine to help you find and support the other amazing businesses that were willing to be part of this project.

The truth is, the city is changing. And instead of only complaining, holding on to nostalgia, or waiting for something to go viral, we have to be proactive. We have to be the community that keeps the city together. The community that shows up. That supports. That builds. Be the change we want to see.
This project wouldn't have been possible without the love and support of a few special people. Thank you to my girl, Treasure, for the stunning cover photo. Thank you to my mom, Ericca, my sister, and Dede—my best friend—for the constant words of encouragement. Dede, thank you for letting me raid your Instagram—you're so fly, it only made sense. I love y'all so much.

EDITOR'S NOTE



a few words from Courtney

CERTIFIED
SERVICE USED BY COURTNEY & FAMILY

FROM THE EDITOR



To the businesses and entrepreneurs who trusted me with your time and stories: thank you. Your willingness means everything. Thank you to my family for putting up with me through this entire process. It wasn't easy taking on what is usually a group effort all on my own, but it was so rewarding. And it's just the beginning.

There were many times I wanted to quit. I told myself this was just something fun, so it didn't matter if I finished. I battled imposter syndrome and questioned if anyone would even care. But in the middle of that doubt, this magazine became my escape. A space to indulge in creativity during a season full of stress, emotion, and change.

I worked incredibly hard on this first edition—through my PhD program, moving, heartbreak, countless delays, and overcomplicating every detail trying to make it perfect.

Courtney Jackson
EDITOR-IN-CHIEF

This magazine is inspired by the nostalgic beauty of Black childhood—church directories, scrapbooking, magazines like Word Up!, Black Hair, J-14, Highlight, and everything in between. It's a love letter to those influences, but also something new: a space to showcase the person and the talent. To highlight the heart behind the hustle and elevate the standard of service we all deserve. It's a directory and a story. A visual hub of connection meant to support and grow Black businesses in Austin.

Even in an age of constant social media, there's something powerful about physical media. Something permanent. Something that lives with you. So wear your clothes. Take pride in what you wear. Support one another.
And always, always capitalize the B in Black when referencing Our People.

This is Courtney's Conversational Closet, a hub for connection, a space for stories, and a celebration of Black community and fashion. Black businesses are more than commerce, they are culture, refuge, and legacy.

Happy (late) 512 Day to the Capital City.
I hope you enjoy what's inside and I can't wait to hear and share more.

ENTER TO WIN

FREE TOTE BAG OF YOUR CHOICE IN 4 EASY STEPS!



ZIP CODE, STREET NAME AND TEXT CAN BE CUSTOMIZED

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TO 512 MAGAZINE OR COURTNEY'S CONVERSATIONAL CLOSET

COUNT

THE NUMBER OF GOLD CERTIFIED SEALS THROUGHOUT THE MAGAZINE

FINISH

THE CROSSWORD

SEND

ALL YOUR PROOF & ANSWERS TO FIVEONETWOMAGAZINE@GMAIL.COM

GOOD LUCK!

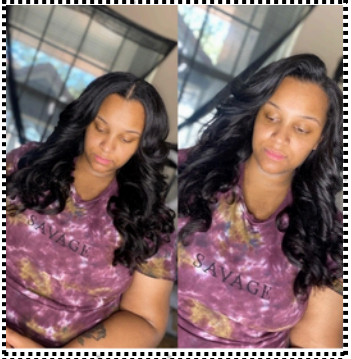
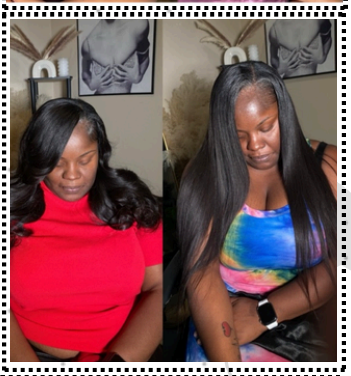
BLACK BUSINESS

CONVERSATIONS WITH THE CITY

I WAS AFFORDED THE OPPORTUNITY TO SPEAK WITH A FEW BUSINESS OWNERS WHO ARE ALSO NATIVE AUSTINITES. I ASKED A SERIES OF QUESTIONS ABOUT THEIR BUSINESSES, THEIR ROOTS, THE CHANGING LANDSCAPE OF AUSTIN, AND THEIR HOPES FOR THE FUTURE.

THROUGH THESE CONVERSATIONS, I EXPLORED WHAT IT WAS LIKE GROWING UP IN THEIR AUSTIN, HOW THE CITY SHAPED THEIR ENTREPRENEURIAL PATHS, WHAT THEY BELIEVE THE CITY STILL NEEDS, AND WHAT KIND OF AUSTIN THEY HOPE TO LEAVE BEHIND FOR THE NEXT GENERATION.

GET TO KNOW PIECES OF BLACK AUSTIN–ITS HISTORY, RESILIENCE, AND DREAMS–THROUGH THE EYES OF THE VERY PEOPLE WHO REMAIN IN THE CITY THAT STARTED IT ALL.





clip & snip

Choose your look from these hairstyles from Dede's Dollhouse. Clip out the photo and take it to the doll herself!

dede's dollhouse

CERTIFIED

IN THE HEART OF NORTHEAST AUSTIN, WHERE GRIT, CULTURE, AND TRANSFORMATION COLLIDE, LIVES A STORY OF RESILIENCE AND REINVENTION. DEDE ROBERSON, A SELF-TAUGHT HAIRSTYLIST AND ENTREPRENEUR, HAS SPENT THE PAST TWELVE YEARS BUILDING A CAREER FROM PASSION, FAITH, AND COMMUNITY ROOTS. WHAT STARTED AS A SIDE HUSTLE HAS EVOLVED INTO A FULL-TIME BUSINESS SHAPED BY THE STREETS THAT RAISED HER AND THE PEOPLE WHO CONTINUE TO WALK ALONGSIDE HER.

DEDE WAS RAISED IN THE 78723 ZIP CODE, AROUND LBJ HIGH SCHOOL AND PECAN SPRINGS ELEMENTARY. HER CHILDHOOD MEMORIES ARE GROUNDED IN THE CULTURALLY RICH, PREDOMINANTLY BLACK NEIGHBORHOODS OF NORTHEAST AND DEEP EAST AUSTIN. BACK THEN, THE AREA WAS FAR FROM THE SLEEK COFFEE SHOPS AND CONDOS OF TODAY.

"the stylist who doesn't need a stylist"

"IT WAS THE HOOD," SHE SAYS, MATTER-OF-FACTLY. "NOW WHEN I GO BACK, IT FEELS LIKE ANOTHER CITY. IT'S NICE, BUT SOMETIMES I FEEL LIKE MY CHILDHOOD IS GONE." GENTRIFICATION MAY HAVE CHANGED THE PHYSICAL LANDSCAPE, BUT DEDE STILL FINDS TRACES OF THE OLD AUSTIN. COOL CORNER CONVENIENCE STORE, THE 'GHETTO' MECHANICS OUTSIDE AUTOZONE, AND THE VIBRANT ENERGY OF HER GRANDMA'S OLD NEIGHBORHOOD OFF MLK AND SPRINGDALE REMAIN AS LIVING MEMORIES.



AFTER HIGH SCHOOL, DEDE DIDN'T FOLLOW THE TRADITIONAL COLLEGE ROUTE. "I NEVER SAW THAT FOR ME," SHE EXPLAINS. "I DIDN'T WANT TO WASTE MY PARENTS' MONEY. I WANTED TO FIGURE IT OUT ON MY OWN."

THAT FIGURING-OUT PROCESS LED HER THROUGH CALL CENTER JOBS AND DATA ENTRY ROLES—FIELDS SHE STILL RESPECTS—BUT HER REAL TALENT ALWAYS LIVED IN HER HANDS. EVEN WHILE WORKING 9 TO 5, SHE DID HAIR AFTER HOURS AND ON WEEKENDS, GROWING A LOYAL CLIENT BASE. IT WASN'T UNTIL THE PANDEMIC HIT THAT SHE WAS FORCED TO TAKE A LEAP OF FAITH. WHEN HER EMPLOYER DENIED HER THE OPTION TO WORK REMOTELY WHILE HER DAUGHTER NAVIGATED VIRTUAL LEARNING, SHE CHOSE HER PASSION AND HER FAMILY OVER JOB SECURITY.

"I WAS SCARED, BUT I SAVED UP, PAID MY RENT FOR A FEW MONTHS, AND WENT FULL TIME IN 2021," SHE SAYS. "GOD DEFINITELY SHOWED ME IT WAS POSSIBLE."
DEDE'S OLD SIGNATURE $50 SATURDAY SPECIALS WEREN'T JUST A BUSINESS TACTIC—THEY WERE A LIFELINE FOR COMMUNITY MEMBERS WHO COULDN'T AFFORD SALON PRICES. "IT WAS FOR THE PEOPLE," SHE EXPLAINS. "SOME OF MY CLIENTS COULDN'T PAY MORE, AND OTHERS BROUGHT NEW PEOPLE TO ME."
IT WAS ALSO MARKETING AT ITS MOST AUTHENTIC. "PEOPLE WHO STARTED WITH THOSE $50 SEW-INS STUCK WITH ME EVEN WHEN MY PRICES WENT UP. THEY SAW MY GROWTH AND RESPECTED THE JOURNEY."
THREE YEARS LATER, HER PRICES REMAIN CONSISTENT, AND HER CLIENTS REMAIN LOYAL. "THEY'RE ENTREPRENEURS, TOO. THEY GET IT."

AS PROUD AS DEDE IS OF HER CITY, SHE'S ALSO HONEST ABOUT ITS CHALLENGES. "WE DON'T HAVE A LOT OF UNITY HERE," SHE SAYS. IN THE WORLD OF STYLISTS, NAIL TECHS, AND ESTHETICIANS, COMPETITION OFTEN OVERSHADOWS COLLABORATION.
"I DON'T GO TO SALONS OR SUITES BECAUSE THE ENERGY CAN BE MESSY. I PREFER TO WORK ONE-ON-ONE WITH MY CLIENTS, AWAY FROM ALL THAT."

SHE DREAMS OF AN AUSTIN WHERE CREATIVES SUPPORT ONE ANOTHER INSTEAD OF COMPETING IN SILENCE. "IT'S WEIRD WHEN PEOPLE WON'T TAG YOU PUBLICLY BUT SLIDE INTO YOUR DMS FOR APPOINTMENTS. WE NEED TO UPLIFT EACH OTHER."

DESPITE THE CHANGES, DEDE EMBRACES AUSTIN'S GROWING DIVERSITY. "I DON'T WANT MY DAUGHTER TO GROW UP AROUND JUST BLACK PEOPLE—I WANT HER TO EXPERIENCE OTHER CULTURES."
SHE BEAMS AS SHE TALKS ABOUT HER DAUGHTER'S SCHOOL IN HUTTO, A MELTING POT OF RACES AND ETHNICITIES. "SHE'S ADVENTUROUS, JUST LIKE ME. I WANT HER TO KNOW HOW TO ADAPT TO THE WORLD BECAUSE IT'S FULL OF ALL KINDS OF PEOPLE."
THOUGH DEDE MOURNS THE LOSS OF SOME CULTURAL LANDMARKS—LIKE THE ICONIC FRANK ERWIN CENTER—SHE BELIEVES IN THE CITY'S POTENTIAL TO OFFER A "GOOD KIND OF WEIRD" FOR THE NEXT GENERATION.



Signature 'Doll Curls'

WHILE HAIRSTYLING IS HER BREAD AND BUTTER, DEDE IS CLEAR: SHE DOESN'T WANT TO BE BOXED INTO A SINGLE IDENTITY.

"I GET BORED DOING HAIR EVERY DAY," SHE LAUGHS. "I WANT TO DO FASHION VIDEOS, SHOW PEOPLE HOW I DID MY HAIR, INFLUENCE OTHERS. I WANT TO TAP INTO ALL MY AMBITIONS."
SHE'S EXPLORING NEW VENTURES, FROM POSSIBLY SELLING HAIR BUNDLES TO GROWING A SOCIAL MEDIA PRESENCE—ANYTHING THAT ALIGNS WITH HER CREATIVITY AND AUTHENTICITY.

DEDE'S STORY ISN'T JUST ABOUT HAIR. IT'S ABOUT COURAGE, COMMUNITY, AND CARVING OUT A PATH THAT FITS YOU. HER ADVICE IS ROOTED IN EXPERIENCE AND FAITH.
"I STAND ON BUSINESS. I'M PROFESSIONAL, I'M DOWN-TO-EARTH, AND I'M REAL WITH MY CLIENTS. WHETHER YOU TEXT ME OR SIT IN MY CHAIR—I'M THE SAME PERSON."

LOOKING TOWARD 2025 AND BEYOND, DEDE IS COMMITTED TO EVOLVING WHILE STAYING GROUNDED IN HER VALUES. AND ABOVE ALL, SHE WANTS HER DAUGHTER—AND AUSTIN—TO THRIVE IN A CITY THAT REMEMBERS ITS ROOTS WHILE EMBRACING THE RICHNESS OF ITS FUTURE.

USE THE QR CODE TO BOOK AN APPOINTMENT!

@THEDEDEDOLL

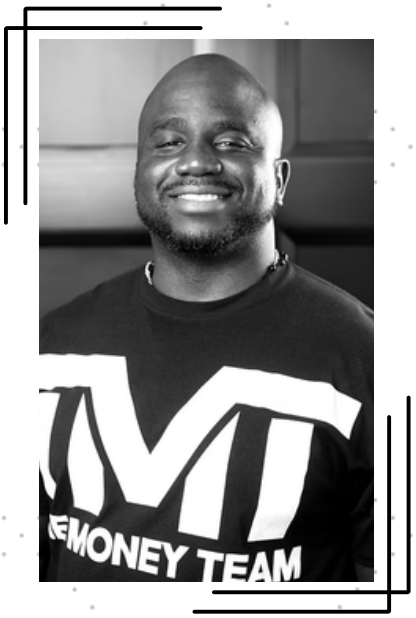
FROM SURVIVAL TO RESTORATION:

TEACHING Agency THROUGH Advocacy

BILL WALLACE REMEMBERS A DIFFERENT AUSTIN—AN AUSTIN FILLED WITH CONNECTION, RHYTHM, AND REAL COMMUNITY. HE GREW UP IN ELM RIDGE, TUCKED BEHIND 12TH STREET AND AIRPORT BOULEVARD IN THE 78702 ZIP CODE. IT WAS THE KIND OF PLACE WHERE EVERYONE KNEW EACH OTHER, AND TWO QUESTIONS COULD REVEAL A FAMILY TIE. "WE DIDN'T KNOW WE WERE LIVING IN WHAT PEOPLE WOULD CALL 'THE HOOD,'" WALLACE SAYS. "TO US, IT WAS HOME. WE HAD HIGHLAND MALL, THE SKATING RINK, SHOWPLACE LANES, CELEBRATION STATION... THOSE WERE OUR SPOTS. IT FELT MAGICAL."

HIS EARLY YEARS WERE SHAPED BY A CLOSE-KNIT COMMUNITY AND THE VIBRANT BLACK CULTURE OF EAST AUSTIN. HE ATTENDED OAK SPRINGS ELEMENTARY AND WENT THROUGH CHILD INC. IN ROSEWOOD-ZARAGOSA BEFORE HIS FAMILY MOVED FARTHER NORTH. BY MIDDLE AND HIGH SCHOOL, HE WAS IN THE RUNDBERG AREA—STILL DEEPLY CONNECTED TO AUSTIN, BUT FACING A SHIFTING SOCIAL REALITY.

AS THE CITY GREW, IT CHANGED—SOMETIMES VIOLENTLY FOR THOSE IN MARGINALIZED NEIGHBORHOODS. WALLACE RECALLS THE TRAUMA THAT PROMPTED HIS MOTHER TO MOVE THEM OUT OF ELM RIDGE: "A BUDDY OF MINE, CHRIS DEAN, WAS KILLED AT JUST 13. I WAS NINE. THEN, NOT EVEN A YEAR LATER, MY SISTER'S CLASSMATE, RYAN COLEMAN, WAS KILLED AT 17. MY MOM SAID, 'WE'VE GOT TO GET OUT OF HERE.'"



THEY MOVED TO VILLAGE GREEN ON NORTHEAST DRIVE AND LATER TO RUNDBERG, THINKING IT WOULD BE BETTER. BUT RUNDBERG, LIKE MANY OTHER PARTS OF AUSTIN DURING THE 1990S, WAS AFFECTED BY DRUGS, GANGS, AND OVERPOLICING. "THERE'S THIS ILLUSION THAT MOVING FURTHER AWAY MEANS ESCAPING HARDSHIP," WALLACE SAYS. "BUT REALLY, WE WERE JUST BEING PUSHED—PUSHED INTO THE NEXT CRISIS ZONE."

TOMORROW'S PROMISE Foundation

THAT SLOW, PAINFUL REALIZATION—THAT THE SYSTEM WAS WORKING EXACTLY AS DESIGNED, CAME INTO FOCUS AFTER WALLACE WAS INCARCERATED AS A TEENAGER. "I COULDN'T PUT IT INTO WORDS BACK THEN," HE SAYS. "BUT I KNEW IT WASN'T RIGHT. IT DIDN'T FEEL LIKE A TRUE RITE OF PASSAGE. I WAS FRUSTRATED, AND THAT FRUSTRATION BECAME THE SEED OF EVERYTHING I DO NOW."

OUT OF THAT REALIZATION, WALLACE CREATED THE TOMORROWS PROMISE FOUNDATION (TPF)—A COMMUNITY-BASED ORGANIZATION DEDICATED TO HELPING FAMILIES AND YOUTH THRIVE, WITHOUT HAVING TO ENDURE THE HARDSHIPS HE FACED. "THE WORK IS PERSONAL. IT'S ROOTED IN MY EXPERIENCE AND IN THE COLLECTIVE EXPERIENCE OF OUR COMMUNITY," HE EXPLAINS. "OUR GOAL IS TO PROMOTE HEALING, AWARENESS, AND JOY. WE WANT PEOPLE TO KNOW: YOU DON'T HAVE TO WALK THE SAME PATH I DID."

GIVING BACK IS MORE THAN JUST SERVICE FOR WALLACE—IT'S RESTORATION. "I WANT TO REPAIR SOME OF THE HARM I'VE CAUSED AND BRING LIGHT TO THE SYSTEMS THAT SHAPED IT. TOO MANY PEOPLE STILL BELIEVE THEIR CIRCUMSTANCES ARE JUST PERSONAL FAILINGS. BUT THESE WERE COORDINATED EFFORTS—DISPLACEMENT, POLICING, ECONOMIC ISOLATION. NONE OF IT HAPPENED BY ACCIDENT."

WALLACE BELIEVES AUSTIN HAS FAILED TO SHARE ITS GROWTH WITH THE PEOPLE WHO BUILT IT. "WE'RE THE HOME OF GOOGLE, TESLA, CANVA, ORACLE, SAMSUNG, APPLE. THESE COMPANIES ARE MAKING RECORD PROFITS, BUT WHERE ARE THE BENEFITS FOR THE BLACK AND BROWN COMMUNITIES WHO'VE BEEN HERE FOR GENERATIONS?" HE ASKS. "WE NEED TO HOLD THESE COMPANIES ACCOUNTABLE AS CORPORATE CITIZENS. IF YOU'RE GOING TO PROFIT FROM OUR CITY, INVEST IN OUR PEOPLE."

YET WALLACE REMAINS HOPEFUL. HE ENVISIONS AN AUSTIN ROOTED IN EQUITY AND JOY—ESPECIALLY FOR ITS BLACK RESIDENTS. "THE AUSTIN I WANT TO LEAVE BEHIND IS ONE FILLED WITH HOPE. NOT JUST WITHIN CITY LIMITS, BUT IN THE SURROUNDING AREAS WHERE WE'VE BEEN PUSHED. WE'RE STILL HERE, AND WE STILL BELONG."







THROUGH TPF, WALLACE AND HIS TEAM PROVIDE COMMUNITY PROGRAMMING WITH COMPASSION AT ITS CORE. FROM YOUTH CAMPING TRIPS AND SCHOOL SUPPLY DRIVES TO CPS FAMILY REUNIFICATION SUPPORT AND HOLIDAY AID, THEIR WORK CENTERS JOY, DIGNITY, AND ACCESSIBILITY. "WE DON'T ASK PEOPLE TO PROVE THEY DESERVE HELP. WE DON'T ASK FOR MONEY OR DATA. WE SHOW UP WITH EMPATHY, BECAUSE PEOPLE ARE ALREADY CARRYING SO MUCH," HE SAYS.

LOOKING AHEAD, WALLACE DREAMS OF CREATING PERMANENT PHYSICAL SPACES FOR BLACK FAMILIES TO GATHER, HEAL, AND FLOURISH. "I WANT TO BUILD PLACES WHERE WE CAN BE UNAPOLOGETICALLY BLACK. PLACES WHERE CULTURE IS HONORED, AND PEOPLE FEEL SAFE TO BE WHO THEY ARE."

BILL WALLACE IS HELPING RESHAPE AUSTIN—ONE RELATIONSHIP, ONE RESOURCE, ONE RESTORED LIFE AT A TIME. HIS MISSION IS CLEAR: TO ENSURE THE PROMISE OF TOMORROW BELONGS TO EVERYONE, ESPECIALLY THOSE PUSHED ASIDE BY YESTERDAY'S SYSTEMS.

USE THE QR TO VISIT THE WEBSITE TO LEARN MORE ABOUT THE FOUNDATION AND HOW TO HELP!

Rooted in Hustle

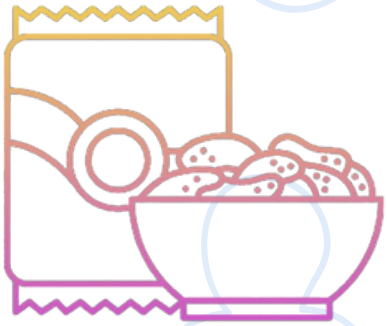
FROM CANDY SALES TO VENDING MACHINE SUCCESS

SOUTH AUSTIN, ZIP CODE 78748. THAT'S WHERE IT ALL STARTED FOR UMEIKA—BORN AND RAISED IN THE CITY SHE STILL CALLS HOME. HER MEMORIES ARE ANCHORED IN THE AROMA OF SMOKED BARBECUE, THE HUM OF TRAFFIC ON I-35, AND THE RHYTHM OF A FAMILY THAT WORKED HARD AND DREAMED BIG. HER PARENTS OWNED A BARBECUE RESTAURANT THAT BEGAN AS A FOOD TRUCK AT THE CORNER OF EAST 6TH AND I-35, LONG BEFORE AUSTIN'S FOOD TRUCK SCENE BECAME TRENDY. "THAT CORNER IS A PARKING LOT NOW," SHE SAYS, "BUT BACK THEN, THAT'S WHERE EVERYTHING BEGAN FOR MY FAMILY."

HER DAD'S ENTREPRENEURIAL HUSTLE LEFT A LASTING IMPRESSION. "HE'D LEAVE THE RESTAURANT MIDDAY TO PICK ME UP FROM PRESCHOOL, GIVE ME A SNACK, AND HEAD BACK TO HANDLE THE LUNCH RUSH," SHE SAYS WITH A SMILE. "THAT FREEDOM—THAT ABILITY TO MOVE HOW YOU WANT, WHEN YOU WANT—HAS ALWAYS STUCK WITH ME."

THAT EARLY EXPOSURE LIT A FIRE IN HER. BY MIDDLE SCHOOL, SHE WAS RUNNING HER OWN CANDY-SELLING BUSINESS OUT OF A BACKPACK. "I WAS MAKING BANK," SHE LAUGHS. "UNTIL THE SCHOOL SHUT ME DOWN." THE HUSTLE CAME NATURALLY, BUT SO DID THE DESIRE FOR SOMETHING BIGGER. IN HIGH SCHOOL, SHE TOOK A PERSONAL FINANCE CLASS AND BEGAN ENVISIONING HERSELF AS A FINANCIAL ADVISOR. "I LOVED THE IDEA OF HELPING PEOPLE MANAGE THEIR MONEY. THAT CONTROL, THAT PLANNING—IT SPOKE TO ME."

AFTER EXPLORING VARIOUS CAREER PATHS—INCLUDING WORKING IN CHILDCARE AND BRIEFLY LAUNCHING A RECORDING STUDIO—HER ENTREPRENEURIAL INSTINCTS FOUND A NEW HOME: VENDING MACHINES. "I CAME ACROSS A POST ON INSTAGRAM ABOUT VENDING MACHINES AND THOUGHT, 'WAIT, I USED TO DO THIS IN SCHOOL—I CAN MAKE THIS WORK.'" SHE IMMERSED HERSELF IN YOUTUBE VIDEOS, BUSINESS GUIDES, AND VENDING FORUMS FOR MONTHS BEFORE BUYING HER FIRST SET OF MACHINES FROM A WOMAN WHO ALREADY HAD SCHOOL CONTRACTS IN PLACE.



YUM!

Pop Snacks Vending

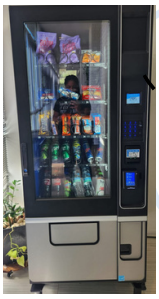
WHAT FOLLOWED WASN'T SMOOTH SAILING. WITHIN WEEKS OF PURCHASING THE MACHINES, SHE LOST HER SCHOOL CONTRACTS DUE TO ADMINISTRATIVE TURNOVER. THEN A NEW LOCATION IN SAN ANTONIO FELL THROUGH AFTER A MONTH. "I WAS READY TO GIVE UP," SHE ADMITS. "I THOUGHT I'D WASTED MY TIME AND MONEY."

BUT RESILIENCE IS HER LANGUAGE. SHE KEPT GOING, EVENTUALLY PLACING MACHINES IN AUSTIN AND SURROUNDING AREAS. ONE LOCATION SHE DOUBTED ENDED UP BECOMING HER MOST PROFITABLE. "IT'S FUNNY HOW THINGS WORK OUT. THAT SPOT I DIDN'T THINK WOULD DO WELL? IT TOOK OFF."

TODAY, UMEIKA OPERATES SEVERAL VENDING MACHINES WHILE WORKING FULL-TIME AT AUSTIN COMMUNITY COLLEGE. SHE JUGGLES THE DEMANDS OF BUSINESS, MOTHERHOOD, AND A FULL-TIME JOB, BUT SHE MAKES IT WORK—WITH JOY AND DETERMINATION. "MY MACHINES DON'T STAY EMPTY," SHE SAYS. "EVEN IF I HAVE TO RESTOCK THEM TWICE A WEEK, I'M THERE. MY CUSTOMERS KNOW I'M RELIABLE."

HER BUSINESS ISN'T JUST A SOURCE OF INCOME—IT'S A LEGACY-IN-PROGRESS. "I MAKE MY KIDS HELP RESTOCK," SHE SAYS PROUDLY. "THEY NEED TO KNOW THE VALUE OF HARD WORK. YOU WANT A SNACK? YOU BETTER HELP LOAD THE BOX. YOU EARNED THAT."

SALTY

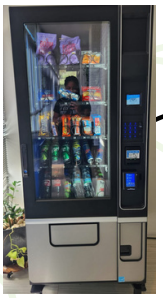


Meadows behavioral Healthcare

Sweet



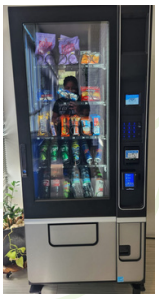
CRISPY



MLee Healthcare Staffing

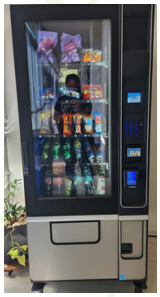
WHEN IT COMES TO CUSTOMER SERVICE AT POP SNACKS VENDING, UMEIKA'S APPROACH IS SIMPLE: PROFESSIONALISM AND A SMILE. "I LOVE PEOPLE," SHE SAYS. "I DIDN'T ALWAYS SAY THAT—I THOUGHT I DIDN'T LIKE PEOPLE. BUT REALLY, I JUST HADN'T FOUND MY PEOPLE. NOW, I SHOW UP WITH WARMTH, SPEED, AND GRATITUDE. THAT'S WHAT PEOPLE CAN EXPECT FROM ME."

Eye institute of Austin



HER VISION FOR AUSTIN'S FUTURE IS CLEAR. "I WANT TO LEAVE BEHIND A SAFER CITY, A STRONGER COMMUNITY. AND MORE BLACK BUSINESSES—MORE VISIBILITY, MORE OWNERSHIP. WE'RE LOSING PIECES OF OLD AUSTIN, AND I WANT TO HELP PRESERVE WHAT'S LEFT, EVEN IF I HAVE TO BUILD SOMETHING NEW FROM SCRATCH."

MG Machinery



LOOKING AHEAD TO 2025, SHE'S FOCUSED ON LANDING ONE MORE MAJOR LOCATION—HER BIGGEST YET, SHE HINTS—AND EXPANDING HER ROUTES STEADILY. "I'D LOVE TO GET THREE TO FIVE NEW MACHINES EVERY YEAR AND EVENTUALLY, I WANT TO STEP FULLY AWAY FROM MY 9-TO-5 AND WORK FOR MYSELF FULL TIME." EVEN FURTHER DOWN THE LINE? REAL ESTATE. "I'M INTERESTED IN BUYING AND LEASING PROPERTIES, INVESTING, FLIPPING IF I HAVE TO," SHE SAYS. "ANYTHING THAT BUILDS FOR MY FAMILY."

SPICY

BECAUSE FOR UMEIKA, ENTREPRENEURSHIP ISN'T JUST ABOUT SNACKS AND SALES. IT'S ABOUT FREEDOM, LEGACY, AND TEACHING HER CHILDREN THAT THEY CAN CREATE THE LIFE THEY WANT—WITH GRIT, GRACE, AND A LITTLE HUSTLE.



Capitol Pumping

SOUR

ROOTED IN FAMILY





FOR ISAAC LANE-JAMES, LANDSCAPING IS MORE THAN A BUSINESS—IT'S A FAMILY TRADITION. HIS JOURNEY BEGAN IN 2000, WORKING ALONGSIDE HIS FATHER TO MASTER THE ART OF TRANSFORMING OUTDOOR SPACES. WHEN HE TOOK OVER THE BUSINESS IN 2021, HE CARRIED FORWARD NOT JUST HIS FATHER'S EXPERTISE BUT ALSO A DEEP COMMITMENT TO QUALITY AND SERVICE. A GRADUATE OF HUSTON-TILLOTSON UNIVERSITY WITH A HISTORY DEGREE, ISAAC'S ENTREPRENEURIAL PATH TOOK SHAPE DURING THE COVID-19 PANDEMIC. WITH HIS YMCA JOB ON HOLD DUE TO SCHOOL CLOSURES, HE TURNED TO WHAT HE KNEW BEST: LANDSCAPING.

WHAT STARTED AS A NECESSITY SOON BECAME A THRIVING ENTERPRISE SERVING NORTH AND SOUTH AUSTIN, MANOR, AND PFLUGERVILLE, TEXAS.

HIS SERVICES EXTEND BEYOND LAWN CARE TO INCLUDE TREE TRIMMING, GARDENING, ROOF CLEANING, HEDGE TRIMMING, AND ROCK INSTALLATION FOR GARDEN BEDS. AS AUSTIN'S POPULATION RAPIDLY EXPANDS, ISAAC HAS POSITIONED HIS BUSINESS TO MEET THE GROWING DEMAND, OFFERING AFFORDABLE PRICING AND FLEXIBLE SCHEDULING TO ACCOMMODATE CLIENTS' NEEDS. ISAAC'S LEADERSHIP EXTENDS BEYOND HIS BUSINESS. AN EAGLE SCOUT OF AMERICA AND RECIPIENT OF THE 2021 BAKARI HENDERSON EMERGING LEADERSHIP AWARD FROM THE YMCA, HE EXEMPLIFIES DEDICATION AND PERSEVERANCE. HIS BACKGROUND IN HISTORY GIVES HIM A UNIQUE PERSPECTIVE—BUILDING UPON HIS FAMILY'S TRADE WHILE SHAPING HIS OWN LEGACY.

"I ALWAYS CHARGE AFFORDABLE PRICES"

WITH SEASONAL SPECIALS, DISCOUNTS, AND A CLIENT-FIRST APPROACH, ISAAC ENSURES THAT HIGH-QUALITY LANDSCAPING REMAINS ACCESSIBLE. HIS STORY IS ONE OF RESILIENCE, ADAPTABILITY, AND PASSION FOR BOTH HIS CRAFT AND HIS COMMUNITY. ROOTED IN FAMILY VALUES, HIS BUSINESS CONTINUES TO GROW, PROVING THAT HARD WORK AND DEDICATION CAN CULTIVATE LASTING SUCCESS.

ARTIST SPOTLIGHT

Austin's very own



SuperWoman Records Cohort WINNER!

GOING TO FRANCE!

FOLLOW HER JOURNEY @L1LNAJ

CONGRATULATIONS!

trending NOW:







24 PRINCESS

🔥🔥🔥🔥 16K streams

Born and raised on the East side of Austin in 78724, Najlah Rashid is a true Austin native. A 2020 graduate of Prairie View A&M University, NAJ's rap career took off after earning her degree in Communication. Her hometown pride and fun dance tracks, paired with her sultry attitude and a pretty face to match, have certainly shown us why she has earned the crown of '24 Princess'.

Drop that #HDHBADDIES sis!



WHAT YOU DIDN'T KNOW YOU NEEDED

COMING SOON.

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Talk Soon.

25 for 2025

A complete list (& a few honorable mentions) that are believed to be an asset to your year!

5 PRODUCTS



dede shares her favorite products that promote good looking hair year round!



LIQUID MOUSSE FIRM HOLD SPRITZ HAIR SPRAY- $7.49



IKT WAX STICK- $5

GLUED BLASTING FREEZE HAIRSPRAY- $8





SILK ESSENTIALS THERMAL STRENGTHENING SERUM- $23



KENRA VOLUME SPRAY 25 SUPER HOLD FINISHING SPRAY-$20

HONORABLE MENTION:

ALLDAY LOCKS BRAID GEL - $10



***ALL ITEMS ARE PRICED FROM AMAZON OR PRODUCTOFFICIAL WEBSITE.**

5 CLOSET ESSENTIALS

A FEW KEY PIECES THAT MAKE YOUR WARDROBE FLEXIBLE.

HAT

GIRLY TOMBOY CO.

BASIC TEE

SHEIN





BLAZER

SHEIN



JEANS

SHEIN

YEAR ROUND BOOTS

SHEIN

For the full list, visit courtneysconversationalcloset.com

5 FASHION TRENDS

GIVE THESE A TRY AND SUBMIT YOUR LOOKS TO COURTNEYSCONVERSATIONALCLOSET.COM!

Neckties



A great addition for dimension to your outfit! A fun way to elevate your look!

Headwear



Cowboy hats, Kangols to Baseball caps! Spruce up any outfit, from casual to dressed up!

Sportswear



From sporty sets, sweatpants to jerseys, elevatinga perfect addition to your wardrobe!

Girly Tomboy Brand
IG: girlytomboyco

Animal Print



As we all gear up for the Rodeo Chitlin' Circuit, Cow prints will not be hard to find, but any print will do!--Leopard print is always a great flexible print to spice up any outfit too!

No Trend Trend



Find pieces that make you feel good and that match your body type!

Showcase the style that make you YOU!

Try new things!

Wear what you want!

Honorable mention:
Charms/trinkets, Stripes/Nautical

Fall/Winter 2025:
Old Glamour: Fur, Leopard print, Trenchcoats

5 WAYS TO BUILD COMMUNITY

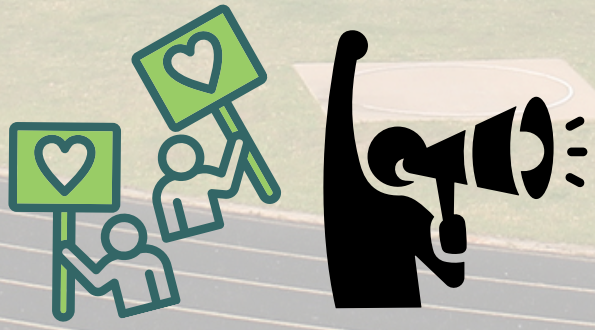
It can be hard navigating relationships and finding community, especially in this digital world -- here are some ways to immerse yourself with like-minded individuals to create or grow yourpersonal community.

HOST





VOLUNTEER



COMMUNITY MEETINGS/INITIATIVES



LOCAL ACTIVITIES



BARTER SERVICES

5 WAYS TO GIVE BACK TO YOUR COMMUNITY

Community is what it's all about. It shaped who we are, and we have the opportunity to do the same, to be the people we saw helping and guiding us through the years.



MENTOR



SHOP LOCALLY



COMMUNITY CLEAN UP



DONATE ITEMS/GOODS



CHARITY EVENTS

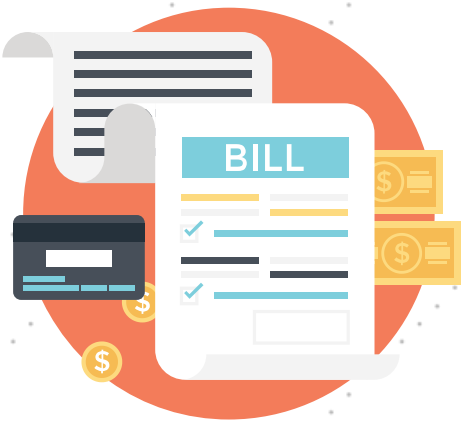
the reset room

Where clarity, care, and intention come together. Whether you need a moment to check in with yourself, map out your goals, or just enjoy a quiet word search,



The Reset Room is here for you.

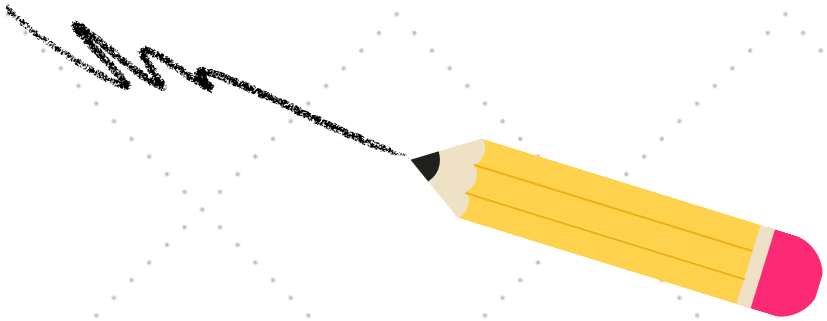
Use these pages to reflect, organize, and reset, mentally, emotionally, and financially. From tracking your expenses to checking in on your mindset, this is your space to slow down, plan ahead, and take care of you.



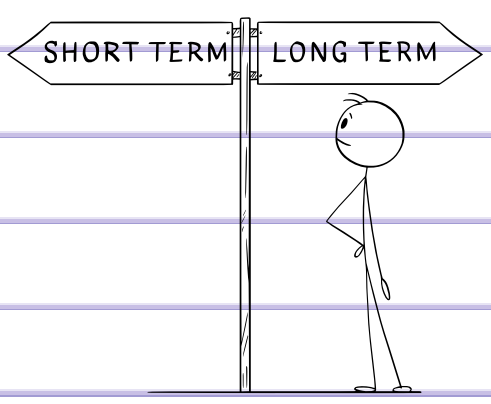




Breathe deep. Flip the pages. Enjoy!



2025 goals



mental health
check-in

Date: _____

Mo Tu We Th Fr Sa Su

My sleep last night was:



How am I feeling this morning?



Approx. hours: _____

Get up time: _____

Day to do list:

- [ ] Brush teeth and wash face
- [ ] Get done work tasks
- [ ] Eat breakfast and lunch
- [ ] Get fresh air
- [ ] Time off screens
- [ ] Move my body or take a walk

Today I intend _____

_____

Eye exercises

1 2 3

Cups of water

1 2 3 4 5 6 7

Evening to do list:

- [ ] Read ___ pages of a book
- [ ] Meditate for 10 minutes
- [ ] Brush teeth and wash face
- [ ] Cook dinner
- [ ] Workout for 30 minutes
- [ ] Take a shower

How am I feeling this evening?



Am I satisfied with this day?



I am grateful today for

_____

_____

_____

What I like about myself today

_____

_____

_____

What I managed to do today

_____

_____

_____

What I would like to tell myself for tomorrow

Notes

How and what would I like to feel tomorrow

joy appreciation empowered enthusiasm fun proud strong
active love passion freedom happiness optimism belief
hope inspired courage interest amusement gratitude
delight relaxed calm confident curious focused worthy
thrilled self-respecting kind

expense tracker

starting amount:

month:

date	item	spent	remains

total:

notes:

grocery list

meals

produce

dairy & eggs

frozen

meat & seafood

pantry

household items

health & beauty

recipe presented by: ktchn littles

short ribs

[/ˈSHôrt ˌribz/]
a narrow cut of beef

ingredients:



directions:

In large saucepan, boil wine until reduced by half.
Meanwhile, place a large wide, Dutch Oven over high heat.

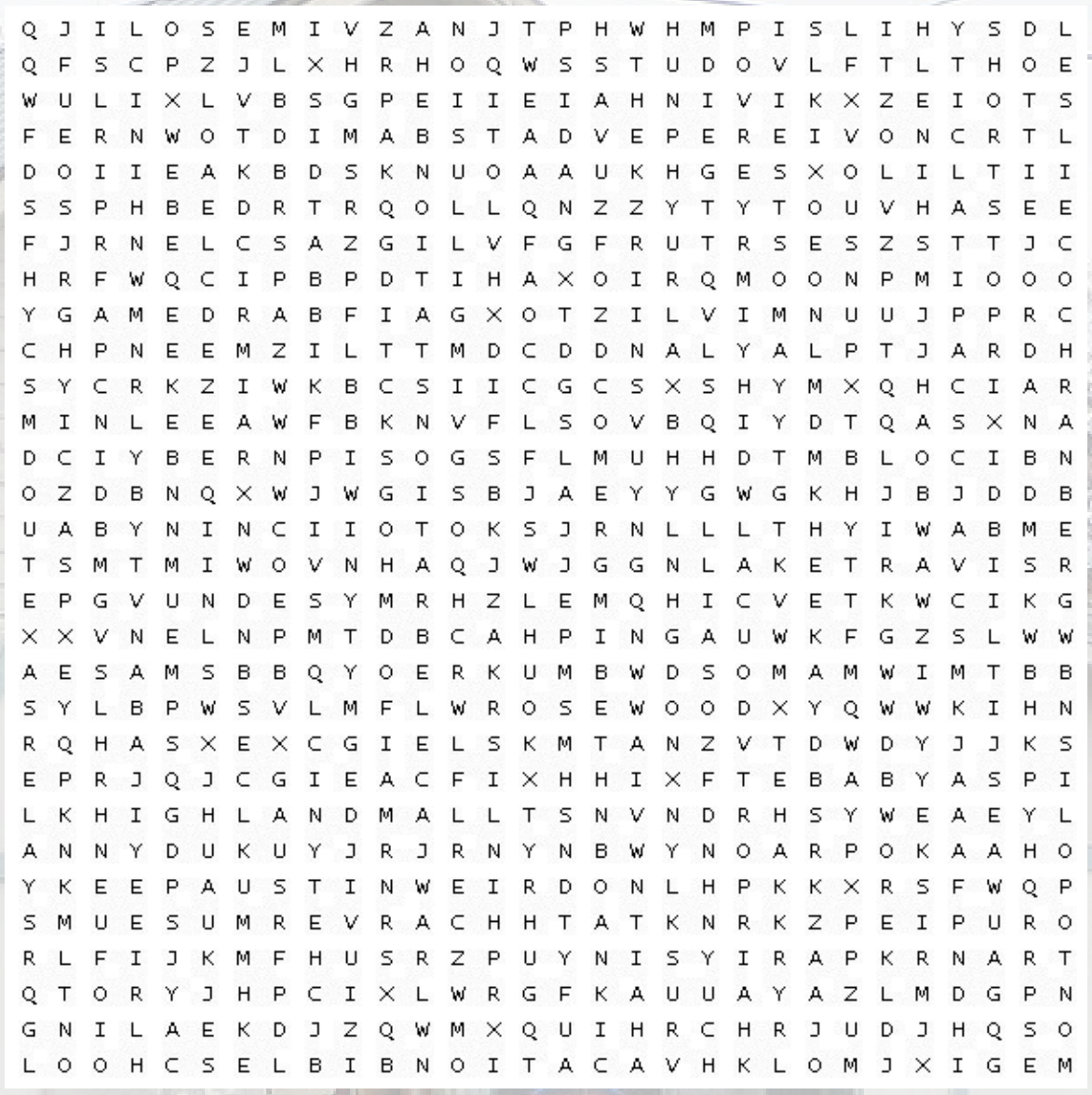
Add olive oil and when it is very hot, add short ribs and sear until well browned on all sides.
Transfer short ribs to a platter.

Heat oven to 300 degrees.
Return Dutch Oven to medium-high heat.
Add carrots, onions, garlic and thyme.
Sauté until lightly browned about 3 minutes.
Add butter and continue to sauté until vegetables are tender, another 1-2 minutes.
Add brown sugar and tomato paste.
Cook, stirring, another 2 to 3 minutes.

Return short ribs to Dutch Oven and sprinkle with flour.
Cook, stirring well, until flour is incorporated and beginning to brown.
Add reduced wine and bring to a boil.
Skim any foam.
Cover, leaving lid slightly ajar, and transfer to oven.
Cook until meat is very tender and falling off the bone, about 3 hours.

enjoy!

ATX WORD SEARCH



Q J I L O S E M I V Z A N J T P H W H M P I S L I H Y S D L
Q F S C P Z J L X H R H O Q W S S T U D O V L F T L T H O E
W U L I X L V B S G P E I I E I A H N I V I K X Z E I O T S
F E R N W O T D I M A B S T A D V E P E R E I V O N C R T L
D O I I E A K B D S K N U O A A U K H G E S X O L I L T I I
S S P H B E D R T R Q O L L Q N Z Z Y T Y T O U V H A S E E
F J R N E L C S A Z G I L V F G F R U T R S E S Z S T T J C
H R F W Q C I P B P D T I H A X O I R Q M O O N P M I O O O
Y G A M E D R A B F I A G X O T Z I L V I M N U U J P P R C
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O Z D B N Q X W J W G I S B J A E Y Y G W G K H J B J D D B
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T S M T M I W O V N H A Q J W J G G N L A K E T R A V I S R
E P G V U N D E S Y M R H Z L E M Q H I C V E T K W C I K G
X X V N E L N P M T D B C A H P I N G A U W K F G Z S L W W
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R Q H A S X E X C G I E L S K M T A N Z V T D W D Y J J K S
E P R J Q J C G I E A C F I X H H I X F T E B A B Y A S P I
L K H I G H L A N D M A L L T S N V N D R H S Y W E A E Y L
A N N Y D U K U Y J R J R N Y N B W Y N O A R P O K A A H O
Y K E E P A U S T I N W E I R D O N L H P K K X R S F W Q P
S M U E S U M R E V R A C H H T A T K N R K Z P E I P U R O
R L F I J K M F H U S R Z P U Y N I S Y I R A P K R N A R T
Q T O R Y J H P C I X L W R G F K A U U A Y A Z L M D G P N
G N I L A E K D J Z Q W M X Q U I H R C H R J U D J H Q S O
L O O H C S E L B I B N O I T A C A V H K L O M J X I G E M

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CARVER MUSEUM
CELEBRATION STATION
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DOVE SPRINGS
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HUSTON TILLOTSON
ILLUSION
JUNETEENTH
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ROSEWOOD
SAM'S BBQ
SHORT STOP
SOUTHSIDE
SPIROS
SXSW
TEXAS RELAYS
VACATION BIBLE SCHOOL
VICTORY GRILL
ZILKER PARK

FIND THE WORD IN THE PUZZLE.

WORDS CAN GO IN ANY DIRECTION. WORDS CAN SHARE LETTERS AS THEY CROSS OVER EACH OTHER.

The Real Yellow Pages®

THE ORGINAL
SEARCH ENGINE

Greater Austin

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Use this directory at home or at work to find products and services commonly used by all consumers.

Area Code 512... and 737 too.. I guess.

May 2025



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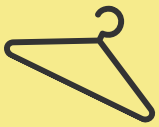
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