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By Rachel Velasquez
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Brittany Aldean
On Family, Fame, and Happiness



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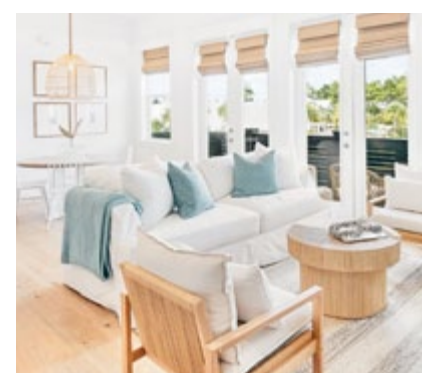
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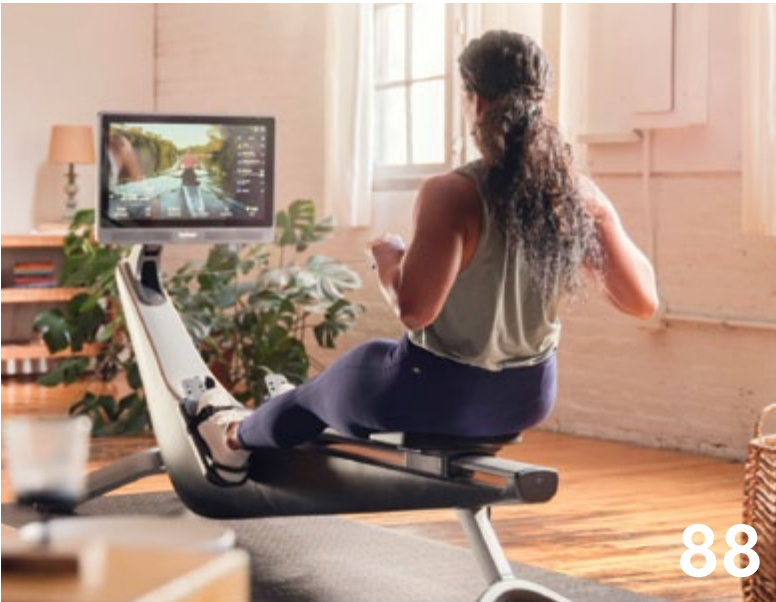
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HAPPY THOUGHTS

From The  Guy



Mike Ragsdale
Founder, The 30A Company

Welcome to *Beach Happy's* Homes Issue! I've lived in many homes and in many places. I spent my first 18 years in my parents' three-bedroom farmhouse, overlooking golden pastures, a tangly pine forest, and a two-acre pond, overstocked with bass, bream, and catfish. It made for a magical childhood.

Angela and I bought our first home the same month we got married. It was a white cottage built in 1954 with three bedrooms and two baths, creaky hardwood floors, a front porch swing, and an old brick fireplace suitable for Santa to drop down. We lived on that quiet wooded loop for five years, having babies, fixing family dinners, struggling to make ends meet, and occasionally inviting friends over to enjoy a fine box of wine. We sold that home for \$116,000, which was \$6,000 more than we paid for it.

In 1999, I sold my first business. It was the first time our checkbook had seen more than four digits at a time. Just like those Beverly Hillbillies who struck oil, we packed up and moved to the big city (well, Birmingham). We bought the biggest house we could find in a fancy gated neighborhood. We filled its rooms with furniture, rugs, art, lamps, and countless useless knick-knacks.

Five years later, after shuttering a couple of businesses, I was burned out. I craved a clean canvas and a fresh start. We packed up our four kids, and we moved to the beach. We gave away 80 percent of the possessions we'd accumulated. We soon reveled in a simpler life down by the sea.

During the pandemic, traveling abroad wasn't practical, so as empty nesters, Angela and I bought a small RV and boondocked our way all over the U.S. with our two dogs. We learned to live very happily in 126 square feet of space (unless you count our ever-changing backyard, which was often a canyon with a roaring campfire or a serene lake upon which the western sun would gently set).

Angela and I are currently living in a 592-square-foot high-rise apartment overlooking the sprawling megalopolis of Bangkok. Everything we could possibly want is within a two-minute walk.

As I reflect on each of the very different homes we've lived in, I can't help but feel an overwhelming sense of nostalgia. So many birthdays. So many Christmases and Thanksgivings. So much laughter with friends. So many priceless memories, each forever anchored to a place we once called "home."

It doesn't matter whether you live in a mansion, dorm room, cramped studio, townhouse, cottage, tent, on a boat, or in a spacious double-wide (which was Angela's ultimate aspiration when we first met). Your home is your happy place. And even if it doesn't feel like it today, it eventually will be when you look back on all your memories, most of which we don't even realize we're creating at the time.

We hope you enjoy the stories in this issue, and we thank you for bringing us into your home every issue. BEach HAPPY, my friends!





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For over 12 years at The 30A Company, I've been sharing sun-kissed stories that whisk you to the shore and make each day feel like a beach vacation. My own journey has taken me from Mumbai's bustling streets to the sunny beaches of Goa and has now anchored me to the vibrant shores of Vietnam. At *Beach Happy*, we're all about finding that sweet spot between wanderlust and home, adventure and leisure. And every story, every snapshot, is an invitation for you to kick back and immerse in the essence of beach life. So, pull up a (beach) chair, dive into our latest stories, and let's celebrate life's simple, sandy joys together!

Amandeep K
Editor-in-Chief

1 Hailing from the vibrant city of New Orleans and now residing in North East Alabama, my fondest memories involve vacationing on Florida's Gulf Coast beaches. Embarking on my design journey quite some time ago, I've been privileged to work across a spectrum of genres and platforms. With time, my expertise has honed in on magazine design and publishing, encompassing topics from travel to healthcare, and from education to transportation, with several others sprinkled in between. At *Beach Happy* magazine, I channel this passion and hope to share a sunny greeting with you on the coast someday. (Featured alongside me is my beautiful wife of 22 years, Bobbi.)

David Coffey
Art Director



2 A lifelong local residing in Fort Walton Beach, I'm an Air Force brat with a loving family that includes my wife, and twins. I've witnessed the dynamic transformation of the Gulf Coast since the early 1980s. With a degree in Broadcast Journalism from Louisiana State University, I've embraced various roles within the realms of local radio, television, and advertising sales. Currently, I'm approaching my 10th year with The 30A Company as the Director of Advertising. It's an absolute delight collaborating with both local and national clients in the idyllic paradise we call 30A.

Cory Davis
Sales Director

4 With roots deeply embedded in this coastal haven, I've become an expert in crafting compelling narratives that capture the unique charm and allure of our community. My days are a dance between strategizing impactful marketing campaigns and immersing myself in the Beach Happy lifestyle. Whether it's crafting compelling social media posts, curating engaging content, or fostering connections with the community, I thrive on showcasing the magic of the place I have always called home. After all, when your work revolves around a place as incredible as 30A, every day is an opportunity to spread beach happiness.

Logan Burgess
Marketing Director



3 My role is full of purpose, balance, and fulfillment while promoting all that we have to offer. You'll find me around town with a drone in my hand, slinging our ever-popular 30A stickers, *Beach Happy* magazine, and everything in between. There's a spark within me that is ignited each and every day as I work with this incredible community. Bringing fellow beach lovers together, near and far, is what makes my role feel less like work, and more like catching up with friends all throughout the year!

Ragan Smith
Brand Ambassador

5 Raised in Italy's family advertising legacy, I ventured to New York City in the early '90s, immersing myself in the prestigious world of fashion publishing. Over three decades, I've worked as a Creative Director, with contributions to renowned magazines like *Harper's Bazaar* and *Glamour*. My narrative intertwines Old World charm with New World innovation, marked by collaborative endeavors with industry giants and a ceaseless drive for excellence.

Emiliano Neri
Designer



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Contributors



1



2

1 LAUREN SAGE REINLIE
is an award-winning freelance journalist currently living in Freeport, Florida. Her work has taken her across the South, where she has covered topics ranging from the wily ways of politicians at the Texas state capitol to the storied land of sunshine and swamp sharks (a.k.a. gators) in Florida.

2 SEAN MURPHY
has returned to the panhandle after 30 years shooting celebrities and advertising on the west coast. He has built an inspiring studio in Fort Walton Beach, where he continues to work on national campaigns. When Sean isn't shooting, he can be found fishing from his BOTE Board or spending time with family.



3



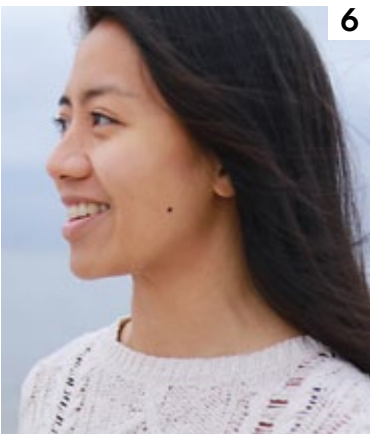
4

3 CARRIE HONAKER
is a Florida-based freelance writer who is not sure where she will land next, but it will involve messy eating, a spicy Tempranillo and finding the local dive bar. Her work has been featured in *Wine Enthusiast*, *Bon Appétit*, and others. You can find her on Twitter and Instagram (@writeonhonaker).

4 MARTIN LIPTROT
is British but has lived along Scenic Highway 30A since 2004. After a global career in advertising, he made NorthWest Florida his home and runs a local PR and Marketing Agency (98RepublicPR.com). Martin's passions include soccer, cricket, rugby, Formula One and horse racing. He is a fan of craft beers and fine wines and enjoys good company and long, lazy lunches in any of the spectacular restaurants along 30A.



5



6

5 GUILLAUME LECHAT
is a French photographer who recently moved to the 30A area from Paris and fell in love with the Gulf Coast lifestyle. Check out his modern portrait photography at guillaumelechat.com and familyphotography30a.com.

6 ABIGAIL ABESAMIS DEMAREST
is a writer, editor, and former New Yorker based in sunny Panama City Beach, Florida. Her writing has been featured in HuffPost Food & Drink, Forbes.com, Insider, Business Insider, Apartment Therapy, and more. When she's not writing, she's reading up on the latest wellness trends, teaching Zumba classes, or reading a book on the beach.



7

7 GEN HANDLEY
is a music writer living in Vancouver, BC, where he can be found running its wet streets or trying its many restaurants with his wife and son.



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Striking Chords

Brittany Aldean on Family, Fame, and Fortitude

By Lauren Sage Reinlie

Photos by Sean Murphy

It can be hard on a mom when a baby is first born. Add another baby 14 months later, and things get a little wild. Now, imagine that mom caring for those two babies on a giant tour bus lumbering across the country while their superstar dad performs night after night at packed concert venues.

“It was pretty crazy,” said Brittany Aldean, wife of country music star Jason Aldean, of the time when her children were born. “You have a little zip-up bunk that the infants sleep in. They are strapped in with Velcro, and you’re riding down the road and thinking, ‘What is happening right now?’”

Today, Brittany (36), Jason (46), their now six-year-old son Memphis, and five-year-old daughter Navy spend much of their lives on a tour bus. For nearly five months a year, they hit the road every Wednesday night, returning home Sunday morning. (Shorter stints dot the rest of the year.) “It’s predominantly the kids’ bus,” said Brittany. Every nook and cranny is stuffed with toys and books. On concert nights, the kids get to stay up, watching daddy perform from the wings.

Their days off are spent at their estate in Spring Hill, Tennessee, about 40 minutes south of Nashville, though

their time there is fleeting. “Touring is extremely chaotic,” Brittany said. “There’s not a lot of time at home doing the normal things you do.”

This rock-star life has become the norm for the Aldeans. For Brittany, it wasn’t always this way.

Lake Life

Brittany grew up in Charlotte, North Carolina, with her parents, an older sister, and a younger brother. She describes her family as a boisterous bunch, which she attributes to their partly Italian heritage. “It’s loud with a lot of hands and a lot of storytelling.” She said Jason, raised mainly as an only child, was surprised by the sheer volume they produce at family gatherings.

During her childhood, Brittany and her family spent weekends in the country on a small piece of land they owned on Lake Tillery. “We basically had everything but a house there,” she said. They had a boat, jet skis, and all the fun water toys. No bathroom, and plenty of bugs. They swam and played outside all day and roasted marshmallows at night. They slept in a tent or on the boat. “We made it an adventure every single weekend.”

Brittany and her siblings went





to a large high school in Charlotte where she was involved in as much as she could manage: student council, swimming, softball, basketball, and cheerleading. Everyone in her family, except her mother, received black belts in Taekwondo.

When it came time for college, Brittany, a bit of a rebel, wanted to branch out. Her sister and brother and most of her friends stayed in North Carolina, which has plenty of top-notch schools, but she set her heart on the University of Alabama. She loved the campus and the raucous school spirit.

She cobbled together her tuition with grants and loans. She flipped between majors, never landing on anything she felt committed to. After graduation, she had a bachelor's degree, a great experience, and a boat-load of student debt.

She headed back to Charlotte to figure out what was next.

Southern Girl Goes West

Back home, she took odds-and-ends jobs to bring in some cash and start paying on her loans. "I've always been a really hard worker, always had an income, and tried to make, you know, all the money," Brittany said.

Around 2010, she got a gig as a dancer for Charlotte's basketball team, which put her in a spotlight she had shied away from, performing in front of thousands of fans every night. When the NBA went on strike in 2011, on a whim, she decided to try out for the television show *American Idol*, something that was entirely out of character for her. "I have a huge fear of public speaking," she confessed. "It's almost debilitating for me. The fact that I even did *American Idol* was kind of a God thing, which now makes sense because it also led me to Jason."

Although she didn't make it to the televised competition, her audition was included in one of the season's early episodes, watched by millions of people. Someone she met on *American Idol*



invited her to Los Angeles to give her singing a shot. “I was always the one who wanted to go on any journey that came my way,” she said. She uprooted her life in Charlotte to see what she could discover in the Hollywood Hills.

What she found at first was a culture shock. L.A. was vastly different from the Southern way of life she was accustomed to. “Back home, we smile at each other in the streets. We want to get to know each other,” she said. The people she met in L.A. seemed focused on networking and what each person could do for them.

The singing didn’t pan out, but Brittany spent about two years in L.A. and Las Vegas bartending and reeling in money to chip away at those pesky student loans. During this time, she and Jason began dating. They were married in 2015. She moved back East with him to Tennessee and was launched into a life she never imagined.

Into the Fray

From the start, Brittany felt like a deer in the headlights. “All of a sudden, I was dating and then marrying a superstar,” Brittany said. “And I had never been anywhere around anything like that.” Jason’s massive fame brought fortune, but it also came with a cost. “I wasn’t used to people videoing every move you make or taking photos of you when you’re out, just not being able to have anything private anymore.”

“Honestly, it was the most difficult transition of my life,” Brittany said. “What got me through was that I adored this man.”

It wasn’t just the newfound celebrity status that was jarring. Brittany had been living it up in her 20s, having fun and working hard, but she was still searching for direction. Jason was a hugely successful musician running a multi-million-dollar company. “It made me think, well, you’ve been bartending and paying bills and loans for so long, but what are you actually going to do? I had to grow up pretty quickly.”

She struggled at first to find a place. She taught make-up classes while on





tour. She promoted brands through her social media accounts, which had a modest following. But she really wanted to create something of her own. “I’m not happy just living in his world. I always felt that I needed my own career path. I feel it’s important for me to have my own thing going.”

Her prospects took a surprising turn after the 2020 election when her public political opinions catapulted her directly into the country’s culture wars. She entered social media squabbles with a few prominent stars in the country world, garnering unexpected attention from national media outlets. After she started speaking out politically, her social media audience suddenly exploded. She now has 2.5 million followers on Instagram alone.

Capitalizing on this newfound attention, in November of 2021, she and Jason’s sister launched a conservative clothing and apparel line, called Brittany + Kasi. And although the Aldeans have received some backlash for expressing their personal opinions, their success has also grown because of it. “More often than not now, people stop us on the street not about Jason’s music, but more so for our political stance,” said Brittany.

Peace at the Beach

When they need to get away from it all — tour, publicity, politics — the family retreats to the beach. “The beach is Jason’s favorite place on earth,” said Brittany. “If we didn’t have to be in Nashville for work, we would definitely be on the ocean.”

In 2021, the two purchased a home in Stuart, located right on the Atlantic Ocean in southern Florida. The water is clear and blue, as Jason prefers. “He doesn’t want any of that murky lake-colored water,” Brittany said. “I’m more of a murky-water girl, but he wants to be able to see his feet.”

The Aldeans own homes in Tennessee, Turks and Caicos, one on a lake in North Georgia near Brittany’s family, and one in Florida by the beach. “Real estate has become a hobby for us,” Brittany said. They enjoy designing and decorating interiors. Each of their homes has a distinct vibe.

When they arrive at their Florida home, it feels peaceful, Brittany said. “We can disconnect from our phones and the hustle and bustle and just be with each other.” The interior is designed

for big family meals and snuggling on the couch for movies or television shows. “We want it to feel almost like the house is giving you a hug.”

But the home’s highlight is the infinity pool overlooking the ocean. Brittany described a typical day spent hanging out there with family and friends. The kids play in the pool, and the adults sit in chairs, set right in the water. The view of the ocean is sweeping, the sound of the waves soothing. The music is playing, the food is out, the drinks are flowing.

“Not everyone lives this way. We are always trying to remind our kids of that,” Brittany said. “We are immensely grateful and thankful for the opportunities we have.”

Brittany Aldean’s journey from a carefree life of adventure in Charlotte to the structured chaos of touring with a country superstar has been a lesson in adaptability and resilience. As they navigate the complexities of fame, family, and personal ambition, the Aldeans have found their sanctuary in the simple pleasures of beach life and the bonds they share. Through it all, they remain a testament to the power of embracing change, finding balance, and finding themselves. 🌊



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Less Stuff, More Life

A Minimalist's Guide to Happiness

By Abigail Abesamis Demarest

Photos by Joshua Weaver

We've all heard the phrase "less is more," but what if living with less really could bring more happiness? Joshua Fields Millburn and Ryan Nicodemus, Emmy-nominated Netflix stars, New York Times–bestselling authors, and The Minimalists co-founders are living proof of it. But before you start getting rid of your stuff, there are a few things to know to ensure you continue to keep your life decluttered and reap the benefits. We got the chance to chat with Millburn on all things minimalism and walked away inspired to adopt some of the principles of the minimalism movement into our lives.

Minimalism isn't just about "stuff" (aka material possessions).

Millburn notes that this is the most common misconception about minimalism. "I'm not against stuff or consumption, but I think consumerism is the problem," he said. "The ideology of consumerism is that if I buy more things then I'll be happier or I will be more complete. Of course, things don't necessarily make us happier. Some things can enhance or augment our experience of life, but quite often we have too much stuff."

The average American household has around 300,000 items in it, which would be great if those things were making us happier, more content, and at peace. "Quite often it's doing the opposite," Millburn said. "It's adding a whole lot of chaos. It turns out that all those material possessions in our homes, offices, cars, storage lockers, basements, attics, and everywhere else are a physical manifestation of what's going on inside us."

Translation? A lot of external clutter often translates to internal clutter—mental clutter, emotional clutter, spiritual clutter. So, decluttering the physical items in your life can help with the other types of clutter.

"Letting go of the stuff is never really about the stuff," Millburn said. "It's about letting go of the emotional or psychological tethers that we have to the stuff. In a way, it's letting go of the narrative or the stories that we tell ourselves about those things." He noted that saying it out loud can help with the decluttering process.

"I remember being terrified of letting go of some of my clothes, but then I would say it out loud, 'I'm afraid to let go of this t-shirt,' and I realized how silly that sounded," he said. "I was telling myself a story that didn't actually



“The lesson here is
that happiness is more
readily attainable than
we may think.”

The Minimalists:
Joshua Fields
Millburn (L) & Ryan
Nicodemus (R)



comport with reality. When you boil it down, there’s nothing to be afraid of with respect to letting go of a useless item.”

Clutter can take all kinds of forms.

It turns out that junk drawers and stacks of unread mail aren’t the only clutter in our lives that we need to address. “There’s all these other forms of clutter in our lives that are really pernicious because they appear to be virtuous at first,” Millburn said. Calendar clutter is a common one.

“Busyness is a status symbol in our society,” he said. “When I say I’m busy (the worst four-letter word in the English language), what I’m really saying is my life is out of control; everyone else’s urgent task has now become an emergency for me. I’m supposed to respond immediately, I’m supposed to say yes, yes, yes, and when I do that, I inadvertently end up saying no to the most important things in my life.”

Digital clutter is another big one. Millburn likens mindless, incessant scrolling on social media to smashing your hand with a hammer after using it to hang up family photos—useful tools that have become clutter because we feel compelled to continue using them beyond their usefulness. And clutter, Millburn explained, is anything that gets in the way. “Your smartphone can be a great tool, and there’s nothing wrong with social media, but if it’s getting in the way of what is truly important to me, then I’ve got my priorities flipped upside down.”

In an effort to be more present, Millburn does not have social media or email apps on his phone. “I strip my phone down to where it’s useful, but it’s no longer using me the way that it used to,” he said.

When decluttering, follow the “No Junk” rule.

One of the 16 rules for living with less in the Minimalist Rulebook, which can be downloaded for free from The Minimalists website (theminimalists.com) is the No Junk rule.

“We call them rules but they’re really adjustable boundaries,” Millburn said. “The No Junk rule works for everyone and really helps you understand what is adding value to your life.” This rule says that everything you own can fit into one of three categories: essential, nonessential but value-adding, or junk. Essentials are the necessities: food, shelter, clothing. Nonessential but value-adding items (the category Millburn finds the most interesting, where people get the most introspective) enhance your life in some way.

“I can live without my couch, coffee table, dining table, and office chair, but I don’t want to deprive myself,” he said. “I have nonessential things that enhance my life. They’re totally negotiable and I’m willing to let them go; however, I hold on to them as long as it makes sense.”

Nonessential but value-adding items can change as the years (or decades) go by. “I’m constantly asking myself, ‘Does this add value to my life?’ and if not, I’m willing to let it go.”



“When I say I’m busy (*the worst 4-letter word in the English language*), what I’m really saying is my life is out of control.”

Most of the things we own tend to fit into the third category: junk. “Junk is clutter and often masquerades as value-adding,” Millburn said. “Sometimes we’ll call them ‘just-in-case’ items, things we hold on to just in case we might need them someday in some nonexistent hypothetical future.” This practice creates a lot of excess in our lives. In the No Junk rule, you hold on to everything that’s truly adding value to your life (even if it’s nonessential) and let go of everything that is junk.

When designing or furnishing your home, consider the things you don’t add.

Ensuring that everything you have in your space actually adds value can really set the tone for your living space. “With minimalism, the things we don’t add to a space are just as important as the things we add,” Millburn said. “When I think

of my living space, I consider how I want it to feel when I return home at night—calm, orderly, inviting—and then I subtract anything that adds chaos. If a thing doesn’t amplify the peace—be it a piece of furniture, a stack of mail, a closet stuffed with boxes, or a drawer full of junk—I let it go to make room for what’s important.”

You already have everything you need to be happy.

The Minimalists: Less Is Now (The Minimalists’ second Netflix documentary) highlights everyday people who have benefited greatly from simplifying their lives, letting go of what was in the way and making room for what’s important, and figuring out what “enough” looks like to them.

“I wanted to show that there’s nothing wrong with material possessions, but having too many material possessions leads

to too much anxiety, depression, and restlessness,” Millburn said. “It leads to an overwhelming life, a busy life, a life that is missing peace and tranquility, a life that is out of control in so many ways.”

The lesson here is that happiness is more readily attainable than we may think. “We can’t improve our lives through adding more stuff and more commitments,” Millburn said. “The way that we improve our lives is actually through subtraction, not through adding. The happiness that we’re seeking? It’s not out there; it’s already here. It’s just been covered up by a bunch of excess stuff, excess commitments, excess toxic relationships, and other kinds of excess.” ☞

To learn more visit, theminimalists.com.



Photo: Jessica Ryberg, Marketing/ PR @ The Great Southern Restaurants



Photo: Bill Strength Photography

Shucking the Norm

Chef Irv Miller on Championing Oysters and Sustainable Seafood on the Gulf Coast

By Carrie Honaker

If you've delved into sustainable seafood on the Gulf Coast, Chef Irv Miller is a familiar name. He's the founding chef of Jackson's Steak House that opened in 1999, in Historic Downtown Pensacola. He has cooked for the James Beard Foundation six times, cooked alongside culinary icon Edna Lewis numerous times, and served as a guest judge on Bravo's *Top Chef*.

Cooking in and running kitchens by the age of 25 to pay the rent, Miller enrolled in the Culinary Institute of America (CIA) to further his dream. “In those early years, there were no cell phones and limited internet,” said Miller. “I was inspired by nationally-recognized chefs, focused on chef-authored cookbooks, and when possible, I traveled within the states and abroad to acquire insights into worldwide regional foods.”

After two cookbooks, multiple TV spots, and bootstrapping the move towards eradicating lionfish on the Gulf Coast, Miller still champions the small producers and farmers near his hometown. In fact, in 2018, he was dubbed an “oyster change agent” for the region.

The craft oyster movement had started to take hold, but the fledgling industry still experienced backlash from fishermen and traditional oystermen afraid for their livelihoods. Miller, a known advocate for local sustainable ingredients supplied by farmers, dug in. “After writing my first cookbook, *Panhandle to Pan*, in 2015, I wanted to understand the status of the wild oyster on the Gulf Coast. I wanted to understand their struggles,” said Miller.

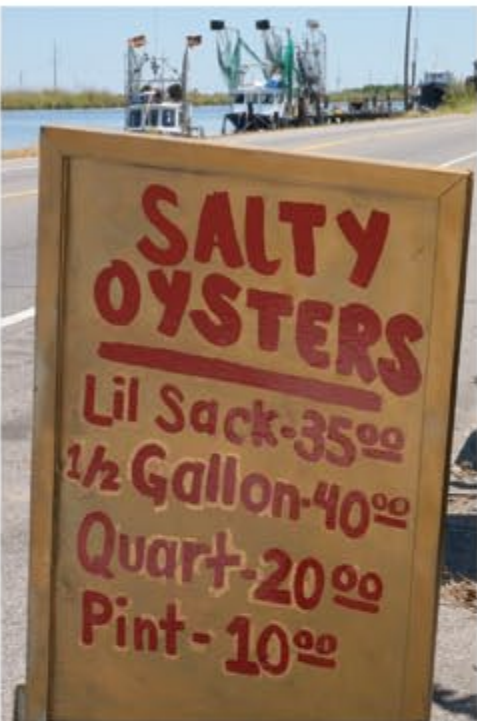
The craft oyster industry values informing consumers exactly where their oysters come from, the farmers who tended them, and the husbandry practices employed. Miller found, “It empowers consumers to explore practices and the unique history of where it’s grown. The sustainable oyster movement keeps people working on the water, whether it’s the Pacific, Atlantic, or Gulf of Mexico, and it ensures the resource will be available for generations to come, minimizing impact on habitats and other species.”

Today, oyster farms can be glimpsed along the coasts of the Panhandle. Farms in Spring Creek, Apalachicola, Pensacola, and more do the hard work of keeping our waters clean and restoring the ecosystem ravaged by hurricanes and overharvesting. And as Miller says, they aid chefs with the highest quality oysters available. Oyster aquaculture brings sustainability to an industry that has struggled for years.

Miller, who relocated to Destin, Florida, at 28 years old, worked to find his groove in this area, adapting local, sustainable ingredients to the local palate. “I gave the people what they really wanted: New Orleans-style oyster favorites such as Oysters Rockefeller and Oysters Bienville, in a quaint French restaurant in Destin called Les Saison’s. It was here that I began experimenting with menu items such as cooked Gulf Oysters du Jour (oyster of the day),” he explained.



Photos: Bill Strength Photography



Once he had a handle on the homestyle food of the Gulf Coast region, he poured himself into developing oyster toppings that incorporated flavors from places a little further flung. He still had not dabbled in raw oysters yet, leaving them to the local raw bars and beach shacks that dotted the Panhandle.

That changed in the late 1980s. “Raw bars came into vogue at some of the white tablecloth hot spots like Bud and Alley’s in Seaside, Florida, where I was chef through the late ‘80s and early ‘90s,” said Miller.

Today, he is an advocate for the craft oyster movement and supports the work the farmers do to rebuild Gulf Coast

oyster beds, estuaries, and bays. “I love to have family and small gatherings around my own backyard oyster bar at home,” said Irv.

Close friends Bill and Beth Walton created the nonprofit Oyster South, an organization that supports the growing network of oyster farmers in the Southeast. The Waltons helped steer Miller in the right direction to meet oyster farmers for his second book *Gulf Coast Oysters*. “The organization offers resources to support oyster farmers, cultivate thriving communities, encourage healthy waters, and celebrate good food in the southern United States,” said Miller. “Their vision is to highlight and expand the environmental and economic benefits of oyster farming

in the South, which will ultimately increase sustainable seafood production, improve the health of our waters, create jobs for our coastal communities, and promote appreciation for Southern farm-raised oysters.”

Miller explained that there is no need to abstain for months without Rs. Craft or farmed oysters are grown from spat (seed) and they don’t reproduce, which is different from wild oysters that spawn. Like wild oysters, they must adhere to the same stringent Florida public safety guidelines—in the refrigerator by 11 a.m. and below 45 degrees within two hours to prevent bacteria growth. Farmed oysters can be enjoyed year-round without fear.

“I have been a chef along the Gulf Coast for over four decades. Sixteen years in Destin and Seaside, with the last twenty-five years at Jackson’s Steakhouse in Pensacola. I have a penchant for sustainably harvested Gulf Coast seafood, and I am most excited to continue to support food entrepreneurs and farmer stakeholders of all sorts and to provide them with an opportunity to showcase their foods,” said Miller. “Our off-bottom farm-raised oysters rival the finest cold-water-farmed oysters, and they are shaking up the oyster market in raw bars and restaurants around the country!” 🍴

To learn more about Chef Irv Miller, visit his website (chefirvmiller.com).

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Insta-Inspired Interiors

Ashley Lastovica's blueprint for chic coastal home transformations



Photo: Chris Ashlee

By Martin Liptrot
Photos by Meg Florence Photography



Deep in 2023, it's hard to recall a world without influencers or entire broadcast channels dedicated to home renovation and interior design. But 13 years ago, when Californian Ashley Lastovica started her Instagram account (@thefancyashley), people were unsure what a blogger — or a vlogger — even was.

Now, with global followers measured in six figures, her websites and social media feeds showcase her style and design tips for home decor, entertaining, fashion, and DIY renovation to her faithful followers.

“I have always been interested in fashion and design,” said Ashley. “When I discovered Instagram 13 years ago, it was an opportunity to do what I love, my way.”

A graduate with a degree in Television Production and Broadcast Journalism, Ashley worked in various media roles before settling in Texas with her husband and two kids.

“When we moved to Houston, our new house was a ‘semi-custom’ construction, so I had a lot of fun being involved in the design process, picking out the finishes, and creating a personalized feel for our house,” Ashley recalled. “I thought, ‘This is what I want to do.’ So I started documenting the process, though I wish I’d captured more of it and posted more updates online.”

Ashley’s early blog posts reflected her passion for fashion and design, featuring her personal style choices, home decor, and family events. However, it was with the advent of Instagram Stories and their short video format that she truly enhanced her storytelling capabilities, fostering a deeper connection with her audience.

“I’m a lifestyle blogger,” she said. “I pitch myself as your ‘virtual best friend,’ providing ‘live in’ advice, inspiration and ideas and, through DMs, sharing links to products and shopping I think my followers will enjoy. Using video, and leveraging my TV and media background, really helped bring these ideas and stories to life.”

But with a second Houston house now complete, Ashley was in need of a fresh project. She and her family had been holidaying on Florida’s Northwest Gulf Coast for years when the opportunity to buy a property and live full-time at the beach presented itself.

Ashley expresses enthusiasm for revitalizing homes with history, particularly those from the eighties and nineties that beckon for a contemporary touch. “When our current home came on the market, it was clear to me that it was the exact project I had been searching for,” Ashley recalled with excitement.

So, in the summer of 2022, Ashley and her middle-school-aged family headed to the sugar-white sands and emerald waters along Florida’s Scenic Highway 30A for a new adventure – one she has shared across Instagram for her followers and fans to enjoy.



Ashley revealed that, even though she didn’t have any construction experience, she decided to take the reins on managing her home renovations and learning a ton along the way.

“I’m sure the contractors were like, ‘Who is this chick?’ but from my previous career I know how to manage projects, keep to tight deadlines, and move at speed,” she added with a smile.

“In my Texas house, I was able to execute a full kitchen renovation in under four weeks,” she said. “There were no days when I didn’t have crews in my house. I’m all about getting the project completed as fast and as efficiently as possible; which I’ve found is not the norm in a lot of construction projects.”

Ashley is innovative and creative but down-to-earth and practical too. She is just as happy to recommend an outfit from Target or a home furnishing steal from Walmart or Amazon as she is to showcase a chic designer brand or boutique product – something welcomed by her legions of fans.

That intuitive sense of style is reflected in her design and renovation business, where Ashley shares her tips and insights for those interested in remodeling their homes.

Ashley begins her evaluation of a home by assessing its ‘good bones’ – this goes beyond structural soundness to include the layout, orientation, natural lighting, and views.

She contemplates whether she or her clients could envision themselves living in the space and utilizing it to its full potential. The kitchen, which she considers the heart of the home, plays a crucial role in her design philosophy, reflecting the contemporary trend towards communal living spaces.

The preference for large kitchen islands has grown, as they serve multiple purposes: a place for children to do homework, a communal spot for meal preparation, a casual dining area, or as a central hub for social gatherings. This contrasts with



the less functional peninsular worktop of her previous home, which she felt interrupted the flow of the kitchen into adjoining spaces.

Ashley also considers the challenges and opportunities of owning and living in a beach house.

“Typically, beach houses are smaller and more compact than homes in suburbs or urban neighborhoods,” she said. “As a result, they must be very efficient, not just in design but in how we use them. Large open plan spaces that combine kitchens, living rooms, TV rooms, and family dens mean the space can be flexible and adapted to how the owners – or guests – live.”

The other advantage of a beach house is, hopefully, better weather. This means the outdoor space can be incorporated into the home.

In her 30A residence, the inclusion of an outdoor kitchen, complete with a pizza oven, a fireplace, and a cozy seating area, effectively extends the indoor living space. The installation of sliding doors and expansive French windows blurs the boundary between inside and outside, creating a sense of spaciousness throughout the home.

Ashley believes your choice of colors, materials, and textures is important too.

“Currently, every new home I see is white-on-white with stainless steel. It keeps everything bright and maximizes light, but I think adding texture is important too,” Ashley said. “In our home, when we bought it, it was all

dark wood, colors and surfaces. We brightened it up, but we have added matte black highlights and brass fittings too. I also like basket weave – lights, tables, chairs, and rugs – as it brings contrasting textures into the design. I also love tiles. Our backsplash is a rather unique glossy brick that stretches all the way to the ceiling. Why stop halfway up the wall?”

Ashley also refreshed the house’s original characteristics, infusing additional texture and character by enhancing the wall paneling and the beams on the ceiling.

Ashley’s blogs and videos are notably user-friendly, presented in bite-size segments. Her work highlights simple yet impactful changes that can significantly elevate a space.

“Even though extensive renovations can run into the tens of thousands, there are cost-effective tweaks that still pack a ‘wow’ factor. I like to think of it as luxury on a budget,” said Ashley.

Ashley guides her followers to online shopping sites that become a preferred option for many. Not only are there great bargains to be had online, but they also offer the convenience of saving time, an increasingly valuable asset.

Ashley’s blogs and social media influence have led her to expand her business and she advises and guides homeowners looking to create their dream home.

Clients today seek efficiency and expediency, particularly those eyeing properties for investment or rental income, desiring minimal hassle and quick turnaround times.

“I advise them to start with the main rooms of the house. Get the kitchen right, improve the living room flow, and freshen up the outdoor areas where you spend a lot of your time,” Ashley said. “For most people, the en-suite in the guest bedroom can wait.”

“I love working with people through my channels and platforms – whether that is people who come and stay at our beach house, followers of my fashion and lifestyle blog, or new viewers and followers on my home renovation sites and reels,” she said.

And the future?

“While I keep my gaze on the near future, I’m thrilled at the prospect of partnering with exceptional clients in 2024, to assist and enhance their home decor journeys. I’m equally enthusiastic about capturing the progress of my upcoming endeavors and showcasing a series of striking beach home transformations to our followers.” 📺

To learn more about Ashley Lastovica, visit her website (thehouseoffancy.com) or follow her on Facebook and Instagram (@TheFancyAshley).

MONTAÑITA, ECUADOR

The beautiful beach village of Montañita runs along the Ecuadorian coast, offering visitors miles of beaches, a relaxed vibe, and a plethora of water-related activities. A haven for locals and visitors alike, Montañita provides activities for all – from adventurous parasailing to rejuvenating yoga classes.

WHY GO?

Montañita's beaches offer various activity options for all travelers, including parasailing, paragliding, surfing, sunbathing, diving, and strolling on the Malecon Boardwalk. The varying waters make a perfect location for surfers of all levels, from beginners to those with years of experience. One side of the main beach offers smaller, inviting waves perfect for practicing standing on the board or paddling. The other end of the beach provides challenging, three-meter tall waves that are best left to experienced surfers. While these exciting beach activities draw many to the small village, they aren't the only benefits of visiting Montañita. During the day, visitors and locals can partake in yoga classes, massages, or Spanish classes. In the evening, Montañita comes alive with bumping beats and colorful lights. Besides the beach and lively nightlife, one of the most compelling reasons for visiting Montañita is the authentic experiences it offers. It remains a stunning destination where travelers can experience daily life in a coastal Ecuadorian village without tiptoeing around large tourist groups.

HOW DO I GET THERE?

Even without an airport directly in the village of Montañita, it remains a relatively easy-to-reach destination. The most direct route includes flying into Guayaquil, a port city about 110 miles from Montañita. Once in Guayaquil, you can take a Wanderbus to Montañita, which will take about three hours to reach your destination. United, American, Delta, and LATAM airlines have direct flights from cities like Atlanta, Miami, and Houston to Guayaquil. Other airlines, like Avianca and Copa, also offer routes to Guayaquil. However, these airlines typically include stopovers in locations like Panama City and El Salvador. Additionally, you can fly into Quito for a more wallet-friendly option. From Quito, there is a direct bus to Montañita, which takes about six hours.



AG BEACH HAPPY





WHERE SHOULD I EAT?

Ecuador's culinary landscape is a fusion of Spanish, Amazonian, and Andean flavors, enriched by international influences. As a result, in Montañita, you can anticipate a wide array of culinary delights. This coastal village, frequented by backpackers, consistently expands its gastronomic variety with each visit. Offering both local specialties and global dishes, Montañita truly has something to satisfy every palate.

Featuring a unique combination of Thai and Ecuadorian cuisine, Tiburon is a fusion restaurant that is a favorite amongst visitors and locals. This hidden gem, featuring a relaxed atmosphere, serves large portions at budget-friendly prices, all within an intimate setting. Top choices on the menu include empanadas with various fillings, arroz con mariscos (rice with seafood), and red chicken curry.

Tambo Sabores Peruanos stands out for its delicious, fresh offerings. This laid-back establishment specializes in Peruvian-style dishes, providing a warm and welcoming service at a budget-friendly price. Popular among locals, Tambo Sabores Peruanos caters well to vegans and vegetarians with its diverse menu options. Some highly recommended dishes to try are the pescado entero (whole fish), minestra (bean stew), and patacones (savory fried plantains).

Jajá en Balsa is a favorite among surfers and those attending surfing camps, and for good reason. The menu offers delicious, comforting dishes made with fresh ingredients, focusing on seafood, pizza, and pasta. This Latin spot features tasty options like the Don Ramón pizza made with ham, Ecuadorian-style ceviche, and juicy burgers. With fresh juices and craft beers on tap, this comfort food haven is a must-try for any Montañita visitor.

HOW MUCH DOES IT COST?

Montañita is a relatively affordable beach town, with the average nightly cost of accommodations at \$41 per individual and \$83 per couple. Hostels cost about \$5-\$20 per night, while mid-range accommodations cost \$50-\$80 per night. Luxury stays range from \$130-\$260 per night.

With a variety of restaurants and food vendors to choose from, meal prices typically range between \$6 and \$15 per person. On average, visitors in Montañita spend about \$28 per day on food although this may vary depending on the dining establishments selected.

Transportation is also relatively affordable in Montañita. Bus tickets can be purchased for \$2 for 1.5-hour rides to nearby towns. Taxis have a higher cost but will generally be about \$25 for a two-hour ride. Transport within the town is limited, though most locations are easily walkable, allowing for minimal transportation costs.

Tours, excursions, and lessons are generally within the \$50-\$70 range in Montañita. This price range includes options like surf lessons, birding, and paragliding.



WHERE SHOULD I STAY?

This coastal village has accommodation offerings for every budget.

Hidden House Hostel is one of the most wallet-friendly options in Montañita. This surf hostel features dorm-style rooms and is a top pick amongst those visiting Montañita for its nightlife. A stay at this hostel includes a shared, fully-equipped kitchen, 24/7 reception, a BBQ area, and multiple slacklines. This hostel also offers affordable add-ons, including surfing lessons, hiking tours, scuba diving excursions, and more.

Address: C. Hidden 5E, 241702 Montañita, Ecuador

Montañita Cabañas is a rustic, resort-style stay near the city center. It's a budget-friendly option with several amenities, such as a swimming pool, hot tub, BBQ area, and complimentary Wi-Fi. Units also include stunning views of the pool or garden, with the option to stay in a room with a terrace. This accommodation also includes activities such as yoga, diving, and surfing for an additional fee.

Address: Barrio El Tigrillo, 241754 Montañita, Ecuador

If a quiet, more luxurious stay is a top priority, Nativa Bambu is a great accommodation option. This hotel offers a secluded feel as it sits atop a hillside overlooking the town. This eco-lodge offers stunning ocean views and an extensive garden to explore. Guests will feel at ease in the nature-inspired rooms, each featuring bamboo accents. Every room at Nativa Bambu has a private balcony, bathroom, and complimentary toiletries. Spend time lounging near the multiple pools, dine at the on-site restaurant, or dance the night away at the hotel's nightclub.

Address: Ruta del Spondylus, frente paradero Bus CLP, 241702 Montañita, Ecuador

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A striking architectural feature in an equally striking Alys Beach home by Jonathan Hampel of A Boheme Design, a custom stainless steel and wood banister guides the eye upwards to a breathtaking rooftop terrace.

PHOTO BY SEAN MURPHY

Coastal

THE ARCHITECTURAL ART OF JACK GARDNER

Canvas



Hailing from Valparaiso, Florida, Jack Gardner spent years in Atlanta perfecting his professional craft, developing an expert eye for architectural photography. His decades-deep portfolio is a powerful treasure trove, with every shot telling a story of light, design, and the unique architectural allure of Florida's Gulf Coast.



A Seaside home by architect Leo Casas takes on a dramatic ambiance under the late afternoon sun. The interior, styled by Lynn Nesmith, with flowers, plants, and books, adds a human touch to the architectural grandeur.

This cozy porch, which sits below the grand living space featured in the previous photo, has an enchanting allure towards the end of the day. This architectural gem creates an open-air oasis, with the setting sun casting a warm, inviting glow and enhancing the dramatic views of the Gulf of Mexico.





Erik Vogt and Marianne Khoury-Vogt's design in Alys Beach features a second-floor porch with stunning Gulf views, where early morning light and Ginny Au's styling converge in a serene setting, photographed vertically to showcase the high ceiling and sky beyond.

Captured here is the entryway of the same house featured on the left, where elegant arched segments bask in soft, natural light, casting a warm and inviting glow.



Architect Gary Justiss' Mid-Century Modern beach-front masterpiece in the Camp Creek Lake community, just off 30A. Perched on a high bluff, it offers breathtaking late afternoon vistas of the Gulf of Mexico, with its pool and courtyard elegantly foregrounding the scene.

You can enjoy more of Jack's coastal-inspired artistry on Instagram ([@jack.gardner.photographer](#)) and at [jackgardnerphotography.com](#).





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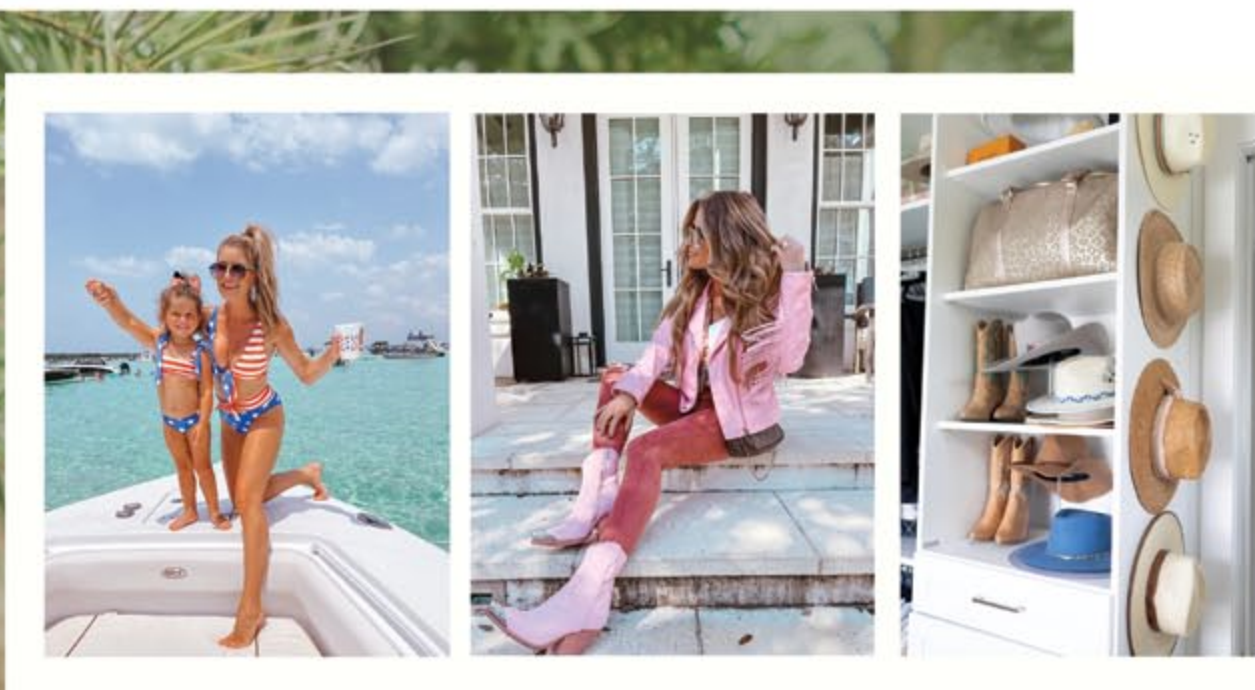
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Q&A

with Jessica Fay



The beauty and style blogger behind *Lipstick, Heels, and a Baby* and mother of three talks about life as an influencer and her home decor style.

Jessica Fay didn't set out to be an influencer—it sort of just happened. In 2012, Fay started her blog (plus a YouTube channel and a Pinterest account) as an online journal of sorts to stay connected with her husband Ryan, who was deployed to Afghanistan when their firstborn son Braydon was just eight weeks old. On the blog, *Lipstick, Heels, and a Baby*, Fay documented her adventures with Braydon (such as weekend trips to the mountains with her parents) so that Ryan could check in on them when he could. "I noticed my outfits getting pinned on Pinterest, and it kind of took off naturally from there," Fay said. On her Instagram account (@lipstickheelsandababy), which has over 300K followers, you'll find her favorite recipes, hair and skincare products, outfit inspo, and so much more.



We had the chance to chat with Fay about home decor, the influencer life, and must-haves for a day at the beach with the kids.

By Abigail Abesamis Demarest
Photos: Guillaume LECHAT
Candice Purichia



BEACH HAPPY: WHAT IS THE BEST PART ABOUT BEING AN INFLUENCER? AND WHAT'S THE MOST CHALLENGING PART?

JESSICA FAY: The best thing about what I do is being able to connect with so many amazing women all over the world. The most challenging part for me is being able to turn it “off.” I can technically work from anywhere—on vacation, from my bed, while watching TV, etc.—so I sometimes have a hard time ending my work day because there is always something else that can be done.

BH: WALK US THROUGH A DAY IN YOUR LIFE.

FAY: My alarm goes off at 5:45 a.m. I make a warm lemon water, make my kids breakfast (typically eggs and bacon), and get them up and ready for school at 6:30 a.m. They are out of the door by 7:15 a.m., and I am on my morning run by 7:30 a.m. I typically work out until 8:30 a.m., hop in the shower, make my matcha latte, and get ready for the day. At the latest, I like to start working by 9:30 a.m. I work until 2:15 p.m., at which point I take a break for school pickup. We head back and get homework done while I prep for dinner. I jump back on the computer for about an hour or so to finish up any last-minute emails or contracts, and then we are out of the door again by 5 p.m. for sports!

BH: WHAT'S YOUR PHILOSOPHY WHEN IT COMES TO DESIGNING YOUR HOME?

FAY: I designed our family's home with our builder. As much as I would have loved to work with an interior designer at the time, I knew I would have no trouble making decisions and wanted to be able to save that design money and put it towards finishings for our home. I wanted our home to feel cozy but still fit in at the beach. I love farmhouse style so I incorporated woodwork on the front of our home, on our walls, and with lighting to create a cozy, farmhouse feel.

I love our dining room wall in particular. It's a small piece of our home and one of my favorite places. We did a triangular shiplap design with brass lighting to give it a fun feel. The artwork on that wall is from an artist based in Nashville, Tennessee, who does popups here on 30A—Kelly Terrell. Kelly lets

your kids draw, write love notes, and place their hand and feet prints all over the canvas. She then miraculously turns it into a gorgeous piece of artwork to match your house. At first glance, it looks like a piece of abstract watercolor art, but if you really look at it, you'll see my kids' drawings and writing. It is a piece I will treasure forever.

BH: WHAT'S THE BEST PART ABOUT LIVING AT THE BEACH?

FAY: Growing up in Hickory, North Carolina, we would take weeklong beach trips every summer to our family condo six hours away. I used to crave and miss the beach throughout the rest of the year, and I LOVE that my kids can be on the beach every single day if they want now that we live in Santa Rosa Beach, Florida (a.k.a. 30A). The vitamin D just hits so much better at the beach. It is so good for us all mentally and physically. We try to make it a point to get out for sunsets during the week and to have beach days on the weekends. I also run on the beach every morning.

BH: WHAT ARE YOUR BEACH MUST-HAVES?

FAY: Mineral sunscreen and powder sunscreen (powder sunscreen knocks off the sand and is great for reapplying on kids' faces and necks), sunglasses, lots of water, a BrüMate to keep your drinks cold, a backpack cooler, a cute umbrella, lightweight beach chairs, towels, and lots of snacks for the kids (sandwiches, watermelon, and popsicles). 

To learn more about Jessica, visit her blog lipstickheelsandababy.com or follow her on Instagram (@lipstickheelsandababy).



From Grayton Beach
romance to 30A's newest eatery:
The Kelleys' journey to
Papa Surf Burger Bar

By Carrie Honaker

"If I get the chance, I'll probably marry that girl."

It could be a line from one of Brian Kelley's songs, but it's not. It's part of his and his wife Brittney's real-life love story and journey to making a home together in Grayton Beach, along Florida's Scenic Highway 30A.

They met in 2010 at a family Thanksgiving gathering, but the romance came later. Brian thought about Brittney over the next couple of years, wondering if they would ever find themselves single at the same time because he knew he would marry her. "She's incredible," said Brian. "She's creative, she loves the outdoors, loves people, loves animals, and loves God."

Fate intervened in the summer of 2013. Both single, they took their first trip to 30A together to get away from life's busyness and have some alone time. "That was my first time in Grayton Beach, my first time dropping the paddleboard in Western Lake," said Brian. "We fell in love with each other, fell in love with the area, and it's become a fixture in our life."

Brittney grew up coming to Grayton. Raised by her grandmother who loves to surf fish, she cast lines up and down 30A, during her childhood. Brian, a born-and-bred Florida boy from Ormond

Beach Burgers

WITH A SIDE OF ROMANCE



PHOTO BY SEAN MURPHY

Learn more about
Grayton Beach



Beach, spent family vacations on Panama City Beach. The Panhandle held magic for both of them, and whenever they had a moment, they escaped to their oasis in Grayton Beach. “The state park hugging that area is so special,” said Brittney. “When you’re on the paddleboard on Western Lake, it feels like you could be anywhere in the world. It was the first place we said ‘I love you’ to each other.”

They married in December 2013 after a whirlwind courtship because Brian said, “...she’s the rest of my life. I can’t wait to start it.” For the next couple of years, they would get off the road from touring and haul butt straight down to the Gulf Coast to stay at their favorite rental house with a pool right on the lake, room for their four dogs to roam, and space for their families. Everybody fell under Grayton’s spell.

“Lots of families and friends have a history of coming here every year,” said Brian. “It’s their spot, and it’s been passed on. It became that for us and our family.” In the face of spending 200+ days per year on the road touring, they knew they wanted to escape to 30A more to recharge and find inspiration, but they never thought it would be possible to live there full-time. In 2016, fate intervened again, and the perfect house presented itself.

“Everyone around us (us included) was like damn, y’all really made that work. We’re Florida residents now,”

“Being near the water and in the water heals us. It’s therapy to be near the Gulf.”

Brittney said. “Being near the water and in the water heals us. It’s therapy to be near the Gulf.”

Five years ago, they laid down more roots when they opened Tribe Kelley Surf Post in Downtown Grayton Beach. “As much as we love chillin’ down there, we also love working and creating,” said Brian. “It’s not just an R&R place for us—we love designing clothes, creating music, listening to records, scheming on other businesses, and we find ourselves really inspired in Grayton.”

That inspiration comes from their shared love of being outdoors, on the water, in the country, and in the woods. Beyond the Gulf Coast, they spend time at Brittney’s family farm in South Georgia. “It’s in the middle of nowhere,” said Brian. “We love going and just getting lost, doing a little bit of hunting and fishing.” They also count themselves lucky to be a part of the 30A community where there are natural springs, rivers, dune lakes, and neighbors who have embraced them. “We’re grateful to have a place down there, grateful for the support,” said Brian. “We love our community; there’s an undeniable energy here.”

And that surge of creative energy translates to Brian’s music. He penned, the album *Sunshine State of Mind* as a love letter to Florida, the 30A area, and Brittney. Most of the album came to fruition in his studio above the Surf Post,

and many of the songs started at their house overlooking the lake. Brian hinted he still has over 25 songs he hasn’t dropped, and they are all inspired by this area, but that’s why *Sunshine State of Mind* is labeled Season One. He plans to record season two and maybe three, but for right now “See You Next Summer” delivers plenty of sunshine and beach vibes. This single represents Brian sharing more of himself and what he loves.

“As an artist, as a creative, I didn’t want to put the same record out twice. I wanted to push myself. After “See You Next Summer,” I’ve got some great country songs I’m really fired up about that are authentic to me, and I think they’ll resonate with other people as well,” Brian said.

Until those new songs hit the airwaves, the Kelleys set sail on their next venture: Papa Surf Burger Bar.

Frequent drives along Scenic 30A took the Kelleys past an old house in need of some love. The property, located near Shunk Gulley Oyster Bar and across the street from Ed Walline Beach, had once lived as Bloom’s Cafe, which was also a private residence. Visitors to 30A that happened upon it were always in for a surprise—no menu ever existed, whatever they prepared for the evening was what you ate, and it was consistently delicious. The Kelleys love old houses and projects so they started to dream. But, even though it sat unoccupied, it wasn’t for sale.

After a couple of years of looking at it, fate intervened once again. “It was early in the pandemic and we found ourselves riding it out in Florida,” said Brian. “We drove by and there was a ‘For Sale’ sign.”

According to Brittney, the Blooms didn’t want to sell to a developer that would tear down their beloved home and put up a condominium. They wanted somebody who would help keep the soul of Bloom’s Cafe alive in spirit. Brittney and Brian happily took on the challenge of renovating the place.

Brian added, “Before that, I did some scheming on the brand Papa Surf, but we weren’t sure if it would be a beer, a t-shirt company, or maybe a restaurant.” They got the logo designs back, purchased that old house, and decided the 30A area needed a good burger spot. The fire was lit for Papa Surf Burger Bar.

The next step involved Jason Aldean and Tom Glavine. Hanging out with the Aldeans at Chiringo, a popular Grayton Beach restaurant, after shooting the “Beach Cowboy” video, Brittney and Brian had a stroke of inspiration to bring in their friends. “We felt like it’d be a lot of fun to do something with the Aldeans and Glavines who are like-minded when it comes to intentionality, design, and experiences,” Brian said.

Hitting on all cylinders, the menu started forming.



PHOTOS BY JACK GARDNER AND SEAN MURPHY



The team behind Papa Surf (L to R): Tom Glavine and his wife Christine, Brian and Brittney Kelley, and Brittany and Jason Aldean

The coastal Southern burger spot serves elevated burgers, elevated experience, elevated design, and a quick-to-go menu. Indoor and outdoor seating is available, and the big Magnolia Bar in the backyard provides the perfect spot to chill with your burgers and beer. The Kelleys tapped designer Courtney Bishop from Charleston to aid in all the details that make Papa Surf special.

“We loved her touch, combined with our eye for detail, on our personal home in Grayton

“We felt like it’d be a lot of fun to do something with the Aldeans and Glavines...”

Beach. So we asked her to collaborate on this project,” said Brittney. “She brings this flair that no one else has. Sometimes she uses antique pieces or sometimes brand new pieces that look antique. It’s unique from the decor to the fabric.”

Little hidden details abound in the space that makes it feel like a home. And that’s what the Kelleys wanted, to make Papa Surf feel like you’re stepping into their world for a little while.

As our conversation closes, the Kelleys’ four dogs make themselves known. Smoke, Sage, Sunday, and Stone love Grayton Beach, where they like to get out and explore.

“When you’re driving out on the beach and it’s the golden hour, there’s bonfires, tikis, trucks, families, sometimes people having a wedding after-party out there, and the sherbet skies from the sunset blaze,” Brian said. “Grayton is one of the wonders of the world.”

To learn more about Papa Surf Burger Bar, visit their website (papasurf.com) or follow them on Instagram (@[papasurfburgerbar](https://www.instagram.com/papasurfburgerbar)).

PHOTO BY SEAN MURPHY

Is Bhutan the **HAPPIEST** Country on Earth?



There's not a beach to be found in this landlocked Himalayan kingdom... but happiness is a national treasure.

By Mike Ragsdale



“The best view comes after the hardest climb,” said our guide, Pencho. He knew what lay ahead of us here in Bhutan – both the uphill challenges, and the extraordinary rewards that would follow. Bhutan marks the 60th country that Angela and I have explored, but it now ranks #1 on our “must-see” list of extraordinary travel destinations.

With just 700,000 citizens, Bhutan is a tiny nation, hidden in the Himalayas between two global behemoths, China and India.

There’s only one airstrip here, and it’s often called “the world’s most dangerous airport,” despite excellent safety records. The zig-zaggy approach through the Himalayan peaks is tricky. The single runway is short and subject to clingy clouds and unpredictable Himalayan crosswinds. All flights are restricted to daylight hours, and pilots must rely on their vision and manual flying skills over automated systems. There are only eight pilots in the world certified to land here.

Bhutan is steeped in mythology, with most of its early history being unrecorded – the stuff of rumors and legends. This place didn’t even have a name until the 17th century, when outsiders began labeling it with such romantic monikers as “Land of the Thunder Dragon,” “The Southern Land of Darkness,” and more recently, “The Last Shangri La.”

Bhutan is home to Gangkhar Puensum, the world’s highest unclimbed mountain at 24,770 feet. Bhutan is also the first and only carbon negative country on the planet.

Life is simple here, but don’t mistake simplicity for poverty. Healthcare is free. Education is free. “The rich here are not too rich, and the poor are not too poor,” said Pencho. Everyone can provide for themselves, even though the average annual salary is just \$3,000 USD per year.

In this kingdom, wealth is measured not in gold but in happiness. In fact, the Bhutan government maintains a Ministry of Happiness, which keeps an ever mindful eye on the nation’s GNH – or Gross National Happiness index. Gross



National Happiness is not some whimsical notion, but a formal state policy – an ethos woven into the fabric of Bhutanese life.

What does that really mean though? It means that decisions aren’t made based purely on economic or political factors. The happiness of citizens is the primary metric. Could Bhutan dam up another river and make lots more money selling electricity to its power-hungry neighbors? It sure could! But displacing residents of that hypothetical valley would no doubt cause considerable stress. More often than not, the Bhutanese prioritize long-term happiness over quick and easy economic gain.

Don’t get me wrong: Bhutan is not a utopia. Challenges abound, from economic to environmental, with rapidly melting glaciers sometimes rampaging right through their homes. During the pandemic, many young people reluctantly left their beloved country in search of professional opportunities. And so, the kingdom is cautiously embracing modernity, trying to



ensure that each technological advance does not eclipse their cultural heritage. It's a delicate dance, with one foot in the past and the other stepping toward the future, all while trying to maintain equilibrium. The Bhutanese face such challenges with an optimism rooted in the belief that for every problem, there is a solution that does not compromise their happiness. They seem to have mastered the art of balance and of living harmoniously with nature, with each other, and with modern times and temptations. It's evident in the way cities like Thimphu, devoid of any traffic lights, pulse to an orderly rhythm, a choreography of mutual respect.

Most countries seem to be the result of whatever happened to them. They're defined by their historic circumstances: invasions, weather, politics, natural disasters, war. They didn't carefully map their cultural evolution – it's just how life worked out.

But in Bhutan, life seems so incredibly intentional. Bhutan's people are intent on protecting and preserving their sacred way of life. Their lives aren't dictated by poverty – they're driven by purpose. Life here isn't about feeding constant cravings. It's about finding contentment in whatever you've been blessed with. It's a happiness that demands mindfulness and gratitude, and an acknowledgment that we are but transient guests on this great rock.

As Angela and I reluctantly boarded our departing plane, we noticed a red carpet rolled out on the tarmac. His Majesty the King of Bhutan was on our flight back to Bangkok. He sat quietly, about ten rows in front of us. As Angela said, "You don't become the world's first carbon negative country by flying private."



If only all world leaders led by such an example, our world would be an infinitely happier place.

In the wake of a global pandemic, the invasive proliferation of social media, and staring rapidly melting glaciers in the face, this tiny kingdom no doubt has a long and treacherous climb ahead of it. But if they can somehow survive that climb, the view will no doubt be worth it.

BHUTAN HIGHLIGHTS
Haa Valley

Few outsiders come here. In fact, the valley was completely closed off to all foreign tourists until 2002. Today, it provides visitors a glimpse into a pristine and largely untouched part of Bhutan, both its natural habitats as well as this country's mindful way of life. We came to Haa Valley to witness an annual celebration known as Thru-Bab, which roughly translates to "Blessed Rainy Day," a festival marking the end of the monsoon season. It's believed that any rain that falls on this sacred day has been sanctified by the Divine. Taking

a bath in these natural waters – in rivers, streams, or even rainwater – will cleanse one's sins and impurities.

Following these penitential baths, locals flock to the monastery sporting their finest and most colorful attire. The masked dances that define the festival have their roots in the 8th century, when these dances were utilized to subdue evil spirits and demons bent on obstructing the spread of Buddhism. The costumes worn by the dancers are vibrant and elaborate, representing various deities, animals, or mythical characters. Beyond the obvious entertainment value, these dances are also seen as a form of meditation and an offering to the deities, in thanks for the monsoon rains that have enabled another good year for the crops.

Glamping in the Himalayas

We left the festival and drove to a trailhead, where a few strong men quickly hoisted our luggage upon their shoulders and led us up a wooded, stream-saddled hill. There we found our own Haa Valley paradise: a "Comfort Camp," as the MyBhutan.com team called it, all set up and staffed entirely for us. We had a dining tent with a bar, including delicious Bhutan wines, Bhutan whiskeys, and Bhutan coffees. Just up the hill, our bedroom tent featured cots with mattresses and extra blankets. There were end tables with lamps, books, charging stations, and even a bluetooth sound system. Two nearby tents featured a portable toilet and a shower, complete with hot water. After setting in, we were visited by a reincarnated monk who read our fortunes based on astrological charts. But he wouldn't be the only guest we'd receive that night.

As we sat around the crackling campfire, sipping on delicious Bhutanese whiskey, we saw flashlights climbing up the trail toward us. "You have a special guest this evening," said Pencho. It was Tshering Dorji, one of Bhutan's former Parliament members who we'd only met in passing during the festival. He joined us at our campsite for several hours of food and fellowship. Before we broke camp, the men blessed prayer flags in the sacred smoke of our campfire. Two brave souls scampered high into the pines to dangle the flags in the Himalayan breeze. The prayers were to spread goodwill and compassion, and to protect us on our long journey.



Thimphu

Thimphu is Bhutan's political and economic epicenter, home to the royal family and to the nation's most important government institutions. Overlooking the city is a massive statue of Buddha. It's 167 feet tall and is one of the largest sitting Buddha statues in the world. We also visited Tashichho Dzong, Thimphu's main fortress-monastery, where "Thimphu Tsechu" festival celebrations were well underway. The festival crowds were much bigger here than in Haa Valley. Clown-like figures worked the masses, keeping kids and adults alike entertained between colorful Cham dances depicting Buddhist stories and legends.

Punakha Valley

From Thimphu, we ventured further east – and arguably, further back in time – to Punakha, which was Bhutan's original capital until 1955. Punakha Valley can be shocking to some, and not just because of its sunshine-yellow rice paddies and postcard-perfect village vistas. We parked in Sopsokha, a small village. But size doesn't seem to matter here. As you penetrate this tiny town, you quickly notice countless paintings and sculptures of... phalluses. They're painted across the walls and displayed in the doors and windows of virtually every shop and home here in this valley. The devout not only believe that these symbols ward off evil





spirits, but they're also symbols of fertility. And it's all to honor one crazy old Buddhist monk, known affectionately as "The Divine Madman."

Something of a 15th century folk-hero, Lama Drukpa Kunley was infamous for his unorthodox, eccentric, lewd, and even crass ways of teaching Buddhism to common people. He wore only a loincloth (if that), and he openly mocked authority and hypocritical monks. In fact, he was famous for running around this valley while trying to rub his private parts on the particularly pious. He loved music. He loved wine. He loved beautiful women. And yet, despite Drukpa Kunley's karmic tomfoolery, he's revered as one of the great mentors in Buddhism for showing that there is more than one path to Enlightenment. Today, couples desperately hoping to conceive flock here from all over the world to visit Chimi Lhakhang, the Temple of Fertility built in 1499 to honor the Divine Madman.

When seeking the Divine Madman's fertility blessings, only the hopeful woman can enter the temple. The husband must remain outside. Apparently the Divine Madman is the jealous type, and if he sees a male, he might very well ignore the couple's plea for a child. Inside the temple is a book full of photos of couples who have conceived within weeks or a few months after visiting the temple, including women well into their late 40s.

Tiger's Nest

On the sixth day of our adventure, Pencho suggested we rise early to begin our three-hour ascent to Taktshang Monastery, also known as Tiger's Nest. Arriving at the base camp, we quickly realized that most of the trekkers here at this hour were horses, preparing to haul monastic supplies up the steep mountain.

"We don't recommend people ride horses up the mountain," said Pencho. "It causes suffering for the animal, and so it also hurts your own spiritual merit."

This cliff-hanging monastery is one of Bhutan's most sacred religious sites. Legend has it that Guru Rinpoche flew to these caves to meditate, on the back of a tigress, no less. The monastery is perched on the very brink of a 3,000-foot cliff, towering high above Paro Valley. 🏔️

You can plan your own Bhutan adventure at [MyBhutan.com](https://www.mybhutan.com).



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around-the-world adventures.**

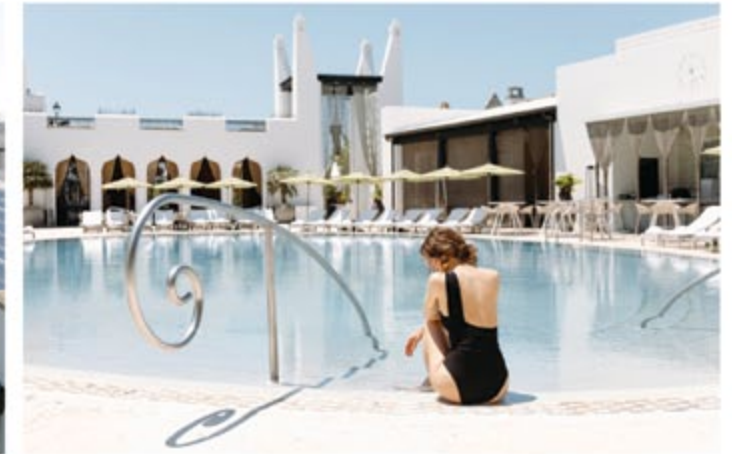
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Alys Beach remains committed to strategic growth that bolsters the community and exemplifies a commitment to luxury at every level. Employing a phased-release approach that feels as intentional as every detail, Alys Beach's expansion has been slower and certainly methodical. Tending toward a phased-release, rational approach to real estate development, Alys Beach continues to bloom with a multitude of new opportunities for ownership in 2024.

Alys Beach's thoughtful approach to a New Urbanist masterplan, originally developed by DPZ CoDesign and now shepherded by Town Architects, Marianne Khoury-Vogt and Erik Vogt, results in a community plan that is executed at the highest level of design. The pedestrian is at the forefront of life at Alys Beach, where, by foot, owners can enjoy dining, shopping, grocery, and green spaces. The Town Center has blossomed over the past several years, and includes a full cast of carefully curated shops and restaurants.

Alys Beach has a multitude of real estate opportunities to fit every lifestyle and living preference. Residential opportunities for custom and semi-custom homes continue to arise, as well as a myriad of options for those seeking a turnkey experience. The upcoming focus is on elevated condominium and townhouse living. Located on the south side of the property, The Lena, The August & Nora, and Somerside Terrace feature distinctive elements such as rooftop sky terraces, second-floor pools, and plentiful loggias. For those desiring a home that puts them in the mix of the lively town center, The Dannelly & Varian and The Della act as a way to anchor the civic center of Alys Beach in the town square, surrounding the Amphitheatre and remaining close to boutiques and restaurants.

The newest release, Phase 4, takes shape amid the rustic beauty at the northern end of the property near to the nature preserve and wetland park. The homes in Phase 4 feature a backyard that allows owners to fully embrace indoor-outdoor living, remaining committed to Alys Beach's high standard for architectural excellence and deep respect for the natural environment. Central to these Phase 4 homes is The Silva amenity: a verdant event lawn, pool and a covered terrace with a bar and café. Community spaces feel vibrant and balanced with quiet, tranquil pedestrian paths.

Beyond the beautiful architecture and pristine Gulf water, Alys Beach has an abundance of amenities for homeowners to enjoy. ZUMA Wellness Center, exclusive to property owners and vacation rental guests, offers cutting-edge fitness classes as well as a quiet outdoor space, treatment rooms, strength training, and a stunning indoor-outdoor swimming pool. Caliza Pool & Restaurant, another amenity exclusive to property owners and rental guests, includes a 100-foot-pool, furnished loggia, rooftop terrace, 75-ft. lap pool, and family pool. Homeowners might also choose to spend their time at the Beach Club, an owner exclusive amenity located directly on the Gulf. Whether enjoying a cocktail on the Sunset Terrace or catching a game in the lounge, the Beach Club embodies what it means to be a homeowner at Alys Beach.

Entering its 20th anniversary, the master planned vision of New Urbanism is truly coming to life and continues to be developed with discernment and diligent attention to detail.

[Learn more at alysbeach.com](https://alysbeach.com)



Living along Northwest Florida’s stunning Gulf Coast, Rachel Moore – the creative mind behind the blog *Pinteresting Plans* (pinterestingplans.com) – is known for designing spaces that capture the tranquil and welcoming spirit of coastal living. Moore’s passions encompass home renovations, tasteful coastal decor, and smart save-and-splurge finds. Her portfolio, which includes an array of properties along Scenic Highway 30A, showcases a blend of modern flair and beach-inspired elements.

As a savvy real estate investor and decorator, Moore’s expertise lies in selecting decor that withstands the rigors of a seaside environment, without sacrificing the laid-back elegance that guests seek in a coastal retreat.

“It’s all about finding that perfect blend of style and substance,” Moore said. “For my 30A properties, I aim for decor that mirrors the timeless beauty of our beaches — think sand-washed textures and nature-inspired or natural materials — while ensuring each piece can stand up to the salty Gulf breeze and spirited vacationers.”

For those keen on achieving the coastal look without casting away their budgets, Moore seeks out stores such as Home Goods, Amazon, Target, and Walmart. She finds these retailers have considerably raised their game, collaborating with top-tier designers to offer cost-effective versions of upscale items. “My philosophy is simple: invest in quality where it counts, and be clever with the accents that bring coastal charm to life,” said Moore, highlighting collections like Studio McGee at Target as prime examples of achieving a high-end look for less.

Discussing her approach to balancing elegance with economics, Moore has outlined her key “save vs splurge” recommendations.

In her splurge recommendations, Moore emphasizes the importance of investing in performance fabrics for furniture

in rental properties. Such durable materials are crucial for withstanding continuous use and coastal elements, ensuring the furniture maintains its inviting look. Another key area for investment is in high-quality appliances, essential for their longevity and reliability, thus reducing maintenance and ensuring guest satisfaction. Lastly, Moore places a high value on guest comfort, advocating for spending more on quality mattresses and bedding, a critical factor in securing positive reviews and encouraging repeat visits from travelers. These thoughtful investments in durability and comfort are central to sustaining the appeal and functionality of her beachside rentals.

In her approach to cost-effective decorating, Moore advises saving on decorative accents like wall art and coffee table accessories. Recognizing that these items are frequently handled and susceptible to wear, especially in family-oriented spaces, she suggests choosing budget-friendly options for easy and frequent updates. Similarly, for everyday essentials such as dishes, glasses, and silverware, which are subject to regular wear and breakage, Moore recommends affordable yet stylish choices. This strategy not only reduces replacement costs but also maintains the aesthetic charm of her spaces.

In her personal home, shared with her sons and a dog, Moore continues to prioritize performance fabrics for their durability, especially for key pieces like white sofas. For furniture that withstands daily use, such as solid wood dressers and kitchen counter stools, she considers them wise investments. However, Moore finds opportunities to economize with rugs, opting for modern indoor/outdoor options that are now available in washable and comfortable textures, ideal for the easy maintenance required in a lively household.

For those inspired to mirror Moore’s elegant coastal aesthetic, here are her top five picks from both the “save” and “splurge” categories.

SAVE

Woven Chandelier

The woven chandelier serves as a statement piece above large islands. Its intricate design adds a coastal charm without the expense of high-end lighting. Its texture reflects the natural elements of the seaside, bringing an organic warmth to the space.

[Target.com](#) (\$200)

Slipcover Swivel Chair

Moore recommends the functional elegance of the *Better Homes & Gardens* Waylen Slipcover Swivel Chair from Walmart. Crafted by Dave and Jenny Marrs, this chair embodies timeless elegance, showcasing features such as a reversible back cushion and a robust pocket coil seat, exemplifying that coastal sophistication can be achieved with both style and affordability.

[Walmart.com](#) (\$248)

Woven Side Tables

The versatile woven side tables from Target are a great addition for their dual function as bedside tables in spaces where storage isn't a priority. They embody the light, airy feel of a beach home and are budget-friendly enough to be replaced or updated as trends evolve.

[Target.com](#) (\$130)

3D Coastal Wall Decor

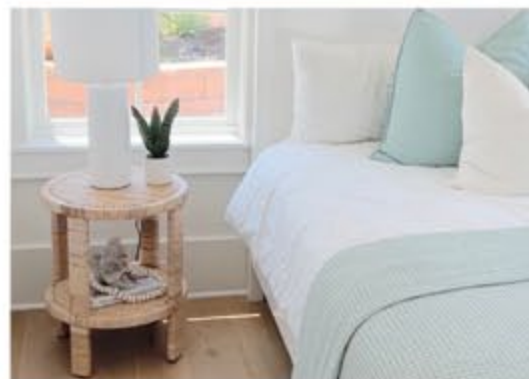
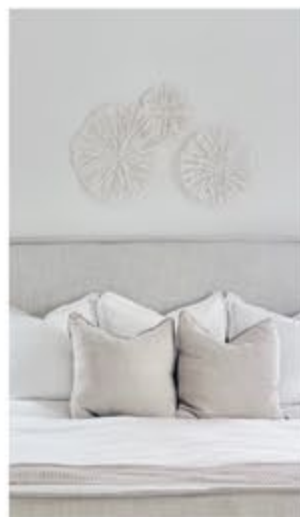
Embracing the coastal vibe, the 3D wall decor brings a dynamic touch to walls. These pieces provide an affordable way to inject a sense of the coast into any room, adding depth and interest without a huge investment.

[Amazon.com](#) (\$119)

Curtain Rods

Finding curtain rods on Amazon that mirror the look of upscale brands allows for a polished finish to a room's decor. Moore appreciates that these rods provide the functionality and style of pricier counterparts, maintaining the design integrity of her spaces while keeping costs low.

[Amazon.com](#) (\$20 and up)



SPLURGE

Performance Fabric Kitchen Counter Stools

Moore values kitchen counter stools that can withstand the high traffic of her bustling kitchen. She selects stools with performance fabric cushions and metal foot plates, combining durability with coastal elegance, ensuring they stand the test of time and frequent use.

[Williams-sonoma.com](#) (\$795)

Coastal Entryway Bench

A high-quality coastal bench is an excellent choice for an inviting entryway or as a functional yet stylish addition at the end of a bed. This piece is a worthy splurge for the utility and aesthetic flair it brings to a home, embodying the spirit of beachfront living.

[Serenaandlily.com](#) (\$998)

Functional Dresser

This Dillon dresser, available in Montauk White and Seadrift finishes, is a perfect splurge for any coastal living space, thanks to its modern and modular design. Crafted from wood, it skillfully combines drawers and a display shelf, offering ample opportunity for both functional storage and decorative flair.

[Potterybarn.com](#) (\$1,899)

Decorative Baskets

Practical yet decorative, these baskets serve as hampers or storage for extra linens, available in both natural and white-washed finishes. These multifunctional items are valuable for their practical use and for elevating the coastal theme across the homes.

[Serenaandlily.com](#) (\$138)

Upholstered Bed

The upholstered bed featured in both her personal residence and a rental property is celebrated for its tailored seams and neutral, textured upholstery. It serves as a luxurious focal point in any bedroom and scores high on both look and comfort.

[Wayfair.com](#) (\$2,554)

Discover more of Rachel Moore's coastal home finds on her blog, [pinterestingplans.com](#) and find her on Instagram at [@PinterestingPlans](#). Stay updated with property investment tips by following her [@Stayon30a](#).



The Future of (Home) Fitness

Hottest Home Gym Equipment for 2024

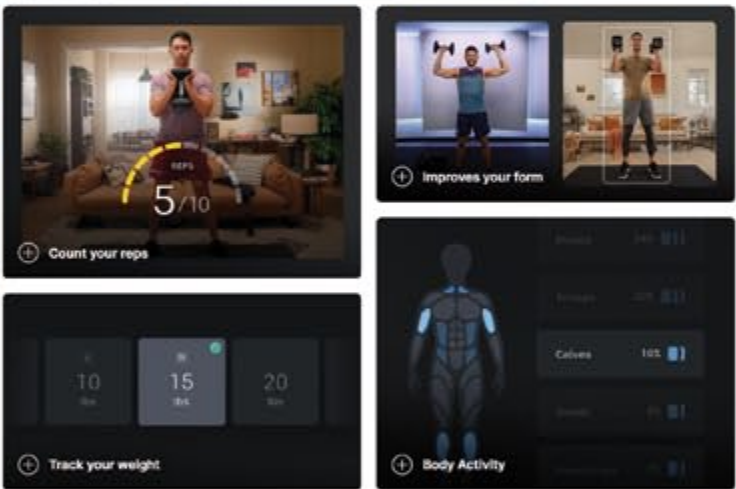
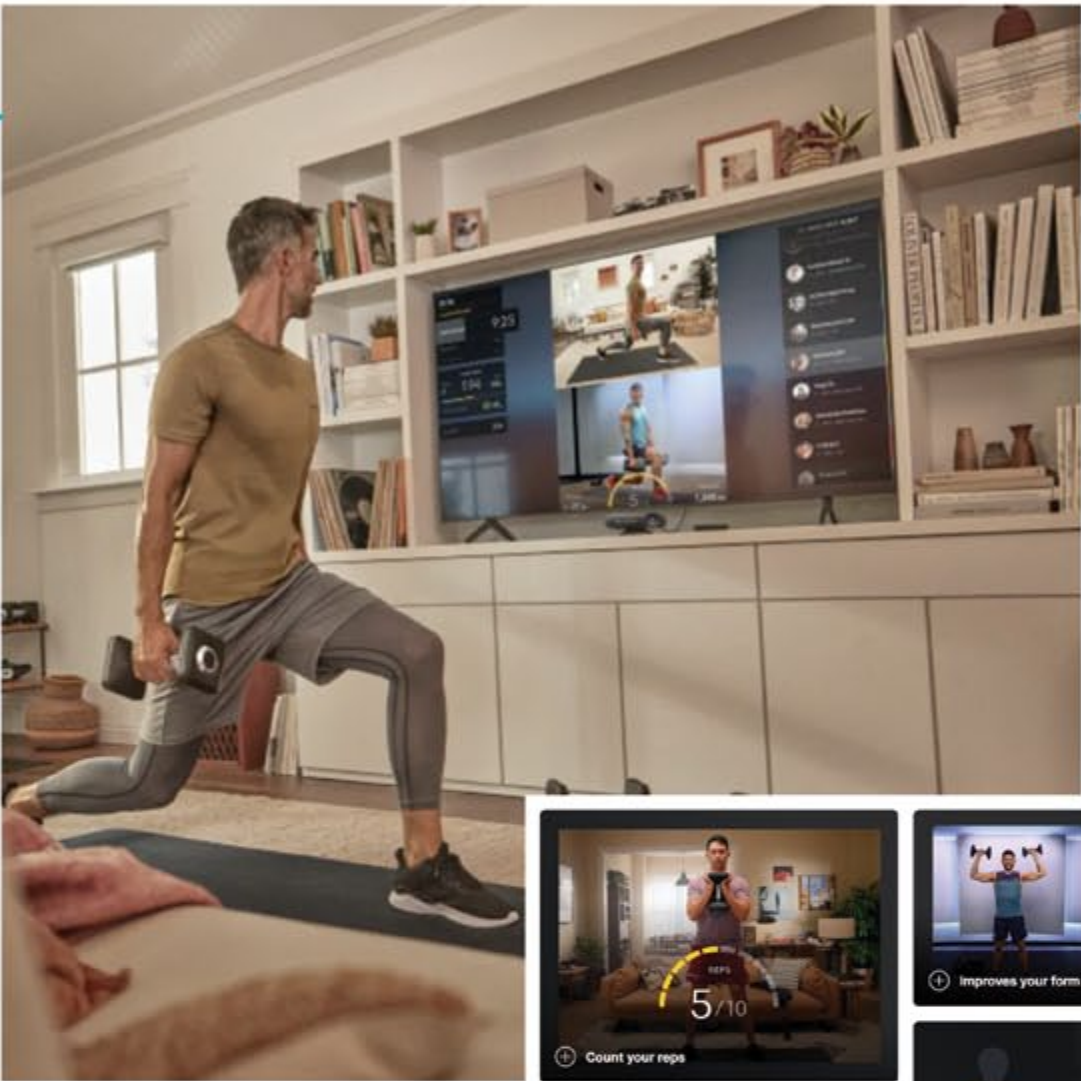
We all know that “beach bodies” are the best bodies, so if you’re planning to hit the sun, sand, and surf hard this year, you might want to up your fitness game. But these days, that doesn’t necessarily mean you need to commute back and forth to a membership-churning gym. Why not spend that same time working out instead? C’mon people—work smarter, not harder! Here are some new fitness technologies that can take your home gym (and your physique) to the next level.



LULULEMON MIRROR

At first glance, it’s a sleek, stylish wall mirror. But with a simple command, it morphs into an interactive workout screen. It diligently tracks metrics based on heart-rate zones, ensuring you are always in the optimal training zone. But the Lululemon Mirror is more than just a fitness device; it’s a lifestyle. Offering a vast array of workout styles, from heart-pumping cardio sessions to intricate Pilates routines, it caters to a diverse fitness audience. The Lululemon Studio membership is the cherry on top, granting you exclusive access to high-end boutique gym classes, ensuring every workout feels fresh and invigorating.

[LULULEMONSTUDIO.COM](https://lululemonstudio.com)
(\$995 AND UP)



PELOTON GUIDE

The Peloton Guide is a sophisticated camera that connects to your monitor or TV effortlessly. Its advanced technology meticulously tracks every movement during pre-programmed Peloton classes, offering invaluable real-time feedback and ensuring you get the most out of every session. You can dive into many guided workouts ranging from intense weight training sessions to calming yoga practices. Its compact design ensures it fits seamlessly into any living space, making it a favorite for those with limited room. Moreover, its affordability ensures that top-tier fitness guidance is accessible to many.

[ONEPELOTON.COM](https://onepeloton.com)
(\$195 AND UP)



NORDICTRACK X22i INCLINE TRAINER

The NordicTrack X22i Incline Trainer is a runner's dream. Tailored for those who crave guided runs, it boasts a staggering 40 percent incline capability. Thus, it challenges even the most seasoned runners. Its seamless integration with iFit classes ensures a holistic workout experience, combining the thrill of outdoor running with the convenience of indoor training. The iFit classes are designed to sync harmoniously with the treadmill. As you embark on virtual routes, the treadmill intuitively adjusts its incline or decline. In other words, it mirrors the terrain of the chosen route, making every run an adventure.

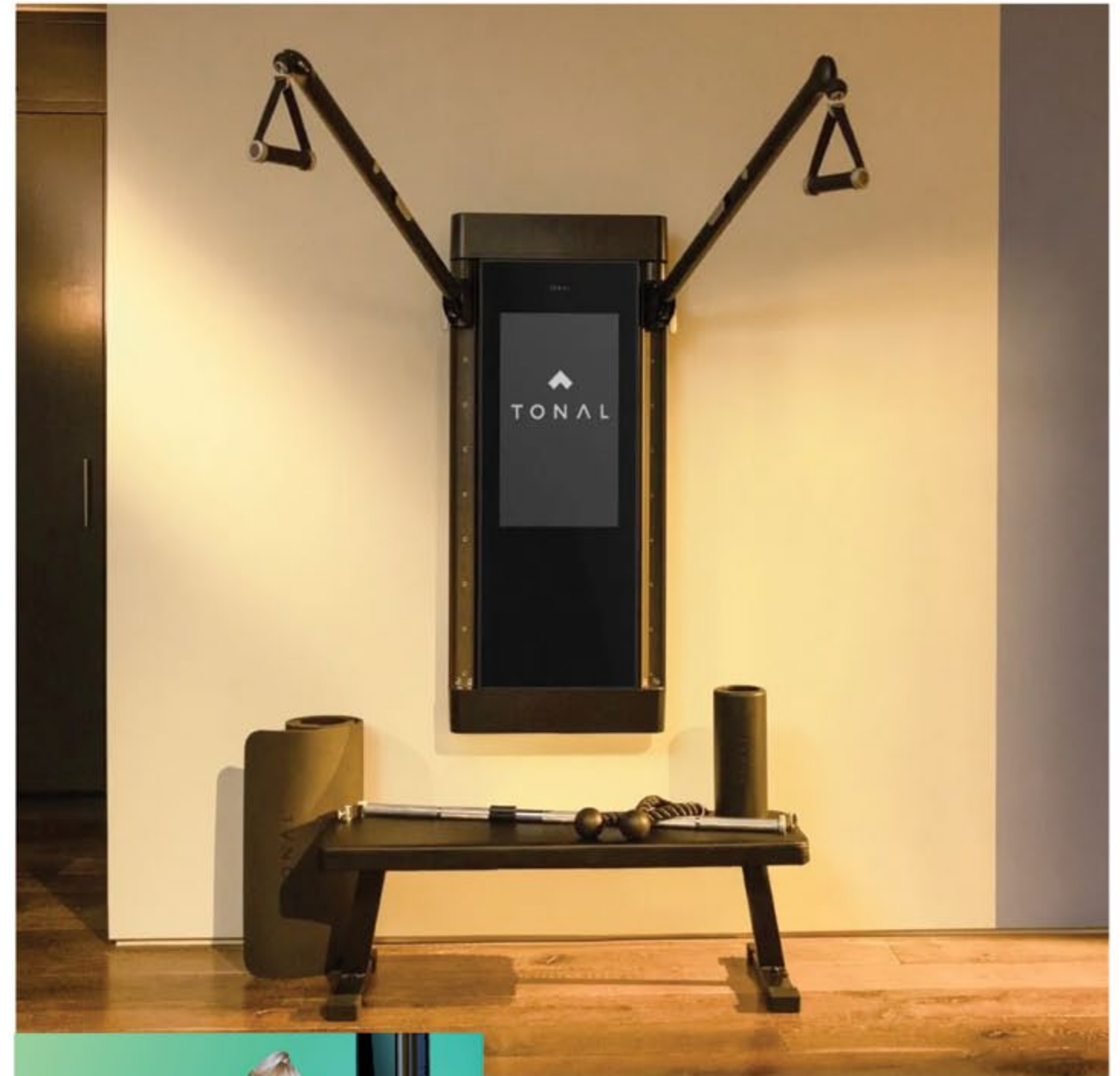
[NORDICTRACK.COM](https://www.nordictrack.com)
(\$3599)



HYDROW ROWER

The Hydrow Rower is not just a piece of equipment; it's really an immersive rowing experience. Designed to commercial-grade standards, it features a vast library of workouts, so you can dive into sessions that challenge every muscle group, ensuring a full-body workout, whether you're a novice or a seasoned rower. The magic of the Hydrow lies in its state-of-the-art touchscreen. As you embark on your rowing journey, the screen showcases pristine real waterways, from tranquil lakes to bustling rivers. This visual treat and the rower's mechanics make you feel like you're rowing in the great outdoors. You'll literally feel the wind in your hair and the rhythmic sound of water all around.

[HYDROW.COM](https://www.hydrow.com)
(\$2500)



TONAL

Tonal is redefining the landscape of home fitness with its sleek wall-mounted system. But it offers more than just space-saving benefits. Its design ensures that it seamlessly blends into any room, making it a stylish yet functional addition to your home. Offering a staggering 200 pounds of resistance, Tonal caters to a broad spectrum of fitness enthusiasts. Employing electromagnetic motors provides a smooth and adjustable resistance, ensuring workouts are both challenging and safe. But it doesn't stop there. Tonal boasts guided workouts led by expert coaches, ensuring you get the most out of every session. With detailed instructions and personalized weight recommendations, it promises a workout experience tailored to each individual's needs and goals.

[TONAL.COM](https://www.tonal.com)
(\$3995)



Getting Old's Getting Fun

Boomers Redefine Retirement

By Martin Liptrot

PHOTOS COURTESY OF LATITUDE MARGARITAVILLE



More than 500 years ago, Spanish explorer Juan Ponce de León arrived in Florida in search of the Fountain of Youth. The mythical water source was believed to turn “men into boys” and promised a rejuvenated eternal life.

Ever since, travelers from across the world, after a lifetime of hard work, have been journeying to Florida in search of their own miraculous health, wealth, and prosperity hot spot.

According to recent census data, more than 12 percent of relocating U.S. retirees choose Florida as their preferred destination, and the Sunshine State welcomes nearly 80,000 more senior citizens to its shores each year. Currently, 1 in 5 Florida residents is over 65.

However, modern retirement has its challenges. Housing, healthcare, and entertainment don't come cheap, and with friends and family thousands of miles away, for many, it can be a lonely experience.

While the world has advanced in many different ways, there hasn't been much innovation in retirement living – too many old folks still end up in gray institutions or sprawling developments of cookie-cutter units, worrying about their investments

and pension returns, sitting in chairs watching endless daytime television, and sipping luke-warm soup.

However, the landscape is shifting. Today's retirees are increasingly getting more youthful, more vigorous, and financially better off.

With life expectancy creeping up, many of tomorrow's retirees will have 30 or 40 years of post-work life to enjoy. They refuse to slip quietly into the background, so they are looking for ways to continue to learn and experience new things. They want fun and friends. They want to live full and meaningful lives, even in their twilight years.

Luckily, “lifestyle retirement” is now a thing and, thankfully, there are plenty of options.

For most retirees, Florida will remain their first choice with its warm weather, low taxes, and beautiful beaches. In a land of palm trees, stunning sunsets, and barefoot walks, Jimmy Buffett is no doubt going to be the accompanying soundtrack for many.

The legendary songster's laid-back “five o'clock somewhere” attitude perfectly captures many people's vision of what a relaxing, sun-kissed retirement could look like.



Now, some 55-and-overs are fully immersing themselves in the Parrothead lifestyle at a new retirement concept and community – Latitude Margaritaville.

“Retiree homebuyers are looking for inspired communities with like-minded residents,” said Jim Wiseman, president of development at Margaritaville. “Latitude Margaritaville Watersound active adult community offers an ideal destination for those looking to live the ‘no worries’ lifestyle as they grow older. Just a short drive from the famed Scenic Highway 30A corridor with its beautiful white-sand beaches, the region is the embodiment of the relaxed vibe that is the heart of the Latitude Margaritaville lifestyle.”

If chatting with neighbors on a porch swing, relaxing poolside, barbecuing shrimp, popping a bottle, and living it up in Margaritaville isn't your thing, there are other ways to spend a fulfilling retirement.

For example, if you recall college as among the best days of your life, then perhaps Oak Hammocks is the place for you. Affiliated with and located on the University of Florida campus in Gainesville, the 200+ home complex ranges from one-bedroom units to three-bedroom houses and villas, all designed for those retirees for whom life-long learning and discovery is the goal.

Since it opened in the spring of 2004, more than 850 residents have made Oak Hammock their home. Today, approximately 1,000 people live and work there, making it a colorful, stimulating community.

Oak Hammock is a member of The Institute for Learning in Retirement, a vibrant community of retirement-age members who are engaged in lifelong learning, personal fulfillment, and continuing education through participation in a variety of courses, programs, and activities.

Of course, college is about more than classes and lectures, so residents are also issued a “Gator One” ID card with privileges similar to those for UF faculty, students, and staff. Older residents enjoy access to all the facilities on campus, including the Exactech Arena, Ben Hill Griffin Stadium (a.k.a., The Swamp), the Phillips Center for the Performing Arts, the Samuel P. Harn Museum of Art, Florida Museum of Natural History, and numerous college libraries.

Oak Hammocks also has access to the University of Florida's excellent health campus, and the residents can buy into long-term care plans that adapt as their needs do too, from independent to assisted living to nursing care.

Maybe you don't want to go back to college: you just want to go back to “those days” before repaying loans kicked in, when double denim was ok, haircut heights had no rules, and in an age before Facebook and Snapchat.

For many, “the ‘80s” still rule – best music, best movies, best fashion – and now, with all those yuppies, preppies, rockers, and punks approaching retirement, one can relive the highlights all over again. Some of the best-attended festivals and sold-out events feature stars from the era of dayglo, spandex, and acid wash, and they're targeting retirees.

If cosplaying your younger self appeals, you might consider hopping aboard an ‘80s cruise. Sailing from Port Canaveral, Florida, to Aruba and Curacao (forty years after Madonna's “Like a Virgin,” Prince's “Let's Go Crazy,” and Kenny Loggins' “Footloose” topped the charts), you can enjoy those glory days all over again.

Surrounded by thousands of like-minded souls, spread across 14 decks of *The Mariner of The Seas* cruise ship, you can relive your musical youth, singing along to the classics and dancing to the tunes performed by your heroes.

Alan Hunter, one of the five original VJs on MTV, might just be your host. “The ‘80s were a unique decade,” said Alan. “It was possibly the most eclectic of times. We had the Reagan years, ‘greed is good,’ and the yuppies getting serious about money. But we also had those classic 80s feel-good buddy movies: *Sixteen Candles*, *Breakfast Club*, and *Ferris Bueller's Day Off*. And we had MTV providing a multi-colored soundtrack, charting the music of the times. We had everything – from rock to new wave – back-to-back videos leaping around different genres, but nobody cared; we loved it all.”

Alan said themed cruises and similar events are a flashback to those times. The cruises and the land-based events in Cancun and elsewhere are a celebration of the era. In an entirely un-ironic way, they celebrate the clothes, the culture, and all the music of the time. Fans have the chance to meet their idols up close and personal.

“The bands that play these cruises understand they too are fully immersed with their fans for the week,” said Alan. “People like Mike Score from ‘80s legends A Flock of Seagulls will sign CDs, pose for selfies, and chat with guests from breakfast to sundown.”

If the thought of being locked on a ship with balding, retired bank managers squeezed into their Van Halen tights while their wives grind their way through karaoke versions of Pat Benatar fills you with dread, don't fret. A life on the ocean wave may still be your friend.

A new cruise ship will soon offer passengers the opportunity to live onboard full-time – and even “work-from-home,” while on the sea.

Villa Vie Residences' maiden voyage is planned for May 2024, and they are currently selling ownership of cabins for less than \$100,000, which is cheaper than most land-locked retirement accommodations.

While the view from your window at Shady Pines Retirement Home never changes, residents in this buoyant community will lap the world every three-and-a-half years, docking in 420 ports in 147 countries across all seven continents.

Residents onboard will be treated to nightly live entertainment, shore trips in exotic ports and harbors, a range of dining options, sundecks, swimming pools, and a business center with high-speed internet where you can operate your side-hustle and make a little extra spending money.

On top of the purchase price, wannabe-world-navigators face an additional monthly fee of \$2,000 per person, which covers onboard food and drinks and services, such as 24X7 medical support, housekeeping, and laundry service. While not cheap, it's still less than what typical retirement homes charge.

The floating residential home promises to be a new chapter in your “adventure of a lifetime,” according to CEO Mikael Petterson. “Villa Vie Residences is not just a cruise; it's a lifestyle re-imagined.”

As we reach peak retirement in 2025 – the year most baby boomers turn 65 – no doubt many other retirement lifestyle choices will soon become available. There will be new places to live, new experiences to have, and new people to meet. And as with everything else, technology will shape that future.

Who knows, soon you might be able to live out your retirement years in a (utopian or dystopian, depending on your point of view) virtual world. Class reunion in Bora Bora, anyone?

While we may never find the Fountain of Youth and sample its miracle waters, modern medicine will no doubt keep us physically alive for longer and longer. Maybe, just maybe, through technology and AI, some of us will be able to live forever afterall. 🤖

21

CENTURY 21
Blue Marlin Pelican

Looking for The Ideal Resort Condo To Stay, Play, and Invest?

Here It Is, Priced Right and Ready to Go!

This conveniently situated condo features two large bedrooms (not the smaller junior suite bedroom as most of this resort's units offer), an open concept living dining area, two full baths, brand new paint on walls, trim, and ceilings, and this is one of just two units at this affluently appealing resort to feature three separate decks! This condo features direct views over Destin's largest zero-entry lagoon pool, complete with waterfall, additional heated pool, huge 20 person hot tub, splash pad, on-site restaurant, bar, coffee shop, state-of-the-art large fitness center, ball courts and playground. The resort also features a three story parking garage, and is conveniently situated less than 1/8 mile to Destin's world famous white sand and emerald water.

Want convenience and security? This unique unit is situated on the second floor, first door from elevator and stairs, sold furnished, and your HOA fee includes electricity, water, trash and internet. Available for only \$524,900, and the current soon relocating military couple owners are even willing to lease back from buyer at \$3,000 per month through May 2024.

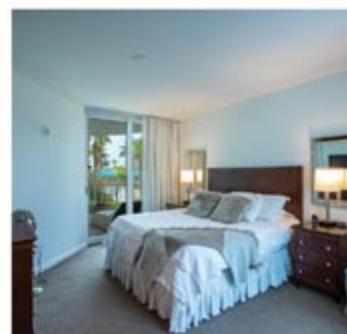
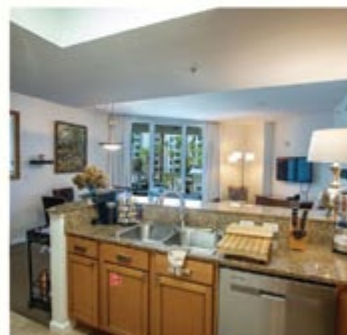


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SNOW IN THE SOUTH

By Sean Dietrich



Sean Dietrich, nicknamed Sean of the South, chronicles life in the American South. Find him online at seandietrich.com.

“Snow?” said my wife.

“Snow,” I said.

“You’re joking,” she said.

So I showed her the newspaper headline, which read: “Alabama Winter Storm Warning Issued: Up to 4 Inches Expected Tonight.”

“Snow in Alabama,” my wife said. “Have mercy.”

The paper went on to explain that a strong cold front was going to hit Birmingham on Friday, bringing a round of rain, possible storms and snow to central and northern Alabama.

And while I realize snow isn’t a big deal to most people in the continental U.S., to my wife and I this is an event which carries the same importance as, say, the installation of a new pope.

My wife texted everyone she knew.

We are from the Florida Panhandle. And Panhandle people like us have only seen snow a few times in our lives.

Back in 1977, for example, my uncle Tommy Lee reportedly saw “white stuff” falling in Okaloosa County, whereupon he called the sheriff’s office and reported that the unidentified substance was cold and flavorless, with no discernable psychoactive effects.

Sheriff’s deputies told him to remain calm, and whatever he did, not to touch the stuff. In a few moments, Uncle Tommy Lee was standing on his rooftop holding a large enamel mixing bowl over his head, catching snow and singing “Bringing in the Sheaves.” He slipped and fell. They buried him with his bowl.

Another time it snowed in December of 2003. I know this because my wife and I were married that same month. Our family was excited that we might see flurries on the day of our wedding. My cousin gave me snow chains as a wedding gift.

Technically, it snowed a few days after our wedding. But you couldn’t see the snow with your naked eye. In fact, the only people who actually saw the snow were Florida State research scientists who used a neutron microscope.

Then there was the year it snowed on Christmas morning in the Panhandle, back in 2004. A once-in-a-lifetime event for a native Floridian. This was nothing short of ethereal.

My wife and I were newlyweds. We crawled atop the roof of our doublewide and held each other tightly beneath the snowfall. Below us, our neighbors celebrated by sipping SOLO cups of Fireball whiskey and playing Skynyrd on their Camaro stereo.

That week, our frontpage read, “I’m Dreaming of a White County,” accompanied by a picture of our mayor wearing a Hawaiian shirt, holding a snow shovel triumphantly over his shoulder.

Snow in Birmingham. Have mercy.

At the supermarket today, everyone was talking about the upcoming blizzard. There was a moderate thrum of excitement in the air.

I was standing in the deli line when I met an elderly woman with white hair and skin like crêpe paper. Granny asked if I’d heard about the snow.

“Oh, I just love snow,” Granny said. “I remember the blizzard of ‘66, I was 23 years old when it hit Birmingham, the ground outside our carport was covered with eight inches.

“I remember I wrote a letter to my husband, he was stationed in Vietnam, I sent him a photograph

of me standing in our yard, I was wearing a bikini.” Then she giggled. “I was so cold if I would have fallen, my bathing suit would have shattered.”

Another guy standing in line chimed in.

“Yeah, I remember that year. I was a little kid. School was canceled for a long time. I think some people actually died in that snowstorm.”

The employee slicing meat behind the deli counter said, “People did die. It was really bad. My daddy used to drive a bus for the City of Birmingham back in the ‘60s. He said that one time that year, the snow got so bad that cars in traffic were stuck on the roads. His bus had to pull over to let stranded people onboard.

“Daddy said people from nearby vehicles all crowded onto the bus just to keep warm. After a few minutes, the bus was crammed full of people from other cars, everyone started sharing their lunches, trying to distract themselves by singing songs until help finally came along.”

We all paused and smiled at the thought of strangers befriending one another, singing songs in the middle of a snowstorm.

“Those were different times,” said Granny, heaving a sigh. “Every day, I pray that people will be nice to each other like that, instead of all this fussing and fighting I see today.”

“Yeah,” said the guy in line.

“Yeah,” said the deli employee.

For a few moments we were silent. And it occurred to me that, at least within the confines of our little single-file deli line, Granny’s prayer had indeed come true.

Snow in Alabama.

Have mercy.

What You Get FOR YOUR MONEY

By Karina Caraballo

Embark on a coast-to-coast journey of luxury coastal living with what you can get for your money in these popular beach towns. From the sun-kissed shores of 30A to the timeless beauty of Cape Cod, discover the epitome of the Beach Happy lifestyle in exquisite homes across the nation!



\$12,000,000

7 Cowrie Lane
Wrightsville Beach,
North Carolina

5 Bed | 6.5 Bath | 5,700 SF

The majestic 5,700 square-foot oceanfront estate includes 5 bedrooms and 6.5 baths with large, covered porches that provide breathtaking views of the ocean from almost every room. Escape to your private oasis with a luxurious resort-style pool surrounded by limestone tile, palm trees, sea grass, and rolling dunes.



\$5,990,000

Located in one of Cape Cod's most sought-after golf communities, this grand estate boasts 10,000 square feet, three floors of living space, and breathtaking views of Buzzards Bay from one of the highest points in Falmouth. Outside, you'll discover a tranquil oasis with in-ground saltwater pool, custom fire pit, and a large terrace perfect for sunbathing and alfresco dining.

102 Highwood Lane
Falmouth, Massachusetts

6 Bed | 5/2 Bath | 10,000 SF



\$10,725,000

Stunning home with a rare 90 feet of gulf frontage in the gated and rental restricted neighborhood of Gulf Dunes. This 5 bedroom + office home has 6 1/2 baths and offers four gulf front suites with direct balcony access. Private pool and hot tub, elevator, ample parking, private beach walkover and generous outdoor spaces are just a few of the special features.

125 Gulf Dunes Lane
Santa Rosa Beach, Florida

5 Bed | 6.5 Bath | 5,983 SF



\$6,290,000

9 S Roscoe Boulevard
Ponte Vedra Beach, Florida
3 Bed | 4 Bath | 5,400 SF

Rare 150 feet on the Intracoastal in the heart of Ponte Vedra Beach. Spectacular 5,400 square-foot “barndominium” with 3 bedrooms, 4 baths, family room, brick summer kitchen patio, cozy theater room, and bar area. Enjoy two docks with an up to 40-foot boat lift, gas fireplaces, a pool, spa, and air-conditioned garage.



\$6,125,000

Welcome to Kahala’s Mediterranean masterpiece on Aukai Avenue. Experience Hawaiian Luxury paradise, where entertaining and creating cherished memories with the people you love come to life. Highlights include a covered lanai with an outdoor kitchen, pool, spa, detached guesthouse, gym, photovoltaic system, gourmet kitchen, theater room, 3-car garage and more!

4551 Aukai Avenue
Honolulu, Hawaii
6 Beds | 6.5 Bath | 6,056 SF





\$9,975,000

3730 Preserve Bay Blvd
Panama City Beach, Florida
5 Bed | 6/4 Bath | 9,473 SF

The Villa Chimera enchants with authentic Italian design. This waterfront Panama City Beach residence presents a one-of-a-kind opportunity. Perched along the shores of the mesmerizing West Bay waters on the Northwest Florida Gulf Coast, the Villa Chimera evokes an imperial aura.



\$6,290,000

4430 Coastal Highway
Ponta Vedra Beach, Florida
3 Bed | 3.5 Bath | 3,556 SF

Welcome to the “Modern Wave” where Manhattan meets South Beach. This oceanfront home on an 80-foot-wide lot is a contemporary work of art. Custom built in 2014 to integrate breathtaking ocean views, it offers a coastal lifestyle from sunrise to sunset. It includes a three-story elevator and two full kitchens.



Properties represented by Berkshire Hathaway HomeServices. A member of the franchise system of BHH Affiliates, LLC. *Market Data as of 11/9/2023. Information reported is deemed reliable but is not guaranteed. ©2023 MLS and FBS.

Gulf-Front Grandeur

The Rise of Florida's 30A as an Uber-Luxury Destination

by Martin Liptrot

Anyone who has ever set foot along Florida's Scenic Highway 30A will agree that it is the perfect place to create wondrous memories. Its sugar-white sands and emerald waters have been the backdrop to family vacations, beach adventures, and countless celebrations throughout the years.

But as old-timers will tell you, what was once a collection of simple beach camps, concrete block shacks, and fishermen's cottages strung along an unpaved road and series of dirt paths is no more. 30A is still a place where lifelong memories are made, but today it is undeniably luxurious.

With its collection of new-urbanist beach towns, ritzy homes and vacation rentals, and high-end restaurants, bars and boutiques, this former stretch of the "Redneck Riviera" has now earned the epithet "the Hamptons of the South."

It features on the top ten lists for beach vacations and still attracts well-heeled families from across the South. But now, with more flights and improved transportation links, 30A welcomes visitors from further afield too.

The 30A lifestyle is still about creating memories with the people you love in a breathtaking location, but now they are being curated and crafted in multi-million-dollar homes with the latest technology and luxury amenities to meet the standards of even the most discerning guests.

One of the many forces behind this evolution is Sam Cobb, founder and CEO of popular luxury property business, ELP Luxury Vacations. Sam had a successful business background in property management, finance, and real estate before establishing his own luxury property

asset management business in 2021.

"There's so much that makes 30A special," said Sam. "In addition to our world-class beaches, rare coastal dune lakes and protected state forests, it's the combination of great people and the unique beach communities that stand out the most to me."

At ELP, Sam's team focuses on bespoke ultra-luxury homes and exclusive experiences for guests. Leveraging his diverse background, Sam's team works with owners to develop and grow their real estate assets, setting parameters for revenue, matching guests to the style, size and amenities of the properties, and delivering a level of service born from Sam's belief that luxury property owners deserve to be, and must be, treated as partners.

"Given the significance of the assets in our care, we embrace the fact that owners of premier properties deserve the very best," said Sam. "We built our firm to deliver a true boutique level of service where details and execution matter. We handle every aspect of the home's care and rental from start to finish and provide guidance to our clients through the various stages of design, construction or transition."

ELP's business has grown and prospered since its inception, but Sam's guid-



ing philosophy – "Fewer, But Finer" – has kept the exclusive, ultra-luxury vibe alive.

Sam is also as careful in selecting his team members as he is in curating the properties they manage. He handpicks the members of his team in the same way he does the properties in ELP's portfolio, guided by his belief that if you take great care of your people, they'll take the best care of your guests and owners. That means a laser-like focus on detail.

"Hospitality is at the heart of our operation," said Sam. Services go way beyond the standard Airbnb or vacation home experience of renting golf carts and bikes. The team provides in-person welcomes and home tours, explaining all the gadgets and devices, while also surprising guests with a welcome gift. The team can arrange private chefs and offer around-the-clock concierge and maintenance. Fancy a massage after a day at the beach? Spa services are available on demand. And the team will even set you up with a Peloton exercise bike so you can work out while gazing at the Gulf.

The latest addition to ELP's luxury portfolio is the most expensive property ever listed along Northwest Florida's coast. Constructed of poured concrete on a concrete block, the three-story home was built by local developer Ben Giles, working with Cronk Duch Architecture and Archiscapes. The \$25 million home in Seagrove boasts the largest private pool on 30A, an elevator, four fire pits and offers direct access to the sugar-white sands. There's even a private



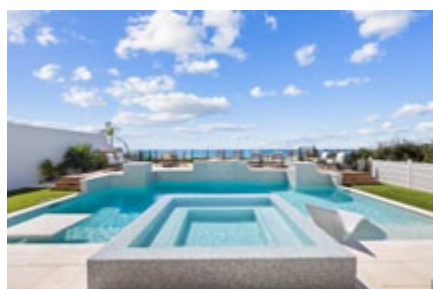
elevator to take you from the rooftop down to the wine cellar to peruse the 300 vintage bottles stored there.

The 8,200 sq. ft. home has nine bedrooms with nine bathrooms, a separate carriage house and sleeps up to 28 guests. Family get-togethers with brothers and sisters, nieces and nephews, grandparents and cousins in tow have always been a big part of the story here. Kids playing on the beach, babies splashing in the surf, moms, aunts, and sisters soaking in the hot tub, dads and grandads stewarding the bonfire and swapping barbecue secrets.

"Memory-making is a key to our suc-

cess," said Sam. "We are blessed to host many of the same families year after year, so our guests begin to feel more like family." The amenities and services their properties offer mirror those you would find in 5-star hotels, but they also provide the intimate settings required to shape those moments when families get together. "Our concierge is known for 'making it happen,' whatever it may be."

To learn more about ELP Luxury Vacations, visit their website at eluxuryproperties.com or follow them on Facebook and Instagram (@[eluxuryproperties](https://www.instagram.com/eluxuryproperties)).



Sam Cobb

PHOTOS COURTESY OF ARRAY LISTING CONTENT

NOW
PLAYING
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RADIO



The Great In-Between

Trevor Hall
Harmonizing Life in “The Great In-Between”
By Gen Handley

There is nothing conventional about Trevor Hall. He was born in the affluent town of Greenwich, Connecticut, then raised in the resort community of Hilton Head Island, South Carolina, where he released his first album at 16 years old. Hall then left for California to study classical guitar at a music academy in the San Jacinto Mountains, discovering the spirituality that has permeated his nine studio albums and other projects, including his most recent record, *Trevor Hall and The Great In-Between*.

It would be lazy to call this album “surf folk” or simply indie rock. With the distorted voices and drum machine on the album opener “Don’t Wanna Be Machine” to the slightly eerie vocals on “So Whatever” (courtesy of Tristan Prettyman), and with the bedded images on the album’s cover, these songs excavate the layers of his deep experiences that shaped this record. Lyrically, Hall is pensive and personal, but there’s a lightness to this record in its various sounds and textures and colors.

Some of the best moments on the record include “Train Song,” a perfect song for the beach with his optimistic, rich, and raspy vocals over a melody and rhythm that make it impossible not to tap your toe. On it, he’s determined and hopeful, and while he doesn’t know how he’ll get home, the optimistic energy of the

song seems uplifting enough to get him there.

*It’s like a song that never ends
Look at that train, I think it’s still coming in
Gotta get home just to see you again
I don’t know how*

This assurance continues on “So Whatever,” a song about letting go and letting things fall into place as they should—wise words to live by when learning to not sweat the small stuff in life.

*Nobody told me how to break them down or go around another way
Nobody told me I was never in control anyways
So whatever
It’s much better
When you don’t know how it’s all gonna be
So whatever
I’m doing better*

Fatherhood is also explored on the incredibly touching “Hello, My Son,” in which Hall lets the listener into his intimate world as a new father.

*I’m in a brand new love
Hello to you, my son
Hello, my son*

Sonically, Hall’s music is genreless, thanks to his experimentation and exploration of different sounds not limited to one category. His words, however, regardless of the instruments carrying them, maintain a consistent tone of unbridled honesty that is found throughout his music. The spirituality mentioned earlier is particularly present in *The Great In-Between* and on songs like “Watching the Leaves Fall” where he reflects on the following:

*I’ve been watching the leaves fall
Watching them fall across the sky
Tell me who is the keeper
Who’s the keeper of their time*

When Hall moved to Los Angeles, his spirituality deepened, and he eventually converted to Hinduism. The final, powerful song on the album, “Kalika,” is dedicated to the Hindu goddess of the same name. Referring to her as the “mother of the time” and “mother of the mind,” Hall ruminates on what is the in-between and what it means to be in that space and why he is there. We’ve all been there; it’s a place—a state of being—that is difficult to describe, but Hall manages to do that with these 15 songs.

The spirituality that resonates in Hall’s music isn’t pretentious or inaccessible, employing lyrics and words—as you just read—that we can all relate to. This is music that is meant to heal and help the spirit, the soul of whatever you call that energy deep inside you. But with all this meaning, these are also songs that can be played in our less emotional and serious settings, like spending time with our families or near the water.

While this may feel like an open-ended motif and message to finish the record, looking back at the 15 songs as an entity, it’s difficult not to feel hopeful in some way. Many of us find ourselves in limbo and in periods of transition, or in the in-between. This record demonstrates that there is joy in these temporary spaces and there’s a lot of meaning to be discovered. You just need to get comfortable with it all, making the most of the journey to the next stop.

Learn more about Trevor Hall and his musical journey by visiting his official website trevorhallmusic.com.



PHOTO BY DAVID COHN (@COHNOGRAPHY)



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WHAT'S 30A?

30A® is the #1 Guide to Florida's Scenic Highway 30A. Every day, 30A shares Beach Happy® stories and eco-conscious products with 30A's 1.7 million followers on Facebook, Instagram, YouTube, TikTok and Twitter. 30A has raised \$3.2 million for coastal charities, has given away 4.5 million of its famous blue 30A stickers, and has prevented 6.5 million plastic bottles from going into our oceans and landfills through 30A's line of recycled apparel.

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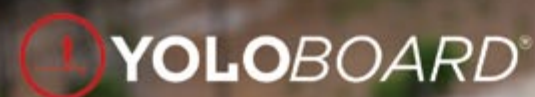
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THE BEACH TOWNS OF 30A

This is a map of our little beach community. Old Florida "State Road 30" once started at the Alabama state line and meandered 283 miles east across the panhandle. Several "alternate routes" (hence the "A" in 30A) offered drivers a slower scenic option, usually along the beach. But we don't think of 30A as disjointed miles of soulless asphalt. 30A® is a celebration of small town beach life – the kind that's been enjoyed by families for decades all along the Gulf Coast. 30A isn't just a line on the map. It's a lifestyle; an attitude. It's that happy place we all dream of when we need to unwind, unplug and celebrate life. – 30A.com



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