

TROPICS LIFESTYLE

LISA A. BASTIAN, EDITOR

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Veteran editor and business writer **Lisa A. Bastian** is the editor of [Tropics Lifestyle](#) magazine, and owner of Palm Life Publishing (the official publisher).

Why This Magazine?

In late 2020, during a pandemic life review, she realized it was "now or never" to pursue her dream of creating *her own* magazine after spending decades serving the publishing needs of others. She considered and embraced only one option: to publish a home and garden lifestyle magazine. It would be written **for people like herself**, who enjoy creating a **tropical home oasis and mindset** no matter where they live on Earth.

And so in Fall 2021, the first issue of Tropics Lifestyle made its debut, accessed via www.TropicsLifestyle.com.

How did a woman born and raised in Cincinnati, and now living two decades in Texas, get the idea for a coastal lifestyle magazine? Simple. The genesis of the idea goes back to Lisa's childhood. Ever since she can remember, Lisa and her family made multiple trips a year to the local [Krohn Conservatory](#) located in the city's verdant Eden Park area, nestled on low hills overlooking the Ohio River.

The conservatory boasts many architectural features in the beautiful Art Deco style that was very popular in 1933 when it opened. But its true treasures are its many botanical rooms. Lisa's favorite—the Palm House—recreates a lush and green **tropical rainforest**, and is front-and-center upon entering the building. A small brook runs down its middle, and is home to koi, turtles and other little critters. Exotic plants, some flowering but all highly interesting to look at, grow in perfect harmony everywhere the eye looks in the huge glass enclosure.

The countless hours Lisa spent in this magical place sparked her lifelong interest in taking leisure trips to tropical and coastal environment (including a honeymoon to the Cayman Islands). After her wedding, she filled her new home with tropical décor and plants, and to this day continues to add rattan, wicker and related themed items to her abode. From time to time,

she has been known to fix Island-style foods and drinks, and almost daily enjoys Jamaica's Pickapeppa pepper condiment sauce. **The suburban Island Life is real**—and it's wonderful and shareable!

Lisa has passed on her passion for Krohn Conservatory to her children. After many occasions visiting the facility's annual butterfly show, her daughter Rachel developed a lifelong love of butterflies. The family knew she had chosen the right man to marry when he proposed to her at a Dallas butterfly garden.

Maybe it's a DNA thing....Lisa's mother, Elizabeth, also has a soft spot for Krohn Conservatory. This is clearly evidenced by her wedding party photos taken there, in front of the Palm House. They show a beautiful bride and her bridesmaids, framed by a forest of tropical greenery behind them.

30-Year Career Prepared Her for Tropics Lifestyle

Since the 1980s, Lisa has enjoyed a very rewarding editorial career as an **Editor, Managing Editor** and **Contributing Writer** for publications with 10,000 to 425,000 circulations. They covered the topics of home and garden, business travel, tourism, meetings, economic development, financial services, technology, and more.

She has authored well over **600** magazine, newsletter and marketing pieces for global, national and regional clients. More than 30 of her works have won prestigious communication awards from the International Assoc. of Business Communicators, Women in Communications, and similar groups. Her writing expertise has earned her spots on high-profile "FAM" research trips as the guest of countries (Switzerland, France, Austria and Canada), various U.S. states and cities, and lovely, tropical Puerto Rico, a U.S territory.

Lisa is a former president and board member of the IABC/San Antonio chapter, and her firm Bastian Public Relations was listed twice as one of the top PR agencies in town by the *San Antonio Business Journal*.

This mother of two enjoys living the Tropical Life in San Antonio, TX, with her husband Ed and their two Peek-a-poo puppies, Violet and Jasmine. Visits with family members Nicholas (son), Rachel (daughter) and Patrick (son-in-law) always are treasured.