

SEGUIN TODAY

MARCH 2022, Vol 2 | Iss. 2

Play Ball! WITH THE FAMILY BEHIND **RICO GLOVES**

SLAVA UKRAINE

*A local look at the
conflict in Ukraine*

IN CASE YOU MISSED IT!

*SHS Student records
his first album*

**ANDERS
PIERCE**
REALTY

Seguin Office

109 W. Court
830-372-9466

New Braunfels Office

480 S. Seguin Ave
830-214-6002

ANDERSPIERCE.COM

FOR ALL OF YOUR AC & HEATING
NEEDS CALL THE NAME YOU TRUST!



830-433-4559

527 E. KINGSBURY ST. SEGUIN, TX



Your Local Trane Comfort Specialist



Providing insurance
that's right for you!

830-379-7352
533 E. Court, Seguin

**FABIO'S
JEWELRY**

EST.



1979

830-372-1944

1024 E. Court St.
Seguin, TX 78155



WE LOVE OUR HEALTHCARE HEROES



Short and Long Term Transitional Care for your Post-Acute Needs

Services Offered:

- Physical, Occupational and Speech Therapies
- Cardiac Care
- Diabetic Management
- Stroke Care
- Pulmonary Care
- Wound Care
- Respite Care
- IV Care & Management
- Secure Unit w/ Social Activities

We Accept: Medicare, Medicaid, Insurance & Private Pay


WINDSOR
— NURSING AND —
**REHABILITATION CENTER
OF SEGUIN**

1219 Eastwood, Seguin
830-379-7777


GUADALUPE VALLEY
— NURSING AND —
REHABILITATION CENTER

1210 Eastwood Dr., Seguin
830-379-9308

www.regencyhealthcare.com

SEGUIN TODAY

MARCH 2022, Volume 2 | Issue 2

Flowers are blooming, green is appearing everywhere and that can mean only one thing - spring is in the air!

After months of dreary on-again, off-again cold snaps and rain, warmer days are on the horizon. Here in Seguin, we are lucky that we can enjoy the changing seasons by hitting the river and going out shopping downtown. It's easy to forget how blessed we are to live where we do.

Happiness comes in many forms around here. Whether it's in the rancher lifestyle of some of our community, or a more urban living experience, Seguin really does have it all, and with things finally shifting back to a sense of normalcy, we can all finally go out and enjoy it again.

Not everyone in the world is so fortunate because the globe we live on is a big place with diverse people, cultures and traditions all with their own goals and motives in life. And that's why this month, we remind our readers to get out and enjoy the little things in life. The things you might take for granted like heading to the baseball fields with your kids or making music.

Seguin is an amazing place filled with even more incredible people. We are all different, but we have one thing in common — Seguin is our home, and this spring...we are going to make the most of it!

 facebook.com/KWEDradio
 kwed.seguindailynews
 @kwed



COVERSHOT

The Maddi family shows off its company's custom Rico Gloves at the Seguin Little League Fields where they spend most of their spare time.

Photo by Lizz Daniels

THIS ISSUE

6 Take an inside look at the conflict in Ukraine with a Seguin local, nurse Olga Pudovka Gross

Spring is in the air and that means it's time to hit the baseball diamond!

12

Pecantown is back! This month Tess asks "is Seguin Suburban?" and what does that mean?

22



In Case You Missed it!

30 Seguin HS student records his first professional album.

STAFF

GENERAL MANAGER
Darren Dunn

CREATIVE EDITOR
Lizz Daniels

SALES MANAGER
Nick Spence

WRITERS
Cindy Aguirre-Herrera,
Mike McBride, Lizz Daniels,
Tess Coody-Anders

ADVERTISING
Laurie Cheatham,
Linda Duncan,
Mary Jane Windle

PHOTOGRAPHER
Jarred Kindles

OFFICE MANAGER
Priscilda Rodriguez

Seguin Today is published by
KWED, Seguin Daily News
www.seguintoday.com

COMMERCIAL **C&R** RESIDENTIAL

OVERHEAD GARAGE

SALES | INSTALLS | REPAIRS

830-379-5438

cnrgaragedoors.com

You'll be C&R Doors EVERYWHERE!



Walden Wood & Tree Service

830-481-8320

BBQ, Mill, Any Size
Walnut, Oak, Mesquite, Tree
Removal, Trimming, Stump
Grinding, & Fence Building.

ronw652@gmail.com | Seguin, TX 78155

 *Veteran-Owned Business*

Celebrating...

10 Years of Ownership

at Professional Hair Salon

WOW...10 YEARS ALREADY! Come join Angela Campbell and the Professional Hair Salon Crew in celebrating this milestone. Angela appreciates all the support from her clients and the community. As a token of her appreciation, please join in the celebration!

Fri. March 18 11am-6pm
Sat. March 19 9am-3pm

Cake, hotdogs, chips, popcorn & drinks!

PROFESSIONAL
Hair Salon

Hair Color, Waxing Perms,
formal hair, Up-dos & more!

830-372-0881

117 Peach St. Seguin

Local Choice



ANGEL PEST CONTROL

Since 1987

We'll Get Those Little Devils!

Happy. Honest. Hardworking.

www.angelpest.com

Cindy's Alterations

210-749-7793

For ALL your clothing repairs & alteration needs

Proms Weddings Tailoring

Located in the old Post Office DOWNTOWN!



kw  **KELLERWILLIAMS.**

Helping you find your dream home.

Lea Phelps, Realtor

830-305-8829
kwnewbraunfels.com






Call us TODAY!

For ALL your plumbing needs

24/7 Emergency Services

Mention this ad & receive \$25 OFF!

ML# 11807

Seguin
(830)379-8624

San Marcos
(512)353-8656

New Braunfels
(830)629-1757

 Like us on facebook

101 Ermel St. Seguin, TX 78155
www.a1tricityplumbing.com



LIC# TACLB42262E



Your Local Trane Comfort Specialist



830-433-4559
527 E. Kingsbury St. Seguin
joecoolsacllc.com

TWO WEEKS

Local immigrant reacts to the conflict in Ukraine

Story by Lizz Daniels
Courtesy Photos



Olga Pudovka Gross lives in Seguin, but grew up in Ukraine. Above she is pictured with her son.

Two weeks.

For most of us, this is a single pay period — fourteen days of working or perhaps going to school. Half a month spent doing the mundane things that make up the hours that become our days.

In these past two weeks, you may have been checking the news more as Russia invaded Ukraine. National and global headlines have kept the world up-to-date as an unprecedented shift in international peace occurred.

War is awful, and in the United States, we are often shielded from the realities of it. This war, however, is different. The widespread use of social media has given people on the other side of the globe the opportunity to watch the conflict go down in the first person — to get to know the people and worry about them. But as the bombing continues, here in the US, we get to turn off the news and go to bed at night knowing we are safe from harm.

This, however, is not true for everyone; for community members with friends and family in Ukraine, the war is inescapable.



*Photos of Kyiv show
Ukraine's rich cultural
heritage before the Rus-
sian attack on February
24, 2022. Photo by: flickr.
com/photos/fran001/*



Olga's family & friends, including her nieces pictured here, remain in Ukraine where they can hear tanks rolling by daily. Meanwhile, here in the US Olga, and her immigrant friends do what they can, including protesting to raise awareness.
Photos by Ramiro M. Aguinaga Sr.



Olga Pudovka Gross left Ukraine at 17 to pursue her medical education at a school in Bulgaria, which would eventually lead her to the United States and, ultimately, Seguin. For the past two years, she has worked as an Intensive Care United registered nurse as a member of a disaster response team fighting COVID-19.

The past two weeks have been a nightmare for Olga and other Ukrainian immigrants like her.

“Similarly to my Ukrainian immigrant friends here in the US, I endure many sleepless nights,” said Olga. “As I am sitting at home watching in horror at the scenes of destruction back home on the news and receiving frantic calls from my loved ones back home, I feel absolutely useless. I try to help my family and friends financially and emotionally, participate in fundraising events, and pray.”

Since the start of the conflict, Olga has put in multiple applications to humanitarian aid organizations in the hope of being selected to provide aid and relief at the Ukrainian border.

Current reports estimate that at least one million refugees have fled Ukraine as foreign forces continue to force their way into a country where residents have replaced street signs with defiant messages telling invaders what they can do with themselves.



**Mon-Thu 11am-8pm,
Fri & Sat 11am-9pm**

IT'S ALL ABOUT GOOD FOOD &
Delicious Flavors



2 Locations

Open Dine In & Drive Thru

MARION LOCATION

830-914-2572

129 W. San Antonio St.
Marion, TX 78124

SEGUIN LOCATION

830-433-4201

921 S. Hwy 123 BYP
Seguin, TX 78155





“My family including my mom, brother, sister-in-law, and nieces, my friends and classmates live in southeastern Ukraine,” said Olga. “They chose to stay saying they will not go anywhere and will stay until the end. They made places in their basement and a sturdy garage ready in case the need to hide from the shelling.”

Despite being as safe as they can be, Olga’s family faces other struggles as the conflict continues, with cash, groceries, and other necessities becoming scarce.

“Banks and ATMs are running out of money, and stores are with empty shelves because the dangerous situation prevents drivers from making deliveries from bigger cities,” said Olga. “People survive on foods from farmers’ gardens which is being sold at skyrocketing prices at the local markets. The situation is desperate on many levels. The major highway connecting Crimea with large Ukrainian cities goes through the town my family lives in. Every other day they can hear large tanks and military vehicles pass by. Every morning my family wakes up with the thought – is it a day the gunfire will occur here and we will die. They are constantly scared. Can you even imagine your mom saying goodbyes, and you can do nothing about this?”

While there may not be much that can be done directly, Olga still has ways to help.

“Please continue to pray for Ukraine,” said Olga. “You can follow Ukrainian Society of San Antonio on Facebook and Instagram for updates about fundraising events we organize to help Ukrainian people affected by this senseless act of violence. They will include selling Ukrainian products and homemade dishes, among others. We are a group of immigrants from Eastern Europe who are passionate about what is happening in Ukraine right now and desperately want to help. So rest assured all funds raised will go to the right hands.”

Other ways you can help include visiting stores and shops owned by Ukrainian immigrants. While we may not have many in Seguin, a short drive to San Antonio or Austin provides plenty of options. Major media outlets also report that social media users have found a clever way to get money directly to those who need it by booking stays at Airbnbs in Ukraine. It may not be much, but it means something.

By the time you are reading this, two weeks will probably look more like three, and there truly is no way of knowing what the situation will look like at that time. Perhaps President Zelenskyy and the rest of the world will convince Russian President Vladimir Putin to turn around and go home, but perhaps not. Either way, the world is watching.

From Seguin Texas, ‘Slava Ukraini!’ •



Rico Gloves

The **WORLDWIDE CUSTOM**
Glove Company from Seguin!

Story by Cindy Aguirre-Herrera
Photos by Lizz Daniels with courtesy photos

Nothing says spring like baseball. And here in Texas, spring is also smelling a whole lot like leather, as one Seguin couple finds themselves deep in the heart of the game with the continued success of their online custom glove company – a company that is not only Texas based but now Seguin based.

Rico Gloves, The Custom Glove Company, for the last 12 years has been represented in fields across the world. Whether Little League or Major League, the company of Tony and Tara Maddi has built a reputation for helping players enjoy the game with their very own personalized leather glove.

In addition to players, a plethora of other well-known entities and individuals are also noted as having one on hand. That prestigious list includes Jack Nicklaus, Rice University, Whataburger, Mark Wahlberg, 50 Cent, Travis Scott and even President Barack Obama.

Whether to play the sport or as a simple gift gesture, Rico Gloves continues to be a part of the baseball story – a story that started in 1875 when Charlie Waitt, a St. Louis outfielder and first baseman

donned the first pair of fresh-colored gloves.

Today, the Maddi's continue to evolve that part of history as they pour their love of the game into their company – a company that like most things, started with a simple conversation in the basement.

"We were both working, and I was teaching P.E. at the elementary level. I played professional baseball, so I knew about gloves, and I wanted to make a custom glove, so I wanted to figure out how to get that done and there was a lot of manufacturing going on. There was some in Mexico. They make gloves all over the world. So, I made one there and I showed it to people, and they said, 'I want to get one like that,' and so in my head, I was like well, I could probably sell these gloves," said Tony.

For Tara, her answer was simple and supportive.

"And then he comes to me and he's like what do you think about opening a glove company and I'm like, 'sure, why not? Let's try it,'" said Tara. "He was in pro ball and wanted to stay with something in that."

MARYLIN M. COOPER, D.D.S.
-COMPREHENSIVE GENERAL DENTISTRY-



700 N. King St., Seguin | seguintexasdentist.com
830-379-0664 | 830-303-0665 

Ready to make you
look your **BEST!**

CHAMPION
barber shop

830-406-2814

501 E. Kingsbury St.
Seguin, TX 78155

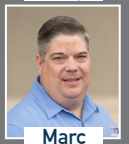


830-303-7670 | gcfloors.com
1022 N. King St. Seguin, TX

Family Owned & Operated!!



Leroy



Marc



Michael



We have Seguin
COVERED

CALL US
for a quote
TODAY!

(830) 379-3730



Alves
Insurance
Associates

HOME | AUTO | LIFE | BUSINESS | FLOOD

715 E Court St, Seguin, TX 78155



114 S. Austin St. | 830-463-5170



**LOCALLY
OWNED &
OPERATED**

ERIK SAENGERHAUSEN
TWSIXLAND.COM

FAST CASH OFFER!

**I Buy Houses
Land & Lots
210-439-4471**

No Cleanup or Repairs Necessary



Of course, the decision to create a glove company was more than just for the love of the game. It is a deeply rooted passion for Tony – a passion that lies within his own success in the game.

“I was a sports person growing up my whole life. I just loved sports. I even had a teacher in school say that he’s obsessed with sports, so I was always involved in sports. I got drafted out of high school for the Astros and then I played six years with the Astros and then I went to Italy and played professionally and then I went back to school and got my master’s degree and was a schoolteacher,” said Tony.

Although humble to talk about his career, Tony says the company has exceeded his expectations especially on a personal level.

“I get to stay in baseball. I get to talk to dads, and they tell me about their kids playing sometimes which is fun, but I get to stay involved and I get to talk to people about gloves,” said Tony.

Ensuring that gloves make it into the hands of anyone who wants them is what Tony says drives Rico Gloves.

“What do we do differently? Our differentiator is our price point. A lot of these bigger brands are a lot more expensive, but we are giving you a higher end glove with the same quality but at a lower price point and then we have all the options and more options like color options and designs. You can put logos if they are not trademarked,” said Tony.

Tony says the challenging part of the order process might just be its glove customizer where folks have the daunting task of having to choose from over 50 plus color and design options.

“They are looking for different web styles on the web of the glove. We have all those on our customizer. You can do different colors for the different parts of the glove like the welting or the binding which are different parts of the glove – different designs on the back of the hand and then you can customize on the colors in



there, different sizes, straps on the wrist, left hand/right hand thrower so many options,” said Tony.

Although gloves are shipped to folks across the world, Tony says making sure that the gloves “say Texas” has become a vital factor for their Texas based customers.

“One of the things that we’ve done is we’ve really highlighted Texas on our gloves too. We made a Texas palm stamp – you know like inside the palm, you look in – well, we have a Texas outline there with our logo in there. We’ve done the home plate on the side with a Texas flag embroidery inside Homeplate. They’ve had flags of Texas on a glove, but we did the stamp and then we tried to get it out to Texas people,” said Tony. “I’ve gotten a great response for the Texas flag,” said Tony.

Tony says the opportunity to make a glove one’s own is what he believes is the driving force when compared to regular glove compa-

nies. In fact, Rico Gloves has even managed to gain the attention of one of the much larger and leading brands in gloves. Although it wasn’t the kind of attention they wanted, they now at least know that they are enough to be noticed.

As for their customers, Tony says their gloves have been well represented over the years.

“We have pro players that we have gloves for. Pro players have glove contracts. We have a few of those guys. They get so many gloves a year. We have a couple of guys who are on the brink of the MLB. We’ve had big leaguers. We’ve had Shaun Marcum. We stopped doing Major Leaguers and now we are doing them again. You know you’ve got to pay those guys. A lot of people think ‘oh, they get free gloves.’ They get free gloves, but they also get paid,” said Tony.

But perhaps some of the most prized customers for the Maddi’s are the children who take the field proudly with the Rico brand.

“We had a couple of Italians in the Little League World Series and we had some in the US. They went out of their way to choose Rico,” said Tara.

When it comes to marketing and growing their company, Tony says there’s no better platform than the Little League World Series.

“We’ve had Little League World Series kids (wear gloves), several. We send the gloves out. Sometimes, we don’t know who we are sending it to. So, they’ll tag us on Instagram like from a photo on TV and then we post that during the Little League World Series and that always goes big. It gets a lot of attention,” said Tony. “A professional player post with a glove does not get as much attention as a kid in the Little League World Series.”

The couple says it’s often difficult to envision their road but are grateful to have come this far.

“Early on, I told Tara, I said that if we could sell a glove a day, that would be just like great. Our first order was like, we got an order, and we were so shocked, and it was like okay...? And then we got two. So, it was interesting for us because we were still holding two full-time jobs and still trying to run that at night,” said Tara.

Since that first glove, the company has maintained a steady growth pattern with approximately 200 gloves a day. This past November, the company recorded sales of 1,700 gloves in just that month. That number, however, is not the company’s highest and is only one of the highest totals reported in recent months.

“We are so overwhelmed right now,” said Tara. “They ship them to us. We have a manufacturer in Asia, and we send them out. We see it all. It’s a lot. We are hands on. We box them and put postage. So, anybody who has seen it around the country, my little hands have been on it. It’s been great because between Tony and I, we make it work because with him marketing and me shipping, it takes two people to see that product through.”





“ We send the gloves out. Sometimes, we don't know who we are sending it to. So, they'll tag us on Instagram like from a photo on TV and then we post that during the Little League World Series and that always goes big. ”

-Tony-



AAMCO of SEGUIN, TX

Locally owned and operated

408 E. Court St. Seguin, TX 78155
830-491-5111 | AAMCOSeguin.com

**FINANCING
OPTIONS
AVAILABLE**





While operating the company with limited personnel is often times difficult, Tony says getting to see the customer's reaction in receiving one of their gloves or the words of thanks from their customers make it all worth it.

"Marketing wise, it's awesome when customers send us photos and videos, that's just like gold," said Tony.

Challenging for the couple has also been the road between Seguin and their other home in Kansas City, Missouri. They say splitting their time is often difficult yet manageable thanks to Rico Gloves being a home based, online company.

"Just knowing that most businesses fail, and we haven't. I think that is a big highlight just for me personally," said Tony.

Even in the midst of their busy season, the couple is still finding time to enjoy the game. This spring, they will be cheering on their most favorite player, seven-year-old daughter Malena who like others have already begun the joys and memories of Seguin Little League.

Being a part of such an experience is what Tara says makes Rico Gloves a family affair. She says it's all for the love of the game, for the love of business and most importantly, for the love of family.

"It's amazing and when I sit back and think 'gosh, man!'" said Tara. "We just want our business to stay growing and we want it to be something to be left for our family if possible. We are lucky it's come together like that. It's a passion for business, and a sport and for family. It's definitely a family thing because it brings families together. I really feel like when these guys are making these gloves, their kids are with their parents trying to help them design whatever they are doing. It's a neat process. It's amazing."

To learn more or to place an order, visit Ricogloves.com. •

Quieres comprar o vender tu propiedad? Te puedo ayudar!



Yesenia Rizo
Realtor
830-305-8794
rizohomesale.com

*Buying or selling?
Let me help!*

CENTURY 21
A WORLDWIDE LEADER IN REAL ESTATE.

Scan the QR code with your smart device to listen now



**Anytime.
Anywhere.
Listen on
the radio
or ONLINE!**

KWED AM 1580
Seguin Radio

Give us a follow to stay up to date!
The Voice of Seguin TODAY.



MONI'S Mutt Hut

*Getting dirty paws
CLEAN!*

830.372.9903 | 2881 FM 78, Seguin, TX

Lizz Daniels
PHOTOGRAPHY

**MARCH
Mini Session
Special!
\$99**



@lizzxdaniels
/lizzdanielsphotography

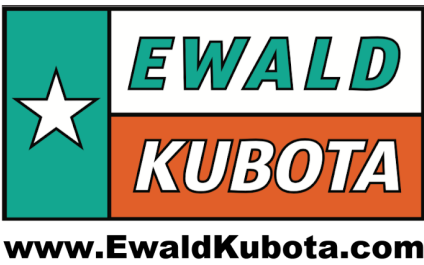
lizzxdaniels.com | 210-920-4520



**Land speed
meets
landscape.**

Z400 Gas powered 48" to 60" cutting widths

Kubota



**EWALD
KUBOTA**

www.EwaldKubota.com

**1900 IH 10 West
Seguin, Texas
(830) 379-4591**

Sales • Parts • Rental • Service

**Kubota ORANGE
RENTAL**



KubotaUSA.com
*Claim is based on speeds published on company websites as of 11/09/2021 for the following 52"-54" zero-turn models: Gravely Pro-Turn ZK, Scag Patriot, Exmark Radius S Series, Toro Titan HD 2800 Series, Hustler F450 SX and John Deere ZTrak. © Kubota Tractor Corporation, 2022. This material is for descriptive purposes only. Kubota disclaims all representations and warranties, express or implied or any liability from the use of this material. For complete warranty, safety, incentive offer and product information, consult your local dealer or go to KubotaUSA.com.

MARCH

Events and special promotions happening locally this month!

To promote your event on this page contact advertising at 830-379-2234 or email communitycalendar@kwed1580.com



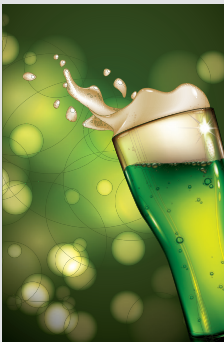
March 2022

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

HOLIDAYS

14th - Daylight Savings Time Starts
17th - St. Patrick's Day

Featured Events



St. Patrick's Day Dinner & Dance

March 17, 2022
The Seguin Elks Lodge 1229 is hosting a St Patrick's Day Dinner and Dance for members and guests at 5 p.m. Thursday, March 17 at 1331 C H Matthies. A dinner of Shepherd's Pie will be served at 6 p.m., followed by music from 7 to 10 p.m. with door prizes, a raffle and a lot of fun. Tickets are \$20.00 and can be purchased by contacting 830-556-4641 or 830-303-5844.

Mar. 15

Attention Vietnam Veterans
The Guadalupe Valley Young Marines is an official Commemorative DOD partner looking to Honor Vietnam Veterans who served Nov 1, 1955 to May 15, 1975 stateside or overseas. If you have not received a pin please RSVP by calling 830-303-8870 and attend the ceremony at 10 a.m. on Saturday, March 26 at the Lazy U Ranch, Home of the SS American Memorial, located at 450 Naumann Rd. in Seguin.

Mar. 26

Sunset Lions Rummage Sale
The Seguin Sunset Lions will be hosting a Rummage Sale from 8:30 a.m. to 1 p.m. on Saturday, March 26 in the parking lot of Century 21 United D&D (Behind Taco Bell). All proceeds benefit local charities. Donations are greatly appreciated. For more information, call 210-710-3033.

Mar. 31

Citizens Fire Academy
The Seguin Fire Department is seeking applicants for its Citizens Fire Academy that will be held from 6:30 to 9:30 p.m. each Thursday from March 31 to June 9, plus one optional Saturday class that includes CPR training. The Academy is free and open to anyone 18 years of age or older who resides in Seguin. Online applications are available at www.seguintexas.gov or can be picked up/dropped off between 9 a.m. and 4:30 p.m. from the Fire Administration Office, located inside the Municipal Court Building at 660 S.Hwy. 46.



Jungle Fun Run/Walk

March 26, 2022
The Seguin Sunrise Lions Club will have its Club Jungle Fun Run/Walk beginning with check-in at 8 a.m. and start time at 8:30 a.m. on Saturday, March 26 at Walnut Spring Park. Donations will be accepted. There will be a competition for the "Best Themed Costume" award. For more information, call 830-379-8033.

Apr 9 - 26

Shoot for Scholarship
The Hermann Sons Life Seguin will have its Shoot for Scholarship from 9 a.m. to 2 p.m. Saturday, April 9 at Moyesway Shooting Sports, located at 12601 FM 20 in Kingsbury. The cost for the European Rotation main event is \$100 per youth and \$125 per adult and \$50 per youth and \$60 per adult for the side event. Pre-register on iClays.com. There will be food trucks on site for breakfast and lunch. For more information call 512-557-2050.

Apr. 20

Hispanic Chamber Annual Award Banquet
The Seguin Hispanic Chamber of Commerce will have its 33rd Annual Award Banquet presentation the evening of Wednesday, April 20 at the Seguin Coliseum. Tickets are \$40 and are available from 11 a.m. to 2:30 p.m. Monday through Thursday at the Chamber Office, located at 971 W. Court St. in Seguin. For more information, call 830-372-3151.

Apr. 22

Into the Woods Performances
The Seguin High School Theatre program has rescheduled performances of Into the Woods at 7 p.m. Friday, April 22 and Saturday, April 23. There will also be a 3 p.m. Sunday, April 24 performance.



830-303-8624

510 N. Austin Street
Seguin, TX 78155



KAY & BUBBA KNOW THAT GREAT BUSINESSES ARE BUILT ON GREAT RELATIONSHIPS. STARTING WITH THEIR OWN.

Life on the Fringe

Embracing “Exurban”

Column by Tess Coody-Anders
Photos by Jarred Kindles

Rapid development and population growth not only change the landscape of a community, but challenge the way we think of ourselves. Is Seguin suburban? Rural? Or something in between? The American Communities Project (ACP) classifies Guadalupe County as an “exurb” - a place at the fringe of a larger metropolitan city, but not quite as close-in and dense as a suburb. In all, there are 222 such counties in the United States, and while they are as diverse as their geography, there are some key trends worth noting as we plan for our own fast-arriving future.

The ACP notes that exurban communities are relatively safe places to live, with violent crime rates less than half the national average. Residents of exurbs are more likely to make lengthy solo commutes to work in nearby cities - 10 percent more on average than the rest of the nation. Exurbs offer more square footage per person, allowing more privacy, more access to nature and recreation, and relatively lower home prices. On the downside, such areas offer lower walkability, longer commutes for amenities like shopping and restaurants, and below average access to physicians. Mental health providers are even more scarce, with nearly 75 percent more people per provider than the rest of the country.

They also share one critical attribute: migration to these areas is booming. While the population growth in the United States overall has slowed, movement to the exurbs is acceler-

ating. Young workers - millennials in particular - are leaving urban areas and even suburban areas for exurbia, chased out by skyrocketing home prices, overcrowding, and a desire to raise families in small towns where a clear sense of place creates a sense of home. Remote work makes this move even more viable.

Often, the tension facing an exurban community exists in maintaining its sense of place (often closely connected to its agricultural roots) while welcoming and accommodating new movers. It's almost a kind of identity crisis; think of visiting the Big Red Barn and experiencing pride in the agricultural history represented there, while passing master planned housing developments with near-zero lot lines all along Highways 46 and 123. How to reconcile who we have been with who we are becoming?

For Seguin, this challenge is multi-layered; fast growth is coming at a time when we are still working at “placemaking.” For too long, we acquiesced to New Braunfels or other cities on the corridor when it came to community pride and new opportunities and investments. We have been our own worst critics, quick to point to our community's faults and willing to spend our time and money elsewhere. Nevertheless, shrewd investments in recent years in our schools, parks and trails, library and downtown are yielding visible changes that inspire civic pride.





STARCKE

- SERVING SOUTH TEXAS SINCE 1910 -

VOLTE ST
1000



Economic development efforts are rapidly diversifying to attract higher wage employers, without sacrificing the strong manufacturing base that weathers economic turns better than tourism or energy production alone. And as the cost of development in neighboring suburban communities skyrockets, individuals and employers alike are seeing Seguin with new eyes.

As our city and downtown work through master plans, I hope we will arrive at some bed-rock principles that we will use to guide decision making, planning and zoning, and investments in the future that acknowledge our exurban attributes. For example, let's ensure housing remains affordable for all - not just some. This might mean setting caps on the numbers of short-term rental properties in city limits to prevent a rapid escalation in home prices that would effectively cut out mid-to-lower income workers. Or investing in small businesses and the creative class by supporting downtown development - not just big box development at the interstate. And building workforce education and training programs to prepare for the jobs of tomorrow, which means support for and collaboration between three incredible assets: Texas Lutheran University, Central Texas Technology Center and our public schools. If we will commit to design these principles, there are lessons that our exurban community can take from other towns that have been gobbled up by metropolitan growth; we should look as carefully at communities we do not want to become as we do those that inspire us. Regardless, we must articulate a real vision for our community before committing to tactics. Every choice we make as a community going forward should be one that has a clear connection to that vision and demonstrate how we are preparing to realize a future we have designed, not just accepted. As we master plan for our corner of exurbia, we would be wise to remember that a roadmap without a destination means we will do a lot of wandering without getting much of anywhere. •



Tess Coody-Anders is a serial small-towner, having spent most of her adult life in towns where everybody knows your business. A Seguin High School graduate, Tess currently serves as Vice President for Strategy and Strategic Communications at Trinity University. Welcome to Pecan Town is Tess's column which seeks to explore opportunities and challenges from explosive growth in our area.

Brew your OWN Beer

Millions of people are interested in brewing their own beer at home. Craft brewing may start as a hobby or curiosity, and once successful, turn into something individuals do again and again. While it's possible to eventually make money by brewing, most people engage this hobby for the pride that ensues after sipping their own ales, pilsners and stouts and sharing them with friends and family.

Brewing supplies

Those ready to engage in home brewing will be happy to learn that there are plenty of resources available for getting started. Even with a simple set-up, it's possible to brew a decent beer. Here are the items to consider.

- Brew pot: Home brewers will need something in which to boil the wort, which will eventually become the beer. This vessel should be made of aluminum, stainless steel or enamel-coated aluminum and be large enough to handle the size batch of beer.

- Fermenter: Fermenter vessels will hold the beer while it is going through the fermentation process. Food-grade plastic buckets or glass carboys are options. The fermenter should seal tightly to keep out air and microorganisms, but have a space for an airlock that will allow the carbon dioxide to escape.

- Tubing and siphon: A siphon and vinyl tubing is needed to rack the beer from one fermenter to the next or from the fermenter to bottles.

- Hydrometer: A hydrometer, according to Beer Tola, a resource on brewing and beverages, is a tool that measures the density of liquid, known as specific gravity. This helps one calculate when fermentation is complete as well as the alcohol content of the finished product.

Sanitation

Sanitation is essential when brewing, and all equipment needs to be sanitized correctly so that the beer

is not introduced to microorganisms that can affect taste or even the fermentation process. Only the yeast used for fermentation should be present. Many experienced brewers say that sanitation is the most important part of the process. Brew shops sell specialized chemicals for sanitizing all equipment, but some home brewers also stand by boiling water for cleaning gear.

Ingredients

The basics of beer recipes include hops, grains, water, and yeast. When the hops and grains are boiled down, one has wort, which essentially is sugar water. The yeast will feed on this sweetened water to produce carbon dioxide through fermentation.

The beer-making process is one any beer lover can explore. And with so many beer kits for sale with step-by-step instructions, any initial foray into brewing beer can be successful.

What's Cooking



THE Silver CENTER

Lunch is served Tuesday - Friday from 11am to 1pm

Visit our website for menu and call for orders

silvercenter@sbcglobal.net Call us: 830-303-6612
www.silvercenterseguin.com silvercenter@sbcglobal.net

Follow us on 



Mon-Thu 11am-8pm,
Fri & Sat 11am-9pm

Open Dine In & Drive Thru

2 Locations

MARION LOCATION
830-914-2572
129 W. San Antonio St.
Marion, TX 78124

SEGUIN LOCATION
830-433-4201
921 S. Hwy 123 BYP
Seguin, TX 78155



FOOD TO GO & DELIVERY

Curb Side Service is OPEN!

1507 E. Court St.
Ste 109

830 • 560 • 9999

Whether it's our Hibachi grill, or our specialty sushi rolls...there is something for **everyone!**



Japanese Sushi & Steak

830-433-9805
110 E. Court St.
ebiebisushiseguin@gmail.com

CAFETERIA STYLE • HOME COOKED • COMFORT FOOD



CLICK AD FOR OUR FACEBOOK



@ Fiesta Ballroom

735 E. IH-10 Seguin, Texas 78155 | 830-372-0161

OPEN FOR DINE IN OR CARRY OUT

Professional, reliable, quality service

**Proudly Serving
San Antonio and
Surrounding Areas**

**30
YEARS!**



QUARTER MOON

PLUMBING | A/C | HEATING

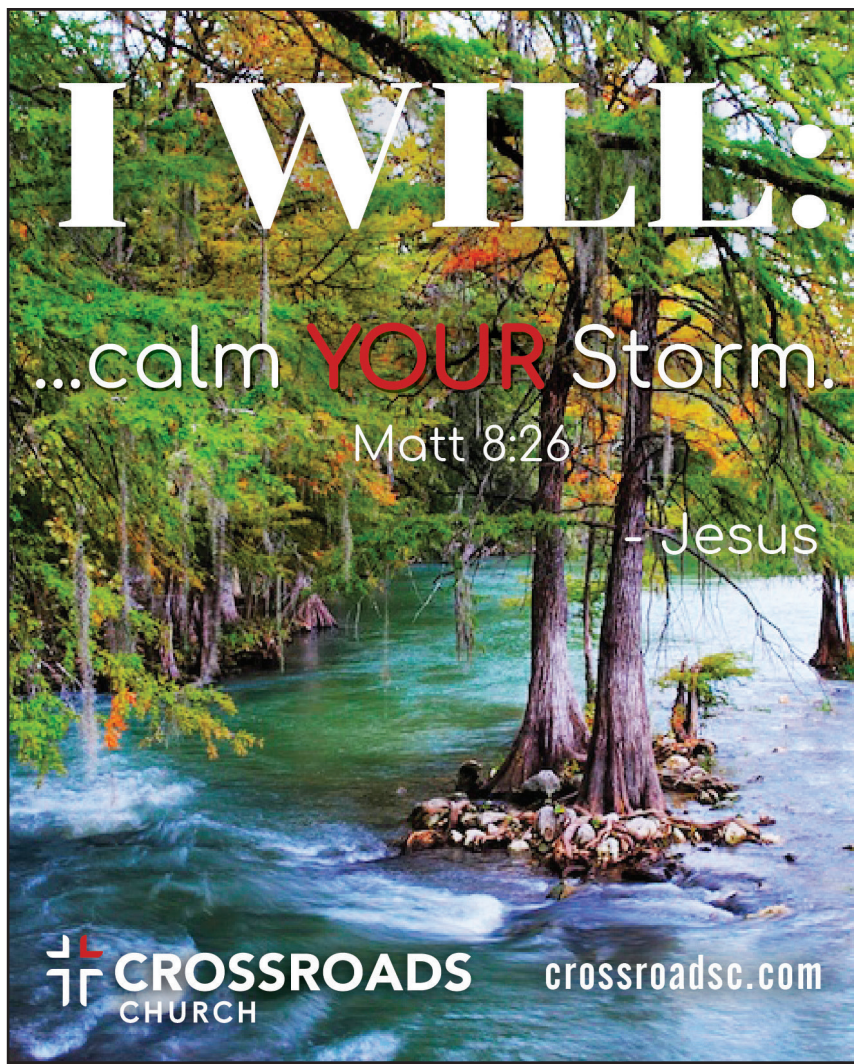


**Quarter Moon Plumbing & AC
is your all-in-one provider for
your air conditions, heating, and
plumbing needs.**

Call for an estimate TODAY!
210-651-5899

M-13229 TACLA0007435E

18838 FM 2252 San Antonio, Texas 78266




I WILL:

...calm **YOUR** Storm.

Matt 8:26

— Jesus

 **CROSSROADS**
CHURCH

crossroadsc.com

GIFT AND GOURMET

212 S. Austin St. Seguin, Texas | 830-379-1242



elegant. empowering. effortless.
enewton

20% OFF

ANY REGULARLY PRICED ITEM

*Sale does not apply to previous purchases, one coupon per person, per day.
All sales FINAL. Expires April 2, 2022

Customize your online banking access with

Business Online Banking

Customize your business online access to include:

- Multi-Company Access
- Multi-User Access
- Permission Based Access
- Remote Deposit Services*
- Check/ACH Positive Pay*
- Internal/External Transfers
- E-Statements
- Bill Pay
- Basic Mobile App Access
- Wires*
- ACH Origination*



FCB

First Commercial Bank, N.A.

It's our business to be about your business.

FOR INFORMATION ON ALL OF OUR PRODUCTS AND SERVICES VISIT 1CB.COM

Custom/Premier Online Banking \$10/\$25 Monthly. Additional fees apply for Electronic Services.*

 **Member FDIC**

In Case You Missed It

SHS Student Records FIRST PROFESSIONAL Spanish Album

Pandemic motivates young man's quest for music

Story by Cindy Aguirre-Herrera
Courtesy Photos

A 16-year-old's love for music has already come full circle with the release of his very first album.

Utilizing a multitude of talents, Seguin High School junior Eric Sebastian Gonzalez and trumpet player with Mariachi Matador, has composed and produced the Spanish album, "Introduciendo."

The album inspired during his time of quarantine has helped Gonzalez dive deeper into his passion for the Latin music radio format of Regional Mexicano – one of the most popular radio formats targeting Mexican Americans in the United States. The musical genre highlights the sounds from various parts of rural Mexico and the Southwestern parts of the United States. Such genres include but are not limited to banda, mariachi, Norteno and Tejano.

Not only did surviving throughout the COVID-19 pandemic help Gonzalez obtain one of his dreams but he did it all while also learning to play a 12-string guitar and discovering a talent for writing music.

"I've always liked writing so when it came to music, it made it easier for me because it's two things that I liked and so probably my freshman year – I just kind of went for it. I was like these are two things that I like, I might as well go for it and see what happens," said Gonzalez.

Gonzalez says he is proud of each of the songs found in the nine song album but gravitates toward two of them in particular.

"My favorites that I have written are 'Un Baile.' It's kind of like a storytelling about just being at a dance and kind of seeing and feeling good. You are at a dance, and you see someone that you really like, and you just go for it and from there, you have your feelings take over. My other favorite is probably going to have to be 'Tata.' It's a corrido (song style) that I made for my grandpa. It is his life story and that one means a lot to me knowing that I wrote it for him. I got to sit down with him and had a lot of conversations with him and him just tell me a lot about himself," said Gonzalez.

Gonzalez says lucky for him, music was introduced to him as a child. Over that time, he has continued to be inspired by those around him including those in the current Mariachi program.

"I've always kind of been inspired by music. I've always liked it. Ever since I was small, I would listen to a bunch of music. When I was younger, my dad -- he would be in a banda -- Banda Sinaloense (Banda Viento de Oro) and we would go see him play and I've always liked seeing him on the stage and I always wanted to see what that felt like and so ever since then – this was back in California and then around my seventh grade year, we moved out here to Texas and that's when I joined Mariachi and from there, I fell in love with just playing music and that's when I started learning how to sing," said Gonzalez.

Rafael Alarcon, mariachi director for the Seguin ISD, says he's

not surprised at all by Gonzalez's success in creating his own personal album. Alarcon says the young man continues to amaze him and is grateful to have him as part of the SHS mariachi family.

"I first met Eric when he was coming in at six grade and when I used to teach at all three of the campuses and he came in from California. I really did not know him that well, but his cousin kept saying, 'oh my cousin is coming. He plays trumpet' so we were very excited when he joined us and he's a very talented trumpet player, amazingly talented trumpet player and an amazingly talented singer but applying that to what he does in his creative outlet with writing his own music is really cool," said Alarcon.

Alarcon, however, does admit that the notion of producing an album at the very beginning did seem a bit unusual.

"When he was at home, he just started doing music projects at home so he started recording himself and was like 'oh, Mr. Alarcon, I'm working on an album or I'm working on songs, and I was like 'oh okay, cool...that might be cute' but then later, they started playing and I was like 'wow, that's pretty good. His songs are very catchy, so a lot of the kids locally started singing his songs you know just here on campus, and we were like 'man, that song is really catchy, we like it,' said Alarcon.

Alarcon says despite having lessons in music, he credits the 16-year-old for utilizing his natural talents in accomplishing his goals.

"He's very talented lyrically with his words and his expressions. You know sometimes you don't know what these kids are feeling especially at their age and what's he's able to write and express, it's pretty deep sometimes. So that's impressive for me. His music arrangement stuff – a lot of times he goes by his ear, and I did have him in my music composition class last year and he learned some things about music structure and music theory that he applies to his stuff but still, I think he leans a lot on his natural talent he is cultivating that natural talent on his own with the skills that we gave him here. So, that's really cool," said Alarcon.

Gonzalez says there's no other feeling like when he's in his element – where writing, singing and playing an instrument are at the forefront.

"No matter what, I always will want to make music. It's something that I really like doing. I find myself being in a happy place while I write or record. It's just something I really like but, in the future, I would want to hopefully be able to perform my music out in bigger crowds and obviously go to college and study more music," said Gonzalez.

Gonzalez's album is currently available on all digital platforms such as Spotify and iTunes. His music can also be found on YouTube. •

CHOOSE **TOP-RANKED** birthing care.

grmedcenter.com/choose



Guadalupe Regional
MEDICAL CENTER



BOARD-CERTIFIED
OB/GYNS



CHILDBIRTH &
BREASTFEEDING
EDUCATION



ON-STAFF
NEONATOLOGIST



MATERNAL FETAL
MEDICINE