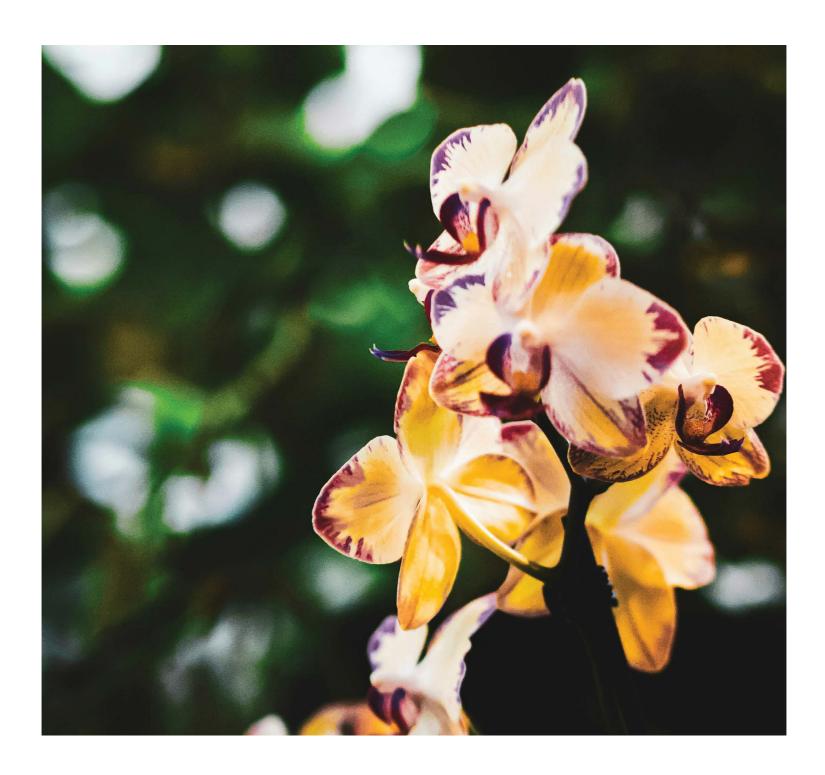
THE Citizen

vol. 3



SPRING 2024

ITIS spring again. THE EARTHIS like a child THAT KNOWS POEMS by heart.

Rainer Maria Rilke



Fellow Citizen.

AS WE WELCOME the vibrant embrace of spring, I am thrilled to introduce to you the third issue of The Citizen - our cherished local publication brought to you by Ashton Gustafson & Associates in the heart of Waco, TX. This season, we delve into the essence of what makes Waco not just a place on the map, but a living, breathing canvas of stories, colors, and dreams coming to life.

Spring is a storyteller, a gentle reminder of nature's resilience and beauty. It speaks in the blooming of flowers, in the laughter of community gatherings, and in the warm breezes that replace the winter's chill. It tells us of things once dormant, now stretching towards the sun with renewed vigor and purpose.

The aim of this issue of The Citizen is to capture precisely that the faces, the places, and the stories unfolding around us that stitch the fabric of our community into a tapestry of unmatched vibrancy and warmth.

Our features this season are a testament to the beauty of rebirth and renewal that spring symbolizes. We spotlight individuals and businesses among us whose stories are vibrant and resilient - those who, like spring, remind us that after every period of dormancy comes a burst of life.

Spring holds within itself messages that resonate deeply with the human spirit - colors burst forth from the frozen earth; fresh, green shoots emerge defiantly, promising hope and renewal. It teaches us the invaluable lesson that "this too shall pass," encouraging us to reflect on our journeys through the colder seasons of our lives and to emerge with a restored sense of purpose and joy.

As you turn the pages of this issue, I invite you to immerse yourself in the beauty that is spring in Waco. Let the stories of growth and restored inspire you, let the colors of the season brighten your days, let the poetry and music awaken gratitude for life, and let the spirit of community remind you that you are part of something truly special.

Thank you for your continued support of The Citizen. It is our privilege to share these moments with you, to celebrate the beauty of our community, and to remind one another of the incredible place we call home. Here's to a beautiful spring in Waco, and to the many stories waiting to unfold.

Warmest regards,

Ashton Gustafson

Owner/Broker Ashton Gustafson & Associates Real Estate





3428 Franklin Ave. | 8100 Woodway Dr.

popslemonade.square.site @PopsLemonade **ABBY AND OMARI HEAD,** the dynamic duo behind Head Hospitality, have brewed a refreshing success story with their venture, aptly named, Pop's Lemonade. Their journey began with a simple idea rooted in their community that blossomed into a beloved brand with an impact that extends far beyond lemonade.

Back in 2019, while developing the menu for Mac House, their brick-and-mortar and food truck macaroni & cheese concept, they realized the need for comfort beverages. Omari's father, fondly referred to as Pop, shared his cherished lemonade recipe, a treasure passed down through generations. Abby and Omari then tweaked this recipe to reflect each of their preferences; Abby wanted the drink more tart, and Omari preferred it on the sweet side. Together, this new hybrid recipe, infused with nostalgia and warmth, became the cornerstone of what would eventually become a brand that Abby and Omari were very excited about for Waco and beyond.

What started as a humble offering at Mac House soon captivated a diverse audience. Quickly, Abby and Omari found their lemonade resonating with people from all walks of life. Inspired by the overwhelming response, they decided to take the plunge to turn the beverage into a business. It was launched as Pop's, a name honoring the legacy of Omari's father.

Their journey hit a pivotal point in September 2020 when they set up shop at the Mac House parking lot on Franklin over Labor Day weekend. The response was nothing short of extraordinary, with lines stretching throughout the day, every day. This success paved the way for expansion, including a coveted spot on the Baylor campus, igniting another new wave of growth.

In the face of adversity during the COVID-19 pandemic, Abby and Omari pivoted, taking Pop's Lemonade directly to neighborhoods in their Pop's Lemonade truck, ensuring their community could still enjoy their favorite thirst-quencher. Their approachable business model, coupled with a commitment to freshness and quality, proved not only resilient but also scalable.

In its relativity short lifespan, Pop's Lemonade has become more than just a beverage; it has become a fun, fresh, and bright product for the community at large and one that Wacoans can call their own. Additionally, Pop's Lemonade has connected with other local businesses as an outlet for sales such as Milo, Common Grounds, and King's Chicken Wings. Together, they have fostered a network of support and collaboration, further ingraining themselves in the fabric of their community. Most recently,



"... POP'S LEMONADE HAS BECOME MORE THAN JUST A BEVERAGE; IT HAS BECOME A FUN, FRESH, AND BRIGHT PRODUCT FOR THE COMMUNITY AT LARGE AND ONE THAT WACOANS CAN CALL THEIR OWN."

they opened a free-standing space in Woodway's Union Grove, where you can always find a fresh, handcrafted cup of their delicious refreshment.

Looking ahead, Abby and Omari are excited about the future of Pop's Lemonade. With plans to expand distribution nationwide, they see endless opportunities for growth while maintaining the integrity of their product. Freshness remains

paramount, with every batch of lemonade juiced to perfection, totaling an impressive 25,000 gallons in 2023 alone. As they continue their journey, Abby and Omari embody the spirit of Head Hospitality, where passion, community, and a good old-fashioned lemonade blend seamlessly to create a future as bright and refreshing as their iconic brands and ventures.

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Unveiling the Multiverse of Creativity

THE JOURNEY OF TAYLOR VIEGER

Prompted into ChatGPT by ASHTON GUSTAFSON

IN THE EVOLVING LANDSCAPE where art intersects with technology, a fresh wave of innovators is re-imagining the artist's role. Taylor Vieger stands out in this group, masterfully integrating artificial intelligence into the realm of fine art photography. In a captivating interview conducted in late 2023, Vieger shared his journey

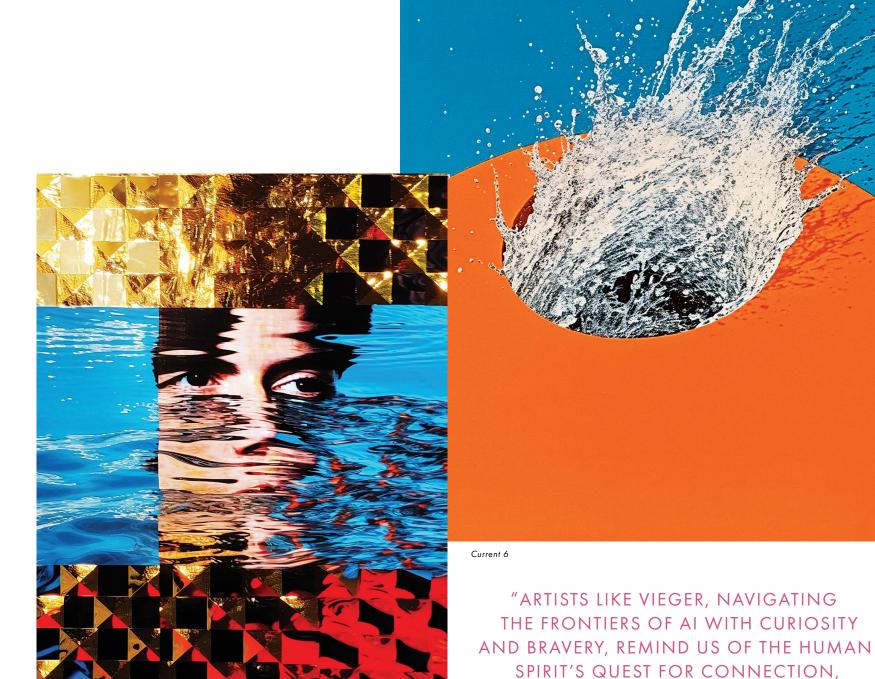
cinematography and journalism studies at the University of

North Texas in Denton, Vieger once aspired to document the globe's splendors for National Geographic. His path, however, took unexpected turns - from the Hollywood scenes of HBO's "Deadwood" to more grounded roles in human resources and operations, shaped by personal challenges and the pursuit of a new definition of success. This journey brought him and his family from the scenic Originating from a diverse background that includes vistas of Kauai, Hawaii to Waco, Texas, where he discovered the game-changing potential of AI in art.



Already Not Yet 1

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Ripple Veil 8

Identifying as an "AI fine art photographer," Vieger explores the boundless capabilities of generative AI tools like ChatGPT and Mid-Journey. He views these technologies not merely as means to create art but as partners in a dialogue with the unknown, each creation bringing him closer to uncharted territories.

Vieger's work delves into the concept of multiple realities through his multitude of collections that offer a philosophical and visual exploration of our potential selves navigating parallel paths. This inquiry is not only aesthetic but also deeply reflective, pondering our understanding of the universe and our place within it.

Vieger also emphasizes the importance of the tangible in his art, producing works printed on museum-quality

paper that invite viewers on a journey of exploration and connection. He suggests that this physical aspect of art could offer digital NFT collectors a different kind of value.

EXPRESSION, AND MEANING IN EVERY

TECHNOLOGICAL ADVANCEMENT."

Beyond his personal adaptability and technological embrace, Vieger's dedication to community and collaboration shines through. His exhibition "Hats Off" in Austin showcases his journey and the fusion of traditional and innovative elements in art. His ongoing work that is now on display in Waco exemplifies his insights, creativity, and craftsmanship, inspiring art aficionados to explore new horizons, embrace change, and cultivate collaboration.

As we look to the future, Vieger's impact on the art



Iridescent 2



Thrumming 9



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world signals a shift in how we perceive art, creativity, and the role of technology in our cultural narrative. Artists like Vieger, navigating the frontiers of Al with curiosity and bravery, remind us of the human spirit's quest for connection, expression, and meaning in every technological advancement.

Taylor Vieger's art transcends traditional boundaries, marrying art, consciousness, and metaphysical elements with a distinctive blend of science and spirituality. His work invites viewers into a meditative reflection on the interconnectedness of the universe and the pioneering idea of quantum superposition photography. These themes not only enrich the visual experience but also stimulate a profound contemplation of existence and our place in the cosmos.

Vieger's art is a journey into the mysteries of the universe, science, and spirituality, offering each piece as a contemplative gesture towards the cosmos's vast mysteries. His current exhibition 'Eclipse: Shining Shadows' at the Waco Art Center from March 28th to May 4th, 2024, promises to be a captivating showcase of his journey and exploration into the depths of art and beyond.

taylorviegerart.com | @taylorvieger



WACO'S NEWEST CLIMBING DESTINATION

Basin

Follow @BasinClimbing





GET READY, Greater Waco Area climbers and adventure seekers! A brand new, state-of-the-art climbing facility is set to open its doors in 2024, promising to elevate the climbing experience in the region. Basin, a 13,600 square foot facility, is poised to become a mecca for climbers of all ages and skill levels.

Boasting an impressive 10,000 square feet of climbing surface, Basin will offer a diverse range of climbing opportunities, catering to both bouldering and roped climbing enthusiasts. For those seeking the thrill of vertical ascents, the roped climbing area will feature top-rope climbing, auto-belay devices, and lead-climbing options, ensuring a safe and exhilarating experience.

But that's not all. Basin's dedicated bouldering area, located on the mezzanine level, promises to be a haven for those who prefer the challenge of low-level climbing without ropes or harnesses. With ample bouldering surfaces and a climbing-specific training area, climbers can push their limits and hone their skills in a supportive and engaging environment. Comfortable seating areas provide a perfect vantage point to observe the action on the top-rope area below.





is the kids' zone, a dedicated space designed to nurture the natural climbing abilities of children. Here, little ones can explore roped climbing and bouldering in a safe and fun environment, fostering a love for the sport from an early age. Parents can watch their young climbers from the adjacent room, thanks to a viewing window that spans the kids' zone.

In addition to its climbing offerings, Basin will boast a range of complementary amenities, including traditional and climbing-specific training areas, a fitness floor, and a One of Basin's standout features yoga/fitness studio. These facilities

will enable climbers to cross-train and enhance their overall fitness while supporting their climbing pursuits.

With its comprehensive offerings and state-of-the-art facilities, Basin is poised to become a premier destination for climbers in Waco and the surrounding areas. Whether you're a seasoned climber seeking new challenges or a newcomer eager to experience the thrill of vertical ascents, Basin promises an unforgettable climbing adventure. Visit basinclimbing.com for more information and to sign up for your membership today!

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ANY HOME

The Waco Home Finder.com

ANYTIME

Goodgirl

"Dogs are our link to paradise.
They don't know evil or jealousy or discontent."

- MILAN KUNDERA



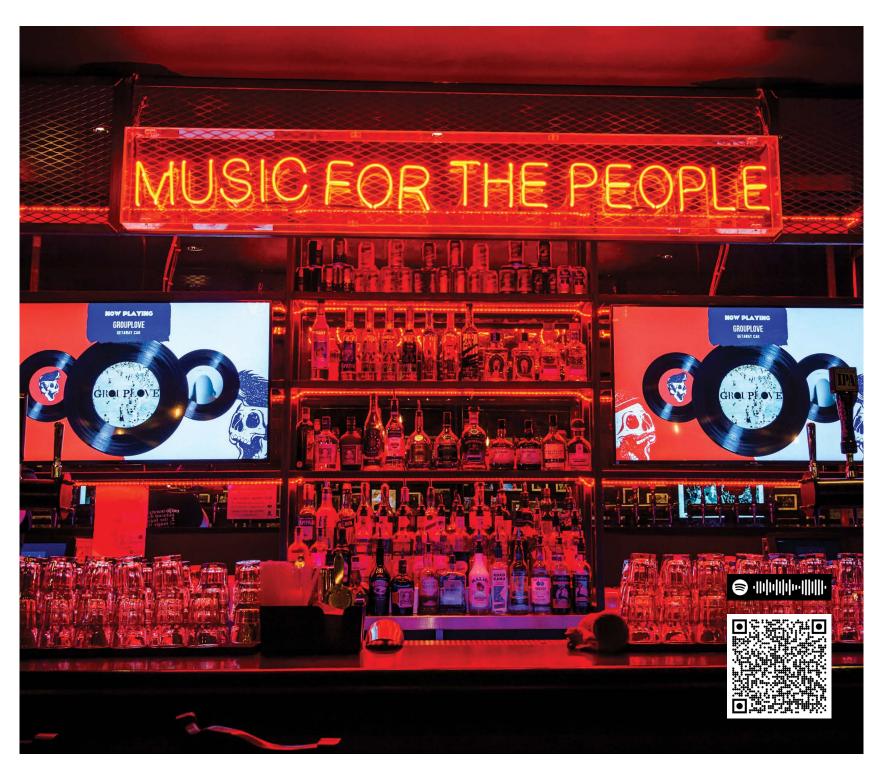
doodle who embodies joy and playfulness. Known for her boundless energy and striking beauty, Goodgirl spends her days relaxing among the tree-lined Lake streets of Waco. With her luscious golden curls glistening under the Texas sun, she navigates her neck of the woods with grace, bringing smiles and warmth to her family and friends.

To maintain her Hollywood-esque looks, Goodgirl indulges in a weekly visit to the local beauty spa, a ritual she thoroughly enjoys. These pampering sessions include luxurious baths, meticulous grooming, and the occasional stylish trim, ensuring she always looks her best. The spa treatments not only enhance her natural beauty but also serve as a testament to the love and care she receives from her talent manager, W.B. Shepherd.

What a joy it is to introduce our latest Dog of Waco, Goodgirl.



Spring Playlist



01	What's Going On Marvin Gaye	06	Learning To Fly Tom Petty and the Heartbreakers	11	Love's Train Silk Sonic	16	Feel Me Flow Naughty By Nature
02	Dreams The Cranberries	07	Let's Stay Together Al Green	12	Say It Ain't So Weezer	17	What a Fool Believes The Doobie Brothers
03	Invisible Touch Genesis	80	Into the Mystic Van Morrison	13	Selfish Justin Timberlake	18	I Can't Go for That (No Can Do) Daryl Hall & John Oates
04	Adventure of a Lifetime Coldplay	09	Forget Myself Third Eye Blind	14	Just Like You Used To Jalen Ngonda	19	Daylight Harry Styles
05	You Get What You Give New Radicals	10	The Way It Is Bruce Hornsby, The Range	15	Valerie Steve Winwood	20	Slip Slidin' Away Paul Simon

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Georgia-bred and Nashville-trained,

Executive Chef Corey McEntyre's southern roots, easy hospitality, and love of adventurous eating have culminated in one fo Waco's favorite restaurants, Milo All Day. Inspired by his own "food memories" and colorful combinations of flavor, his dishes are vivid stories written in the kitchen. In a space as welcoming and laid back as he is, Corey has cultivated a gathering place to enjoy great food and even better conversation every day of the week.





MILOWACO.COM | @MILOWACO

1. Smoked Salmon Dip w/ House Made Chips

2. Strawberry Walnut Salad Mixed Greens, Walnuts, Strawberries, Feta, Frenchy

3. Pork Manti Crema, Salsa Macha

4. Braised Short Rib Smoked Carrot, Au Poivre

5. Chocolate
Olive Oil
Cake
Blueberry,
Burnt Honey
Caramel



Living gratefully means recognizing life as an endless stream of gifts, and every breath as a miracle to be cherished."

Wake Up Grateful with Kristi Nelson

Hosted by Ashton Gustafson, Good, True, & Beautiful is an ongoing conversation with thought leaders and visionaries from across the world.

IN THIS FEATURED EPISODE of Good, True, & Beautiful Podcast, we delve into the enlightening conversation between Kristi Nelson, the esteemed executive director of Grateful Living, and Ashton Gustafson, the host, revealing the profound essence of living gratefully. Kristi recounts a pivotal health crisis three decades ago that unveiled the true value of each moment, steering her towards the deep-seated realization that gratefulness transcends mere gratitude and embodies a sustained way of life.

Through her narrative, Kristi delineates the subtle yet significant distinction between the transient emotion of gratitude and the enduring state of gratefulness, which unveils the splendor in the mundane. She presents the five core tenets of grateful living: recognizing life as a continual gift, embracing the unexpected, finding the extraordinary in the ordinary, generating value through appreciation, and the transformative power of love.

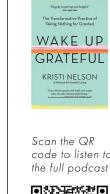
The dialogue with Ashton unravels the critical practices for nurturing gratefulness, including mindfulness, embracing vulnerability, and resisting the detractors like comparison,

scarcity mindset, and entitlement.

This interview vividly captures the essence of gratefulness as a life-altering perspective, rich with meaning, joy, and profound respect for life. Kristi's insights, exuding warmth and wisdom, render this discussion not just informative but deeply enriching, offering a blueprint for a life steeped in genuine appreciation and fulfillment.



"GRATITUDE DOESN'T JUST COME, IT'S A WAY OF LIVING WHERE EVERY MOMENT IS AN OPPORTUNITY TO BE DEEPLY PRESENT AND PROFOUNDLY APPRECIATIVE."





"TRUE GRATEFULNESS IS A PROACTIVE STANCE TOWARDS LIFE, EMBRACING EVERY EXPERIENCE AS A PART OF THE GRAND TAPESTRY OF EXISTENCE."

"In the practice of grateful living, we learn that appreciation is generative force, cultivating more of what we value in life." "Everything is a surprise. Everything is a mystery. Everything is a way to open your heart to surprise and wonder."

> "GRATITUDE IS NOT JUST A FEELING; IT IS A TRANSFORMATIVE POWER THAT SHAPES OUR PERSPECTIVE, GUIDING US TO A LIFE OF DEPTH, MEANING, AND JOY."

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 \Box

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First Title

Home Abstract
homeabstract.com

Inspection

Navigator Inspections
navigatorinspections.com

Banking

Alliance Bank

American Bank ambankwaco.com

Lawn and Landscape

Field Creek Land Management fieldcreekland.com

Phoenix Landscape

Pool Installation and

Premier Pools and Spas

Remodel and Renovation

KC Construction

Whyte Oak Homes whyteoakhomes.com

Home Decor

Service

Lu and Home

Auto

Christian Brothers Automotive

Food

Milo All Day milowaco.com

Di Camplis dicamplis.com





TRES SEGLER tres@agwaco.com | 979.255.0454

Where were you born and raised?

I was born in Corpus Christi and raised in Georgetown, Texas through 6th grade. Then, when my father took the Men's Head Basketball coach job at A&M Consolidated High School, my family moved to College Station, Texas.

When and how did you get into the real estate business?

Before joining AG Real Estate, I was involved in college basketball coaching, and I always wanted to work with Ashton and be part of the positive culture he leads at AG Real Estate in Waco. He has shared with me the lessons he learned over his career and in a short time, has instilled in me the best ways to help my clients achieve their real estate goals.

What surprised you most about our market over the last few years?

I've been most surprised by how many people from across the nation are drawn to Waco and how many tourists now choose to call Waco home after visiting and falling in love with the city. I've been fortunate to help many Baylor professors, coaches, and staff find their homes in Waco over the past few years, and I'm excited to be involved in the growth and the story of Waco as it unfolds.

You're going on a dream vacation, in your dream car, with a dream guest. Where are you going, what's the vehicle, and who is going with you?

I am fortunate enough to own my dream car, so we'd be traveling in my 1997 40th Anniversary Land Cruiser named "Whimsy." I'd probably want to drive down to Rockport on the Texas coast for one more fishing trip with my father, who passed away several years ago. I'd love to wade in the bay and fish for trout and redfish with him once more, sharing all that has happened in our family since he passed. That would be a dream trip for sure!



TRACY CHILDRESS

tracy@agwaco.com | 254.230.6101

Where were you born and raised?

I was born in Winter Park, FL, but raised in California, on the exquisite Monterey Peninsula. Even as a child, I knew I lived in a special place. It still has my heart!

What brought you to Waco?

A job opportunity brought me to Waco. I jokingly call myself "original pioneer girl from California" because, I moved here in 2005, there was not such a thing as a mass exodus from California to Waco at that time. I wish I would have purchased more real estate then!

When and how did you get into the real estate business?

My grandmother was a real estate broker, and my parents met in real estate school. Though they never got their licenses, something was always brewing in me for real estate. When I was six years old, I used to ask my dad for the real estate section in our local newspaper. Roughly six years later, I found my parents' move-up home! I got my license in 2006, but that was short-lived. In December 2013, I got back into real estate, and six months later, I left my day job to work full-time in real estate.

What surprised you most about our market over the last few years?

What surprised me most was how we shifted overnight from the lowest interest rates in history to the rate I locked in as a first-time buyer in 1998!

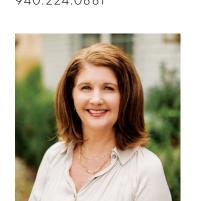
You're going on a dream vacation, in your dream car, with a dream guest. Where are you going, what's the vehicle, and who is going with you?

My dream is this: I'm on Highway 1, shifting an '89 Porsche 930 with my daughter, Meggie, heading to Post Ranch Inn, Big Sur, California. It's the quintessential roadmap for car enthusiasts, not to mention a priceless memory of teaching my girl to drive a manual shift!

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RECENT HAPPENINGS





RECENTLY LISTED 306 N Main | Ashton Gustafson



RECENTLY LISTED

Knoxville Ranch | Ashton Gustafson



UNDER CONTRACT
2201 Dominic | Ashton Gustafson





RECENTLY SOLD
2416 South 2nd | Ashton Gustafson



RECENTLY LISTED



RECENTLY LISTED 307 Heather Run | Denise Anderson

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RESIDENTIAL LOTS FOR SALE

PRESENTED BY ASHTON GUSTAFSON & ASSOCIATES REAL ESTATE



SOUTH BOSQUE **ELEMENTARY** 4.8 Miles 9 Minute Drive



MIDWAY HIGH SCHOOL

14 Minute Drive



HEB 5.2 Miles 8 Minute Drive



RICHLAND MALL 7.7 Miles 11 Minute Drive



RIVER VALLEY

MIDDLE SCHOOL 0.1 Mile Walking Distance



BAYLOR UNIVERSITY 14.1 Miles 18 Minute Drive





Discover The Serenity Of Deer Valley Estates!

Situated along the scenic Bosque River, this premier housing development in Central Texas is the perfect location for your next new home! With many spacious lots in a picturesque setting, residents can savor the seclusion of large, tree-lined properties perfect for designing bespoke homes that merge contemporary living with the allure of a Texas Hill Country feel.

With direct access to the river through land reserved by the Homeowners Association (HOA), residents can indulge in activities like hiking trails and picnics by the river, all within their community. The HOA is set to introduce amenities such as pickleball courts, a basketball court, and a communal pavilion soon.

Additionally, Deer Valley boasts a prime location near Midway ISD schools and various retail establishments. It is also just a short drive from the junction of Speegleville Road and Hwy 84, ensuring easy access throughout the Greater Waco area.

AVAILABLE NOW!

Lots Starting at \$200,000