

LASSOS & LEGENDS

ALISAL RANCH 2024



Lolly takes a stroll with Cal and Oscar along Proposal Point for our delightful "Coastal Cowgirl" feature, beautifully captured by Lena Britt Photography.

Dear Alisal Ranch Guest,

Welcome! Whether you're a first-time visitor who has yet to saddle up for your first ride, or you're a longtime friend who has spent countless summer afternoons or marked special occasions with us, we're thrilled you're here. We can't wait to make this your best trip yet.

We've been welcoming guests for over 75 years, and we know a thing or two about hospitality. We love traditions, especially ours, but we also know that the best is yet to come. We're not afraid to try something new, and we've been making meaningful changes that we know you'll appreciate. That's the magic of Alisal Ranch.

Preserving our history while feeling of the moment isn't an easy task, but it's one we've managed with grace. I'm delighted that all of our guest accommodations have been renovated, now sporting a rustic refinement that we think is signature Alisal. And, because part of what makes this Ranch so special is our surroundings, all of our accommodations now feature patios or decks for enjoying the beautiful outdoors.

We have new activities—and new people. You'll meet some of them, including Chef Erik Sandven and golfer Albert Chaz Bowker, in these pages. There are so many things that make Alisal Ranch unique, and in this latest issue of Lassos & Legends, we're sharing just a few. Come along for the ride and learn what was uncovered during the renovation and how a new life was given to some historic items. Then, consider our plans for a perfect day—both here and nearby. We encourage you to sit back and dream just a little as you enjoy the coastal cowgirl lifestyle. It's all within these pages. And, when you're ready to make a few new memories, let us know. We're here to help you every step of the way.

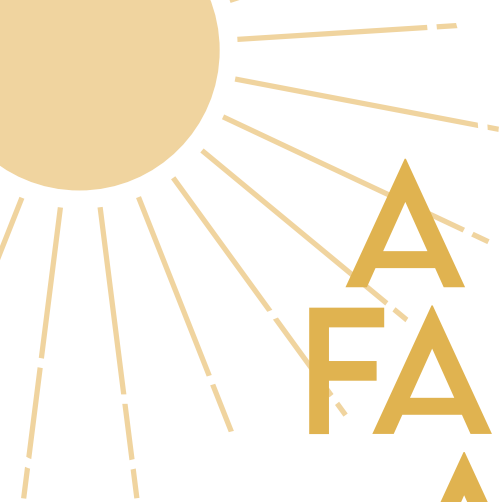
Kathleen Cochran

General Manager



*That's the magic
of Alisal Ranch.*





A PERFECT FAMILY DAY AT ALISAL RANCH

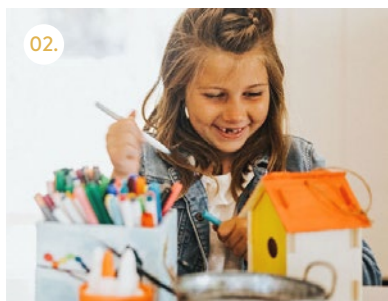


01. EARLY MORNING TRAIL RIDE TO ADOBE

There may be no better way to wake up than by hopping on a horse for a scenic ride to breakfast. You'll pass through some of the Ranch's most beautiful landscape on this 45-minute ride...good thing the flapjacks are as big as your head once you arrive at the historic Adobe camp. It's an experience you'll never forget, and an Alisal Ranch signature.

P.S. There's also a hay wagon ride if you'd prefer to skip the saddle this time.

Every season is stunning at Alisal Ranch, but spring and summer have that extra special something. Maybe it's because the days are longer, and full of that perfect Southern Californian sunshine. Or, maybe it's because it's these times of year when we tend to take time away with friends and family. Either way, both seasons spell fun, especially at Alisal Ranch, where there are more activities than hours in the day! So how do you spend a perfect day here?



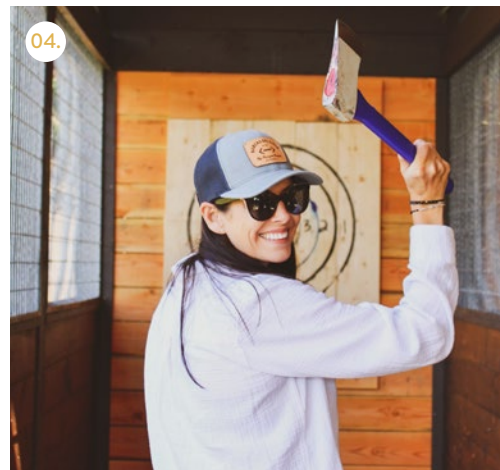
02. LATE MORNING KIDS CLUB

Let the kids have a little fun at Kids' Club, where the activities will keep them busy and smiling.

TENNIS/PICKLEBALL
Meanwhile, the adults can fit in a tennis match or pickleball game to work off that extra pancake.



**03. MIDDAY
FISHING/BOATING AT THE LAKE**
Head up to the lake to unwind. It's one of our most peaceful spots, and it's perfect for tossing in a line from the dock or renting a boat. It's also perfect for picnics! Plan ahead and we'll have one waiting for you.



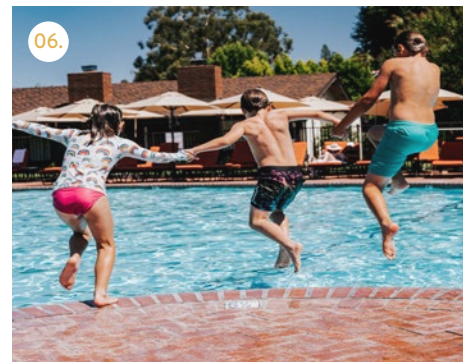
**04. EARLY AFTERNOON
AXE THROWING**
It's one of the newest activities at Alisal Ranch, and a fun way to flex your competitive muscles.



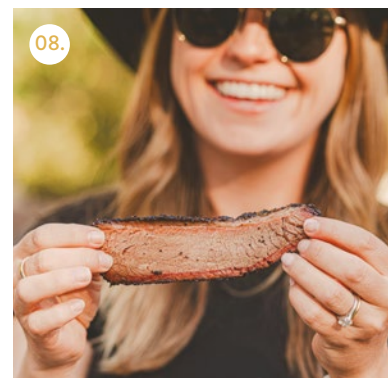
**07. EARLY EVENING
RODEO**
Nothing says summer quite like our Rodeo. It's the real deal and consistently ranks as one of our guests' favorite Alisal experiences.



**05. MID-AFTERNOON
GUIDED MOUNTAIN E-BIKE RIDING TOUR**
Get some fresh air and a new perspective without breaking too much of a sweat.



**06. LATE AFTERNOON
POOL TIME**
Time for a quick dip in the pool and a little downtime. Catch up on that book you brought, splash with the kids in the pool, or take a little snooze in the sun.



**08. DINNER
RODEO BBQ**
After the show, tuck into some good, old-fashioned barbecue. From Santa Maria-style Tri-Tip to lobster, there's plenty to choose from at this flavor-packed event.



**09. AFTER DINNER
FAMILY LINE DANCING**
Turn your partner round and round—it's time for one last activity.



**10. LATE NIGHT
BEDTIME!**
At last, as the temperatures drop, light a fire and snuggle in to your comfy bed, reflecting on the day's adventures while smiling about all the new memories made today.





A Fresh Look WITH A NOD TO THE PAST

ALISAL RANCH'S ROOM RENOVATIONS MARRY HISTORY AND MODERNITY

From cowboys to Hollywood legends, Alisal Ranch's storied history is cherished. But every top resort needs a refresh every now and then. The question is, how do you design for a simple life, well-lived? If you're Alisal Ranch, you call in longtime design partner, Taylor House Interiors.

Remodeling and redecorating over 70 rooms and bathrooms while the resort remains open is no small feat, but Jennifer Taylor was up to the task. "Our first task was to create more comfortable rooms for our guests," she explains.

Taylor and her team thoughtfully considered today's travelers' needs, quickly realizing additional, versatile sleeping options for our guests was priority number one. "One of the most notable changes was the addition of queen-sized sleeper sofas and custom Murphy beds," she says. "These add double bunk or twin beds where a rollaway used to be the only option. They are simple to use and can be stowed away during the day!"

Design-wise, Taylor wanted to maintain a connection between elements of the original California-Western aesthetic while pursuing an updated look. "We focused on warmth and Western-inspired, with materials like leather, cowhides, exposed wood paneling, and wrought iron. We also used traditional Pendleton, Ralph Lauren, and Kravet fabrics."

Historic renovations often have a bit of a treasure hunt feel about them, and Alisal Ranch's room renovations didn't disappoint. "Over the course of our remodel we found countless vintage cowboy and western decor items such as tack, cowhides, photographs, original art—even chaps," she says. Displaying these pieces celebrates the ranching lifestyle and regional history; something that was important to both Taylor and the Ranch. "Some things we wanted to keep, such as the original ranch oak furniture from the 1940s and historical sepia photographs."

It may not have been easy, but open the door to your guestroom and it's clear the hard work of bridging old and new was well worth it. Chic and updated, there is a distinct nod to history and a clear sense of place, just with an updated twist. "We wanted to honor old memories while inviting new guests to make new memories," says Taylor. "Ultimately, we hope the guests find a comfortable cottage filled with western warmth and hospitality. A space that seamlessly blends with the stunning colors of those surrounding the ranch, and a place they can relax and take the time to enjoy a setting like no other. It's not fancy pants, but it's perfect for dusty pants."



WHAT'S NEW?

- Custom California king beds to complement the vintage oak furniture. Many of the beds have fabric inset headboards.
- New carpet and flooring
- Lighting: Chandeliers, fans, vintage and new lamps.
- New beams or tongue and grooved ceiling details and paint throughout.
- Stikwood wall paneling
- Heat and A/C
- Bathroom Remodels with new countertops and flooring
- New updated coffee and bar area



A FEW OF HER FAVORITE THINGS

We asked Jennifer for a few items that make Alisal Ranch's rooms pop. Some of her favorites include:

- Beautiful drapery and fabrics
- Antique rugs
- Hand-painted floor tiles, hand placed amongst the new saltillo floor tiles



Timeworn... with a Twist

It began with bins and bins of dusty, old blankets. Of course, these weren't just any old blankets; they were Pendleton blankets, the American heritage brand synonymous with the American West. Now relegated to storage, these luxury blankets once graced the beds in Alisal Ranch's guestrooms. Some were frayed or faded but the beauty and history were unmistakable—and worth saving.

The team at Alisal Ranch knew they deserved a new lease on life, but were unsure how to revitalize them. That's when they turned to Santa Barbara-based furniture designer, Joanna Beatrice Shultz. "This project was cool for me personally," says the highly creative Shultz. "Instead of donating or discarding them, Alisal came to me and we found a purposeful way to reuse them," she explains.

She transformed the big, heavy blankets into decorative bed throws, now seen on every bed at the Ranch. It wasn't an easy task, and Shultz was meticulous in her process and design. "The blankets were vintage, so I needed to handle them with care and also had to make sure that the colors and pattern lined up."



"I want people to see
furniture differently.
It's art."

- Joanna



Indeed, this project was tailor made for Shultz, who is best known for her free-spirited, funky design. The Solvang native studied interior design in San Francisco before heading east to High Point, North Carolina to master upholstery and furniture design. Fiercely passionate, she plans to turn the furniture industry on its head. "I want people to see furniture differently. It's art."

Like the Pendleton blankets, Shultz's designs are all about repurposing and rethinking ordinary, everyday items. Case in point? A dumpster sofa she originally designed for herself for her 30th birthday. Stylish, irreverent, and just plain fun, it's a conversation starter, and unlike anything you can find anywhere else. A washing machine chair is in her future. "This is what I dream of – to make art through furniture," she says. "I have way more up my sleeve."

Follow Joanna on Instagram @BeaFurnishings or visit beafurnishings.com



BEYOND THE RANCH

Santa Ynez Valley

From windmills and wine to wellness and wildlife, the Santa Ynez Valley is teeming with things to do. Enjoy some of our favorites!

Los Alamos

The hills above Rancho Los Alamos served as a hideout for bandito, Salomon Pico, whose escapades were popularized by the character "Zorro." Just follow the 101 North.

Figueroa Mountain

Just a short ride northeast on Figueroa Mountain Road.

Los Olivos

Wine-tasting and boutiques.

Ballard

Buellton

Visit Ostrichland - it's fun for the whole family!

Santa Ynez

Relive the classic Old West.

Solvang

Baked goods and beer tasting in this one-of-a-kind Danish town.

Nojoqui Falls

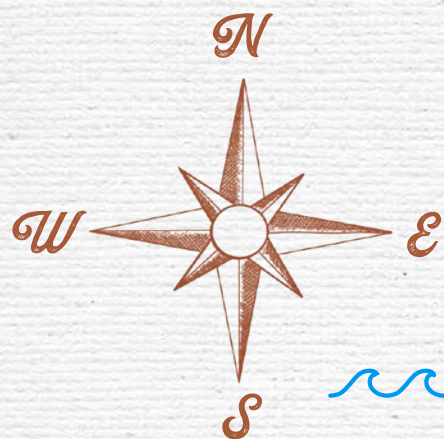
Just take Alisal Road towards the 101, and find a short hike to the falls.

Alisal Ranch

Reagan Ranch

LAKE CACHUMA

PACIFIC OCEAN



HIGHWAY 101

HIGHWAY 101

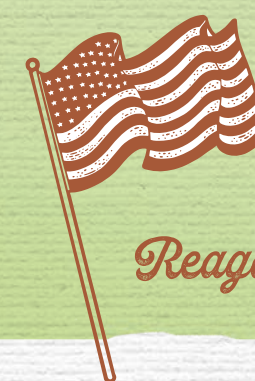
FIGUEROA MOUNTAIN ROAD

ALAMO PINTADO ROAD

ROUTE 154

ROUTE 246

SANTA YNEZ RIVER



"At other hotels, my food was coming from a warehouse in LA, but here... it's amazing being so close to these fresh products."

- Chef Erik

IF SANDVEN SOUNDS
A BIT LIKE A KID IN A
CANDY STORE, IT'S
BECAUSE HE IS.



"Moving to Alisal Ranch was one of the best moves I could have made," he explains. Sandven earned his chops working at luxury resorts, including The Ritz-Carlton, Laguna Niguel, The Resort at Pelican Hill, and The Ritz-Carlton, Bacara before joining Alisal Ranch's kitchen in 2023.

Chef Sandven is charmed by the classics at Alisal Ranch. "We'll always have those favorites like chicken fried steak or the tortilla soup," he says. "We're elevating (but not eliminating) things," he explains. "I want our guests to experience the Santa Ynez Valley through our menu."

The Central Coast location is just one reason why Chef Sandven feels lucky to be here. "I've been working with local farmers and fishermen on sourcing," he says. "I'm often stopping on my way to work to pick up vegetables at local stands."

Building relationships with local farmers, winemakers, ranchers, and purveyors is important to him. It's why he's sourcing local, sustainable seafood like oysters, spiny lobsters, and rockfish from Stephanie Mutz of Sea Stephanie Fish. Roblar Winery and Folded Hill Farmstead are two other local favorites for produce and products. "At other hotels, my food was coming from a warehouse in LA, but here...it's amazing being so close to these fresh products. I love being able to play with these products that change with the seasons."

Local diver **Stephanie Mutz** spends her days in the nearby Channel Islands. On the ocean floor, rake in hand, she collects sea urchins one-by-one. Before putting any in her bag, she'll crack one open to check its quality and color. If it looks (and tastes!) good, she'll keep going.

Each urchin gets measured and – only if it's large enough – put in her bag for her customers. Working mostly with pre-orders, Stephanie knows roughly how many urchins she needs to bring back to shore each day. "I'm not catching as many as the average urchin diver would, but I believe in not wasting our natural resources," she says. A healthy environment, she explains, means biodiversity, or disrupting an area a little bit but not so much that it can't replace itself. Aside from the environmental benefits of her business model, she is able to guarantee the freshness of the urchins she delivers. Chefs and consumers purchase the urchins live and whole in the shell, and then can crack them and make delicious meals from them. "There's something about the cleanness in taste, and the fresh and clean finish with urchins directly out of the shell, so it's a pretty cool thing," Stephanie says.

While it's hard work, Stephanie knows one thing: "It's not boring, that's for sure!"

SEA
STEPHANIE
FISH



Seastephaniefish.com | Photo by Erin Feinblatt Photography

A SENSE OF PLACE—
ON THE PLATE

Executive Chef Erik Sandven isn't just making breakfast, lunch, or dinner. He's creating a sense of place—with food. "This area is like a playground for a chef," he says. "Everything you need is right here!"

COASTAL

Live the coastal cowgirl lifestyle with these, and other items, from the Alisal Ranch mercantile. Visit the mercantile while on property or visit shopalisalranch.com.

01.

ACE RIVINGTON X ALISAL RANCH DENIM PEARL SNAP

Alisal Ranch logo placket snap on sleeve. Unisex, also available in youth and toddler. **\$169**

02.

WESTERN LOVELY BIRD HAT

This custom hat is crafted from 100% wool felt, featuring a hand-dyed cotton shibori fabric and deer tan leather hatband, along with a hand-embroidered sunburst accent adorned with a turkey feather. **\$270**

03.

FEMININE GRIT SILK SCARF

In-house brand with terracota floral design. 36" x 36" **\$92**

04.

BRONCO BANDANA

Signature Alisal design 22"x 22" Cotton Bandana available in assorted colors. **\$17**

05.

WILD PRECIOUS LIFE PERFUME BY THE FIRESTONE SISTERS

The Firestone Sisters perfumes, *The First* and *Open*, are alchemical blends of essential oils designed to make you *feel* good, not just smell amazing. **1oz, \$185**

06.

GARA YOUTH SERUM

Restore, nourish, and enliven your skin with this unique blend of herbs, hydrosols, and oils. Infused with full-spectrum plant extracts and freshly distilled aromatic hydrosols, this botanical formula calms and replenishes the skin for a healthy, vibrant glow. **\$60**

07.

DOEN - HENRI TOP

This Edwardian-inspired Henri top is made from organic cotton voile and features a plunging V-neckline framed with cascading lace trimmed ruffles and delicate pintucks. Wear it loose, or tuck it into your favorite high-waisted jeans. **\$218**

08.

RNCH ALISAL CREAM CREWNECK

Heidi Merrick exclusive Alisal line available in store and online. Pre-shrunk cotton and polyester blend. **\$148**

Photo and Cover Image by Lena Britt Photography

ALBERT CHAZ BOWKER

WINS BIG

IF YOU'RE TEEING OFF AT THE RANCH OR RIVER COURSE AT ALISAL RANCH, YOU MAY JUST RUN INTO ALBERT CHAZ BOWKER. BOWKER RUNS THE OUTSIDE SERVICES DEPARTMENT, SO HE'S OFTEN WELCOMING GUESTS WHEN HE'S NOT HUSTLING TO MAKE SURE THE CARTS ARE IN WORKING ORDER, THE DRIVING RANGE IS STAFFED, AND A SLEW OF OTHER TASKS THAT ENSURE THE GOLF COURSES ARE RUN SMOOTHLY. HE MAY NOT SEEM LIKE A CELEBRITY, BUT MAKE NO MISTAKE—HE IS. THAT'S BECAUSE WHEN BOWKER ISN'T WORKING AT ALISAL RANCH, HE'S GOLFING—AND WINNING BIG.



IT MAY NOT SEEM TYPICAL FOR SOMEONE LIKE BOWKER, WHO IS CURRENTLY RANKED #1 AMONG SHORT-STATURE ADAPTIVE GOLF PLAYERS IN THE UNITED STATES, BUT SPEND A FEW MINUTES WITH THE 20-SOMETHING AND YOU'LL SOON LEARN THAT NOTHING STANDS IN HIS WAY.



He started playing golf at the age of six with his grandfather, who cut one of his own clubs down to size for the young Chaz. The former naval captain suffered no fools and when Bowker took his first shot, sailing it squarely into his grandfather's shin, he thought it was over. "I remember him yelling, 'good shot!' I was hooked ever since."

Bowker now plays in a number of tournaments each year, including the Phoenix Cup. Similar to the Ryder Cup but with adaptive players, there are categories for vision-impaired, amputees, and Bowker's category, short stature.

"When I hit it good, it's just happiness," Bowker explains. But make no mistake. He's competitive—both on and off the course. "At the end of the day, not everyone can do this. I like to push my boundaries." He knows it's not every day that you get to meet a golfer like him with a four handicap. "Not a lot of people are used to seeing a player like me but then they watch me play, and they're amazed. It's proof that no matter your height—or anything—you can't let anything stop you."

GOLF AT ALISAL RANCH

Golf has been as synonymous with the Alisal Ranch experience as much as horseback riding. There are two courses: the 6,800-yard, par-72 River Course, a public course located along the Santa Ynez River, and The 6,550-yard, par-72 Ranch Course, originally opened in 1956 and is exclusively for our guests and club members. Designed by Billy Bell, Jr., it's characterized by its stunning setting and tight fairways.

**HISTORIC HOTELS
of AMERICA**
National Trust for Historic Preservation



*The 2023 Top 25 Historic Hotels of America
Most Historic Golf Courses*



2024 EVENTS AT ALISAL RANCH



5-7 | January

WELLNESS WEEKEND

Relax and reset with a focus on wellness.

13-15 | February

ROMANCE AT THE RANCH

Three nights dedicated to you and your special someone.



10-12 | March

ACT 2 AT ALISAL

This inspirational two-night event is designed to empower and engage women while encouraging them to embrace midlife.



14-17 | April

20-23 | October

THE UNBRIDLED RETREAT®

Harnessing the healing power of horses, globally recognized equine coach, Devon Combs, specializes in helping women heal from their past, get clear on where they are headed and find the courage to move forward in their lives.

5-7 | May

BBQ BOOTCAMP

Bringing together top chefs and pitmasters for a classic ranch experience.



3-6 | September

BARBECUE UNIVERSITY® WITH STEVEN RAICHLEN

An intensive three-day course named "the #1 cooking experience in America" by the *Food Network*.



6-9 | October

WILDWONDER™

This women's retreat features female artisans, chefs, winemakers, cowgirls, wellness leaders, and other fearless women.



13-16 | October

WOMEN OF THE RANCHO

Women of the Rancho wellness retreat, led by Janet Solie, a wellness coach, is designed for like-minded women who love to ride and want to connect with nature, trail riding, and mindful living. Six horse activities are offered over 4 days and 3 nights.



- Say hello to the -
**CALIFORNIA
COWBOY COFFEE**

CALIFORNIA COWBOY COFFEE

1 ½ oz premium cane rock rum
¾ oz Frangelico liqueur
½ oz Licor 43
½ oz vanilla bean simple syrup
1 shot of freshly brewed espresso

Combine all ingredients in a shaker and vigorously shake to blend the flavors. Pouring the mixture through a strainer to ensure a smooth drink, transfer the liquid into an Irish coffee cup. Add a cinnamon stick or top with coffee beans for the perfect touch.



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ALISAL RANCH