



With A New Non-Profit, Terri Hendrix Owns Her Own Universe

For over fifteen years, San Marcos-based singer and songwriter Terri Hendrix has been creating music on her own terms, and encouraging others to “own your own universe,” to borrow a line from one of her signature tunes, “Wallet.” Hendrix, originally from San Antonio, has found success as a true DIY artist, controlling all of the master tapes for her music, recording on her terms, and personally responding to fans that sign up for her email list, which she also maintains in-house.

“I’m self-employed and I can’t complain about it,” Hendrix says. “I would rather pay [a small staff]. Publicity, radio promotion, all of that gets real expensive, real quick. And if I’m going to spend that money, it has to make sense.” Hendrix’s latest venture is the “Own Your Own universe” non-profit, a project years in the making, and with still a ways to go. After being granted official 501(c)3 status by the IRS earlier this year, Hendrix is ready to start the fundraising process to build a community arts center in Hays County that caters to all types of patrons, from autistic kids that find music as a way to express themselves, to cancer patients that can benefit from music therapy, to underprivileged youth. “San Marcos is 58% poverty,” she points out.

Hendrix says that she sees her future with the Own Your Own Universe center, not traversing the globe. “We have played all over the world,” she explains. “I miss the road, and meeting new people. But I have to look at logistics. My time on this earth is going to be best served at the arts center.”

“I’m never going to be able to tour like I was [doing],” she continues. “I do have epilepsy...and the best way for me to treat it is lots of rest and nutrition, which is very hard to get on the road. So by focusing my energy on the OYOU, and playing perhaps more regionally, people can see first-hand what I’m doing [locally].”

“I feel lucky...that I could remain self employed doing something I love,” she says. “I honestly feel like I can make a difference when I step onto that stage at Sam’s. I know a woman who has cancer, and she sees so many of our shows. When I see her in the audience, I think ‘wow, I’m making a difference in her life.’ I feel lucky that I have the opportunity to play, I feel lucky to get booked, and I feel lucky to play with the people I play with.”

— Nathan Cone, *Texas Public Radio* 2013