

THE WINE SHOPPE
pg. 3

AUTUMN PLAYLIST
pg. 6

CUTTING FRESH TRAILS
pg. 9

BEAR MOUNTAIN
pg. 15

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*We love the beauty of the leaves
changing colors, demonstrating
once again their will to live through
another season. Fall's color change
is a declaration; it's an invitation to
step into something new.*

*When I think of the leaves, I think
of their lack of resistance to the
process of autumn, the process of
change. They don't run or hide or
protest the changing of the seasons,
but stand tall and strong and let
their beauty show no matter
the time of year. I want to learn
how to do that.*

THOMAS MERTON

Letter from the Editor

AS OCTOBER ARRIVES and autumn's palette unfolds, I find myself thinking of how this season is so much more than a transition. For many of us, autumn is a reminder that change is not just a shedding of leaves, but a gentle revolution—an ongoing cycle of transformation that never truly ends.

There's a quote from Yevgeny Zamyatin in his novel **We** that suggests revolutions are infinite, and as I watch the green give way to gold, I see in that transformation an invitation. Each falling leaf is a reminder that we, too, are invited into endless cycles of personal, vocational, relational, spiritual, and physical renewal. With every day and every season, we have the chance to begin anew—to see our own revolutions as infinite possibilities rather than finite endpoints.

And perhaps no one captures that idea more poetically than Justin Vernon of Bon Iver, who sings in Award Season:

"Oh, how everything can change / In such a small time frame / You can be remade / You can live again."

It's the first track in our autumn playlist for a reason. The song feels like a whisper from the season itself—a quiet reminder that change doesn't have to roar; it can hum softly through the trees, through our routines, through the unseen moments that slowly make us new.

As you read this issue of The Citizen, I invite you to let the season's shift inspire your own small revolutions. Whether it's a fresh start in your work, a new rhythm in your relationships, or simply a deeper breath in your daily routine, may this autumn be a gentle nudge toward embracing change as a beautiful, ongoing journey.

Here's to the golden leaves, and to the revolutions that are always waiting to unfold within us.

Warmly,

Ashton Gustafson
Editor, The Citizen

The Wine Shoppe

DAVID MAYFIELD'S MISSION TO BRING
WACO TO THE WORLD OF WINE



WALK INTO THE WINE SHOPPE on Austin Avenue and you'll notice immediately—it doesn't feel like a liquor store. No fluorescent lighting, no overwhelming aisles of bottles stacked like commodities. Instead, there's a sense of calm, intention, and intimacy. The kind of space where conversations matter as much as corks, and the shelves whisper stories of old vineyards, handpicked grapes, and family traditions. This is David Mayfield's vision brought to life, a project that has been nearly 15 years in the making.

The Genesis of a Passion

Mayfield didn't set out to be Waco's wine voice. In fact, he started in a desk job, restless and searching for purpose, until wine caught his curiosity and wouldn't let go. After devouring book after book, he finally pitched the idea to his wife, Abigail "What if he actually pursued a life in wine?" Instead of laughing it off, she leaned in. Within months, the couple packed their bags and moved to California, where Mayfield studied at the Culinary Institute of America in 2010.

What followed was a winding journey: retail stints in Austin, months living in Uruguay while meeting winemakers, trips through Spain sourcing boutique bottles, and eventually launching an import and distribution company. By the time the first container of wine landed stateside in late 2012, Mayfield was hooked—not just on wine itself, but on the stories, places, and people behind it.

"I think wine gets needlessly complicated," Mayfield says. "At the end of the day, it's a beverage—it's meant to enhance your meal, your celebration, your everyday life. It doesn't need to sit on a pedestal."



"At the end of the day, it's a beverage—it's meant to enhance your meal, your celebration, your everyday life. It doesn't need to sit on a pedestal."

Waco's Tasting Room

In 2014, Mayfield came full circle. A friend showed him a building on Austin Avenue that had both warehouse space in the back and an unused reception area in the front. Instead of a sterile storage room, Mayfield envisioned a tasting room—a place where people could step into the broader world of wine without intimidation. The Wine Shoppe was born.

It's not just a retail front; it's an invitation. Whether you're a collector searching for a rare bottle, or someone whose wine vocabulary begins and ends with "I like Chardonnay," The Wine Shoppe is designed to meet you where you are. The staff acts as interpreters, translating your dinner plans, your palate, or even just your curiosity into the perfect bottle.

The Philosophy: Transparency and Tradition

The wines Mayfield sources aren't industrially produced. They're made by small, family-owned growers who farm like their grandparents did. Hand-tended vines. Old-world techniques. No shortcuts.

"The thread that ties them together," Mayfield says, "is their conviction that transparency is better. They're not just making a product; they're honoring the land, the history, the labor that came before them."

It's what the industry calls "natural wine"—organic or biodynamic, fermented with wild yeasts rather than commercial strains. In other words, bottles with fingerprints, not factory codes.

The CSA: Waco's Wine Adventure

Perhaps the most telling expression of this philosophy is The Wine Shoppe's monthly Community Supported Agriculture (CSA). Borrowed from the farm-to-table model, the CSA offers members a curated box of three wines each month for \$61. These aren't predictable picks from the shop's shelves. Sometimes they're obscure gems Mayfield and his team stumble upon—limited allocations, bottles that may never be restocked, wines that tell a story too good to ignore.

Each box comes with tasting notes, backstories of the growers, and a recipe pairing. Members pick up their boxes during the first week of the month, and along



with the wines, they walk out with 10% off anything else in the shop.

“What makes wine exciting is the differences,” Mayfield explains. “You can have something salty and electric, something heavy and tannic, something sweet and lush—all of them wine, but all of them completely different experiences. The CSA is our way of guiding people through that landscape.”

For the truly adventurous, there’s also a six-bottle option—what Mayfield calls “the sleeper deal.” With fewer subscribers, the shop can slip in rare, tiny-allocation bottles that may never see the shelf.

A Cultural Experience

What keeps Mayfield captivated isn’t just the liquid in the glass. It’s the culture woven into every pour. “The idea,” he says, “is that you’re experiencing a small piece of land in an area you may have never been to, crafted by people who’ve been making wine for generations. That makes it more than just a drink—it’s a cultural connection.”

For Waco locals, The Wine Shoppe has become just that: a bridge. To Spain’s Atlantic coast, to Uruguay’s

sunlit hills, to the dusty vineyards of France where families tend their vines by hand.

And yet, the experience is never pretentious. If anything, Mayfield is intent on keeping wine grounded, human, and accessible. “If all you wanted was the effect,” he says with a grin, “you could drink a vodka tonic every day. But wine? Wine’s about the story, the soil, the people. That’s why it’s never boring.”

The Last Word

At 1800 Austin Avenue, The Wine Shoppe has quietly become one of Waco’s most interesting cultural landmarks. It’s not loud about it. It doesn’t need to be. The bottles here speak volumes—not just of flavor, but of heritage and place.

For Mayfield, what began as a restless curiosity in his twenties has become something larger: a reminder that wine is less about status and more about connection.

And for Waco? It means that world-class stories are only a cork away.

wacowinshoppe.com | @wacowinshoppe



Autumn Playlist

- | | |
|--|--|
| 01 AWARDS SEASON
Bon Iver | 11 Breakdown
Tom Petty and the Heartbreakers |
| 02 From the Right Angle
Dawes | 12 Luck Of The Draw
Laci Kaye Booth |
| 03 Hard Way to Fall
Ryan Adams & The Cardinals | 13 Angel
Sarah McLachlan |
| 04 Sugaree
Dead & Company | 14 But Beautiful
Stan Getz & Bill Evans |
| 05 Knot Comes Loose
My Morning Jacket | 15 Fake Plastic Trees
Radiohead |
| 06 Jenny of the Roses
Hiss Golden Messenger | 16 Stop The Train
John Mayer |
| 07 Green Eyes
Coldplay | 17 Red Eyes
The War On Drugs |
| 08 Goodbye Mr. Blue
Father John Misty | 18 Autumn In New York
Billie Holiday |
| 09 What A Difference A Day Made
Jamie Cullum | 19 Lover Lay Down
Dave Matthews Band |
| 10 Chinese Translation
M. Ward | 20 The World's Smiling Now
Jim James |



ANY HOME

TheWacoHomeFinder.com

ANY TIME



SETTING SUN

CUTTING FRESH TRAILS

THE ART OF KEVIN CHUPIK

by Ashton Gustafson

IN THE SWIRL OF DUST, color, and memory that makes up the American Southwest, Kevin Chupik has carved out a place uniquely his own. For over twenty-five years, Chupik has been painting scenes that feel both familiar and just slightly off-kilter—Western vistas refracted through a lens of pop art and surrealism, cowboys sidling up to mid-century palettes, landscapes drenched in color that feel like vintage postcards come to life. His work is both a homage and a reinvention: juxtapositions of tradition and irony, reverence and wit, trail dust and neon glow.

Chupik's journey began the way many artistic stories do: with sketches and watercolor copies of the wildlife artist Ray Harm in his childhood notebooks. But his path to mastery wasn't a straight shot. His first year of college ended with a 1.8 GPA—a moment that might



have ended the story altogether. Instead, it rerouted him. A community college stopover became a bridge to Texas Christian University, where a scholarship and a supportive studio environment set him back on course. He would go on to earn a BFA at TCU and a master's in Painting and Drawing from the University of Colorado at Boulder, transforming what once seemed like failure into the foundation for a career.

In the early days, the art world was still analog. Kevin remembers the ritual: carefully shooting slides of finished paintings, mailing them to galleries, and then waiting months for a reply that often never came. It was a practice as painstaking as it was deflating. Fast forward to the 2010s, and the story shifts. Armed with Procreate, an iPad, and Instagram, Chupik found new channels. What was once a bottleneck of slides and silence became a steady hum of engagement, print sales, and direct connections with collectors across the U.S., Canada, the U.K., and Australia. His move back to Fort Worth in 2021 coincided with a surge of Instagram growth and sales, proof that sometimes the trail ahead opens up when you circle back home.



DESERT RATIO



FLY AWAY

At the core of Chupik’s work is the landscape and lore of the West. His creative breakthrough came in Santa Fe in 1991 during an interdisciplinary program that married geology, anthropology, painting, and photography. There, the desert colors and vast skies began to seep into his palette. Today, his compositions often begin with vintage photographs that he digitally manipulates, searching for odd harmonies and tensions, and arranging figures and backdrops like a stage set. The final paintings play in that liminal space—believable enough to ground the viewer, surreal enough to leave them questioning.

His influences run from Edward Hopper to René Magritte, their fingerprints visible in the dreamlike qualities of his scenes. But unlike many Western painters who rely on muted browns and blacks, Chupik leans into color. His canvases pop with the vibrancy of mid-century advertising, sun-blasted reds, playful turquoise, yellows that hum like desert heat. He avoids black altogether, a choice that keeps the work feeling fresh, modern, alive.

For Chupik, originality is a practice of discipline more than divine lightning. Inspiration, he says, is unpredictable, but the work—the mining, the refining, the pushing past repetition—is what keeps the trail open. He admits the temptation to replicate past successes or echo trends is always there. The challenge is to resist, to stay attentive to the subtle shifts in imagery and meaning that only emerge when you’re willing to keep digging.

Kevin Chupik is a contemporary Western painter in the truest sense of the phrase—not someone repeating the past, but someone reshaping it. His work carries forward the frontier spirit: cutting fresh trail, not for cattle or wagons, but for the eye, the imagination, and the evolving story of Western art.

kevinchupik.com | [@kevinchupik](https://www.instagram.com/kevinchupik)



THE STORYTELLER

WE LOVE THIS CITY.
WE LOVE THE FRIENDLY PEOPLE.
WE LOVE THE LOCAL VIBE.
WE LOVE THE LOCAL ECONOMY.

**WE LOVE WHERE WE LIVE,
AND SO SHOULD YOU.**


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Bear Mountain

WACO'S GO-TO FOR OUTDOOR GEAR
AND EVERYDAY STYLE

WALK THROUGH THE DOORS of Bear Mountain on West Waco Drive and you'll feel it immediately—a mix of rugged utility and laid-back style that's equal parts outfitter and fashion house. Since 2007, this locally owned shop has been the Central Texas answer to the age-old question: where do you find gear that works on the trail and looks good at the bar afterward?

The shop's ethos is simple: quality first. From Patagonia puffers to Howler Brothers pearl snaps, Free Fly hoodies, and Vuori joggers, the racks are stacked with apparel that functions in the field but never looks out of place at dinner downtown. It's that rare blend—technical fabrics and performance design without the "I'm climbing Everest" aesthetic. Bear Mountain leans into a philosophy that outdoor gear isn't just for summits—it's for Texas summers, quick errands, and everyday life.

But it's more than clothes. The footprint expands into a full bike shop—servicing riders from weekend

warriors to serious cyclists—and a curated footwear section that balances lifestyle sneakers, trail runners, and the kind of boots built to last. The team sources brands with intent, skipping the fads and investing in labels that bring long-term value. As owner Ross Harris puts it, Bear Mountain is about "providing good counsel" as much as selling gear. Whether you're planning a backpacking trip in Big Bend or just need a breathable shirt to survive H-E-B's parking lot in August, the staff will steer you toward what works.

That mix of authenticity and aspiration has made Bear Mountain a magnet for locals who care about both style and substance. It's why customers drive in from Austin and Dallas, swearing the store carries more Patagonia than the brand's own outposts. It's also why Wacoans think of it as the city's quiet fashion leader—an independent retailer shaping the way Central Texans dress for the outdoors, and for life.

Bear Mountain isn't chasing the faceless e-commerce game. Their heartbeat is local: a brick-and-mortar experience where browsing is encouraged, new product drops keep the floor fresh, and the staff knows your name. In a town with a strong small-business culture, Bear Mountain stands out as a shop built on connection, quality, and a little grit.

If you're in Waco, this is your one-stop for gifts, gear, and a wardrobe that doesn't compromise. Because in Texas, adventure doesn't wait—and neither should your style.



BEAR MOUNTAIN
4425 W. WACO DRIVE
OPEN SEVEN DAYS A WEEK



A Conversation with the Trees

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

EVERY YEAR, right about the time the air cools and the light shifts, Ashton Gustafson steps into one of his oldest rituals: taking notes on the change happening within the trees. On this special unplugged episode of the Good, True, & Beautiful podcast, Ashton trades the studio polish for something raw and intimate—a real-time reflection on what autumn has to teach us.

What emerges is part poetry and part meditation. Ashton reads from a poem he wrote in one inspired burst years ago, then carries listeners into a dialogue on nature as an invitation to the tender wisdom of surrender. He speaks of the trees not as background scenery, but as teachers—inviting us into change, into the liminal space between what has been and what is still unfolding.

Autumn, he suggests, is not just about leaves turning and falling. It's about loosening our grip on the illusions we cling to—our roles, our reputations, our scorecards—and remembering that what holds us is deeper and more enduring than all of that. "Our forms will always change," Ashton says, "but what is formless will always remain."

The episode drifts from reflections on the Franciscan vision of nature, to lyrics from songs, to David Whyte's reminder that "alertness is the hidden discipline of familiarity." But it always circles back to the same

"Our forms will always change," Ashton says, "but what is formless will always remain."

invitation: to live lighter, brighter, more awake to the beauty already humming within everything.

If you're looking for a reset this season, for a reason to pause and step into the crisp autumn air with fresh eyes, this conversation offers it. The trees are already whispering their secrets. Ashton just helps you hear them.

Tune in to A Conversation with the Trees on the Good, True, & Beautiful podcast—available wherever you listen.



Scan the QR code to listen to the full podcast

Rolodex of Local Businesses

Mortgage

Chris Allman
Fairway Mortgage
chris.allman@fairwaymc.com

John Snider
SWBC Mortgage
JSnider@swbc.com

Title

First Title
ftcwaco.com

Home Abstract
homeabstract.com

Inspection

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Banking

Alliance Bank
alliancebanktexas.com

American Bank
ambankwaco.com

The First National Bank
of Central Texas
fnbct.bank

Lawn and Landscape

Field Creek Land Management
fieldcreekland.com

Phoenix Landscape
phoenixlandscapeswaco.com

Pool Installation and Service

Premier Pools and Spas
premierpoolsandspas.com

Remodel and Renovation

KC Construction
kccconstructionwaco.com

Whyte Oak Homes
whyteoakhomes.com

Furniture

Lu and Home
luandhome.com

Auto

Christian Brothers Automotive
cbac.com/woodway

Food

Milo All Day
milowaco.com

Di Campli's
dicamplis.com



Autumn Pear Crisp Margarita

Ingredients

- 1.5 oz Reposado tequila
- 2 oz pear juice
- .25 oz vanilla liqueur
- .25 oz Cointreau
- .5 oz lime juice
- .5 oz maple syrup
- Dash of cinnamon

Instructions

Combine all ingredients in a cocktail shaker with ice and shake for 10 seconds. Rim a rock glass with lime and cinnamon sugar. Pour cocktail into glass over ice. Garnish with a torched lime.

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4218 Green Oak | Austin Hooper



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212 Shady Place | Tracy Childress



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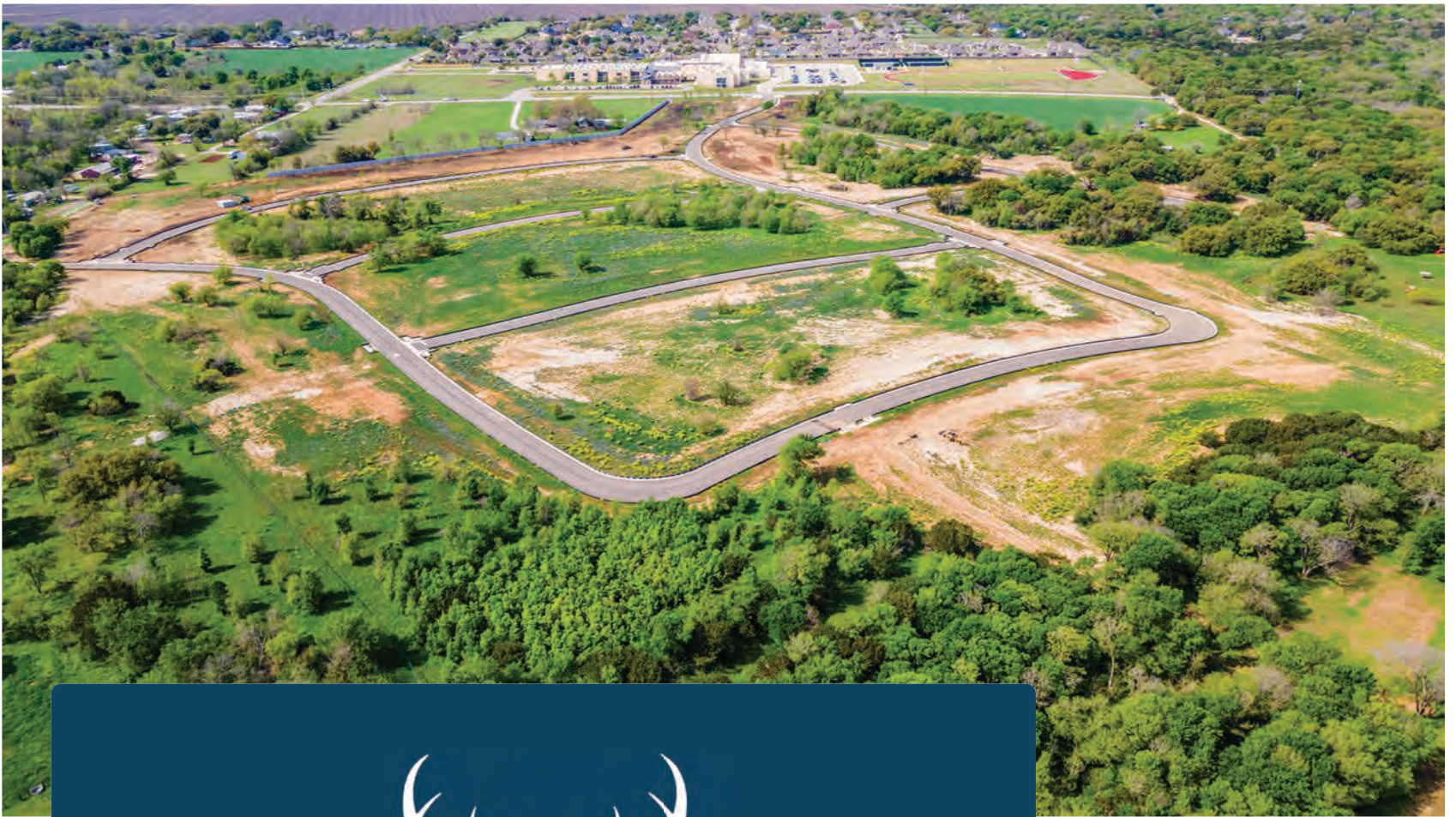
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Discover The Serenity Of Deer Valley Estates!

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.

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**MIDWAY HIGH
SCHOOL**
7.2 Miles
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



WALMART
5.8 Miles
10 Minute Drive



**BAYLOR, SCOTT, &
WHITE HOSPITAL**
10.3 Miles
15 Minute Drive

Interested? Contact Ashton Gustafson at 940.224.0881 or email ashton@agwaco.com