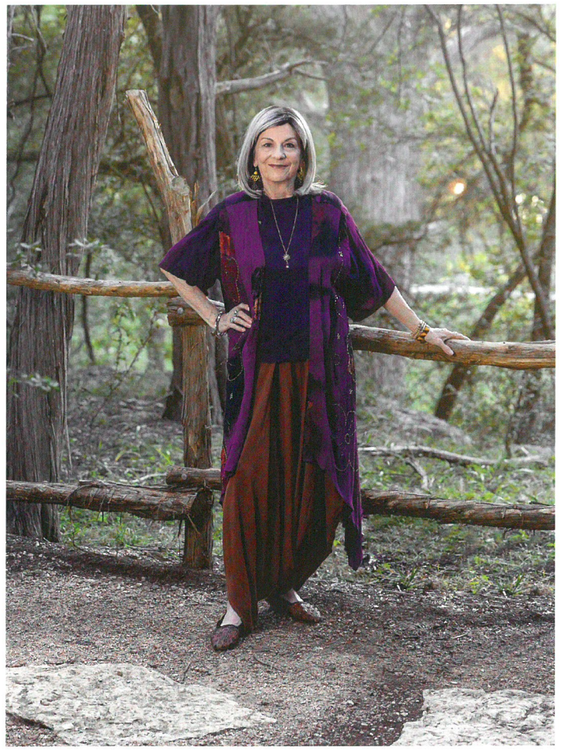
By Ashley Brown | Photos by Yvette Foster



DUANNE REDUS:
A Wisdom Seeker and Mentor in Our Community and Beyond

Business owner, shape shifter, writer, drummer, radio show host, volunteer, mother and mentor, wisdom seeker: DuAnne Redus has lived quite a life—which she refers to as a dance—embracing each part of her identity she's uncovered along the way. Among many other ventures, she ran Maui Wowi in town (which is now Blanco Brew), bestowing upon Wimberley a cherished gathering place for years.

DuAnne grew up in the Texas panhandle, the oldest of six children, and she felt fully at home in that open landscape. "Palo Duro Canyon was our playground," she says. "I remember that horizon of the plateau that you could just see forever; that image was instilled in me. The sun and moon just landed right in front of us!"

They moved all over Texas for her dad's work, and she was okay with that except for having to change high schools for her last two years; she ended up graduating in Wichita Falls. She had three kids by 25, and throughout her early adulthood, she admits she just had no idea who she was; she was too busy taking care of everyone else, raising her family in Tulsa, Oklahoma.

"I just volunteered everywhere. I started a preschool, was on the PTA, taught Bible school, all of these things that were role-bound because I thought that's what a good mother and person did. I didn't have my first job until I was 32."

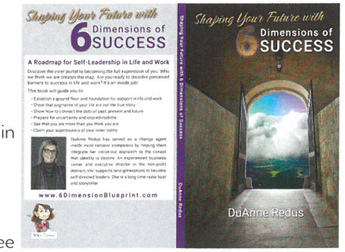
She began work as an executive secretary at the Caterpillar dealership, where she observed the dynamic of a family-owned company with intrigue; she received the first bonus the company ever gave to a female. From there, she moved to an international chemical company as an admin for their office staff, and she worked as a liaison for international visitors. That's when she began to realize what she was really good at: communication.

Her career in communications took off after moving to Salt Lake City, where she worked for a large tech company, doing a lot of traveling. Having earned a degree in Psychology at Midwestern, DuAnne also got her master's at Westminster in Salt Lake during these years in the corporate world. When her youngest child graduated from college, she decided to quit her job and go off on her own to use her psychology expertise to shift the corporate culture. She was married to her second husband at the time, who wasn't thrilled with this idea. But DuAnne continued to make her own decisions while also working on their marriage. When he died the day before his 52nd birthday, they'd found peace and understanding.

Her daughter Kim was in Austin, and after the death of her husband, DuAnne knew she wanted to move in that direction while running her own business. She'd started Corporate Communications and then Whole Brain Learning, where she continued her international work. As she was driving all over the Austin area (seeking to get as far away from I-35 as possible), she crossed the bridge over the Blanco and she knew she was home. She's lived in the same house in Woodcreek North since.

She happened to make that move in 2001, the same year that 9/11 changed the world—and travel—drastically, which led to a major professional shift for DuAnne.

"I was driving by a building that had been vacant for two years and thought, 'That looks like a tiki hut... and there's no coffee shop in town!" She wanted to offer something healthy, so did research and started Maui Wowi, a smoothie and coffee shop. Her main vision was to create a place for locals to gather, and for years the beloved spot hosted poetry readings and open mic nights for youth. She's grateful for the way Maui Wowi connected her to so many people in the community, sharing in engagements, graduations, and all of life's important events...a theme which has carried over into her current interests.

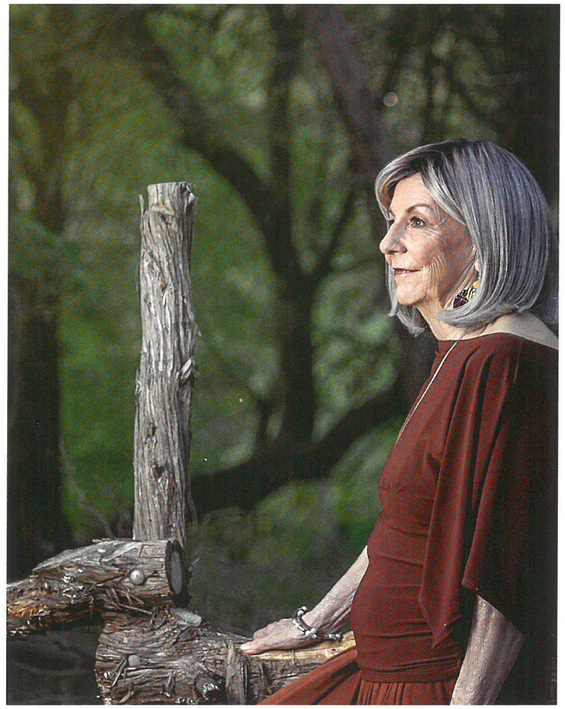


When it was time to sell Maui Wowi, she experienced another identity shift, embracing the role of elder, mentor of young and emerging leaders, and facilitator of ritual and ceremony. Her proclivity for communication makes it a natural fit that she hosts a radio show centered on sharing the stories of Wimberley's interesting people and also that she has just published her second book (released on November 7!), *Shaping Your Future: 6 Dimensions of Success.*

"Most people are amateur humans. They don't know what they don't know; there's so much more that they're capable of. So my vision is that the next script is being written for humanity, and that's a big thing: who's writing it and how do we make it positive?" That's what her writing is about, to be a voice of wisdom in guiding others to embrace their own journeys to find their identities and to shape the future with intention.

That nurturing mentor aspect of who she is, a part of herself she refers to as ShaMama, comes naturally from a long maternal lineage. That lineage continues through six grandchildren and five great grandchildren.

As part of her endless curiosity about identity and spirituality, DuAnne has always kept daily and dream journals. "Intuition has come to me through my dreams for years, and I began to discern my own symbols rather than rely on some prescribed set of symbols." She chronicled 25 years of dream journals during the pandemic and recognized a lot of patterns and pivotal moments.

In addition to her interest in dreams, she is passionate about drumming. "It's a release, it's movement, it's body work, it helps me unscramble my brain," she explains. "I loved learning the Middle Eastern hand drum because it's different rhythms than what we're used to. The other thing I love so much is circle dancing, dances of universal peace, and the spiral dance of Tara. Tara is the female Buddha. There are twenty-one characteristics of Tara; each of the twenty-one circles of the dance takes on a quality. And my favorite to dance is ferocious compassion."

She also loves organizing events that bring ritual and ceremony into the lives of others. When we talked, she'd just hosted an initiation ceremony weekend for seven elders; she's done weddings...moves... adoptions. "I think that's now my calling: to create ceremony for whatever's happening in life."