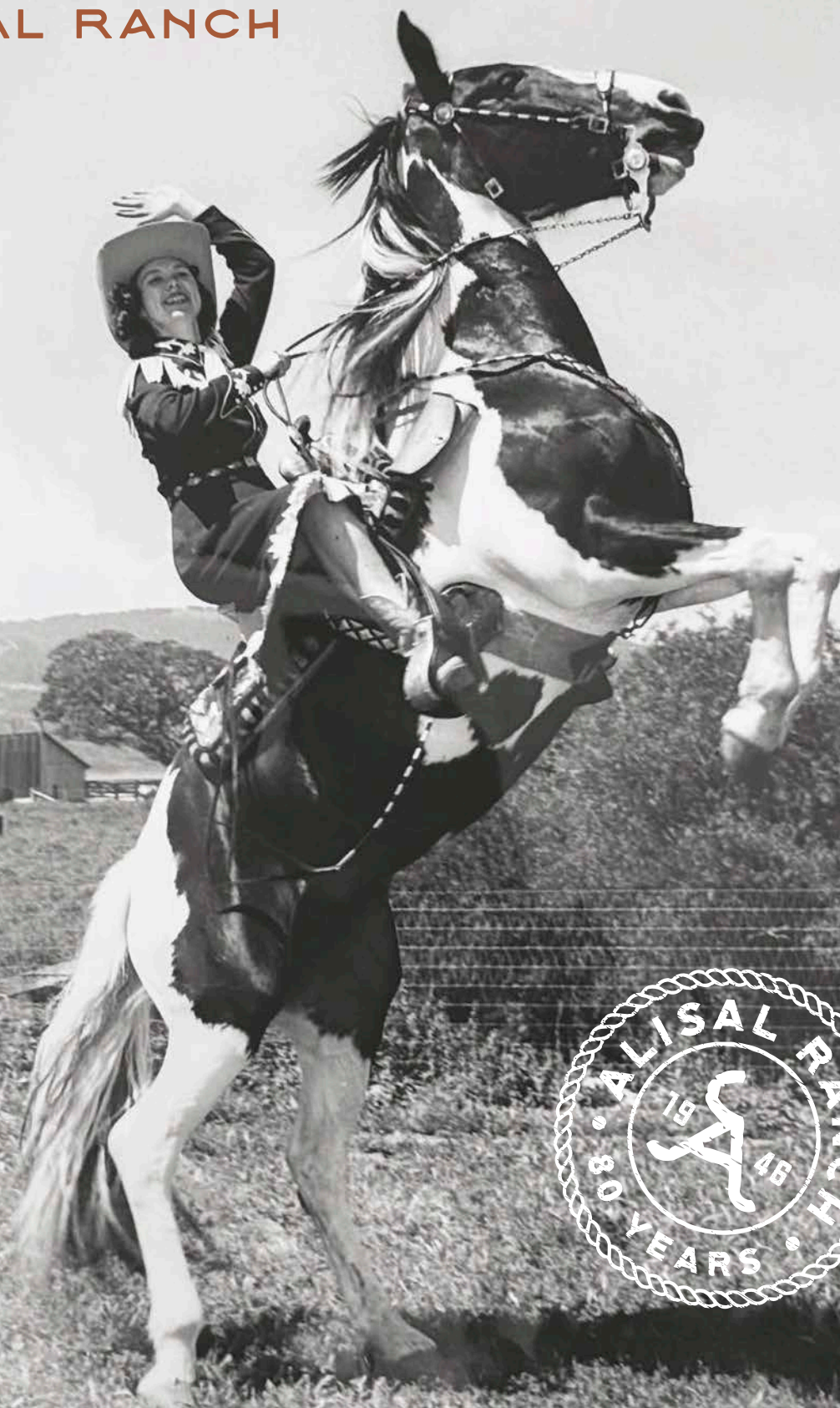


# LASSOS & LEGENDS

ALISAL RANCH



Dear Friend,

Welcome to Alisal Ranch! Nestled on 10,500 acres in the Santa Ynez Valley of California's Central Coast, our family-owned guest ranch is a timeless getaway. Our rustic retreat is steeped in the history of the American West while remaining firmly planted in the modern day. In 2026, we celebrate our 80th year. We've spent eight decades helping families and friends make indelible memories together in our unmatched setting. Alisal Ranch remains true to its roots and remains a working cattle ranch to this day. Our promise is simple—to offer a unique blend of nostalgic charm for the West coupled with the modern comforts of a luxury resort.

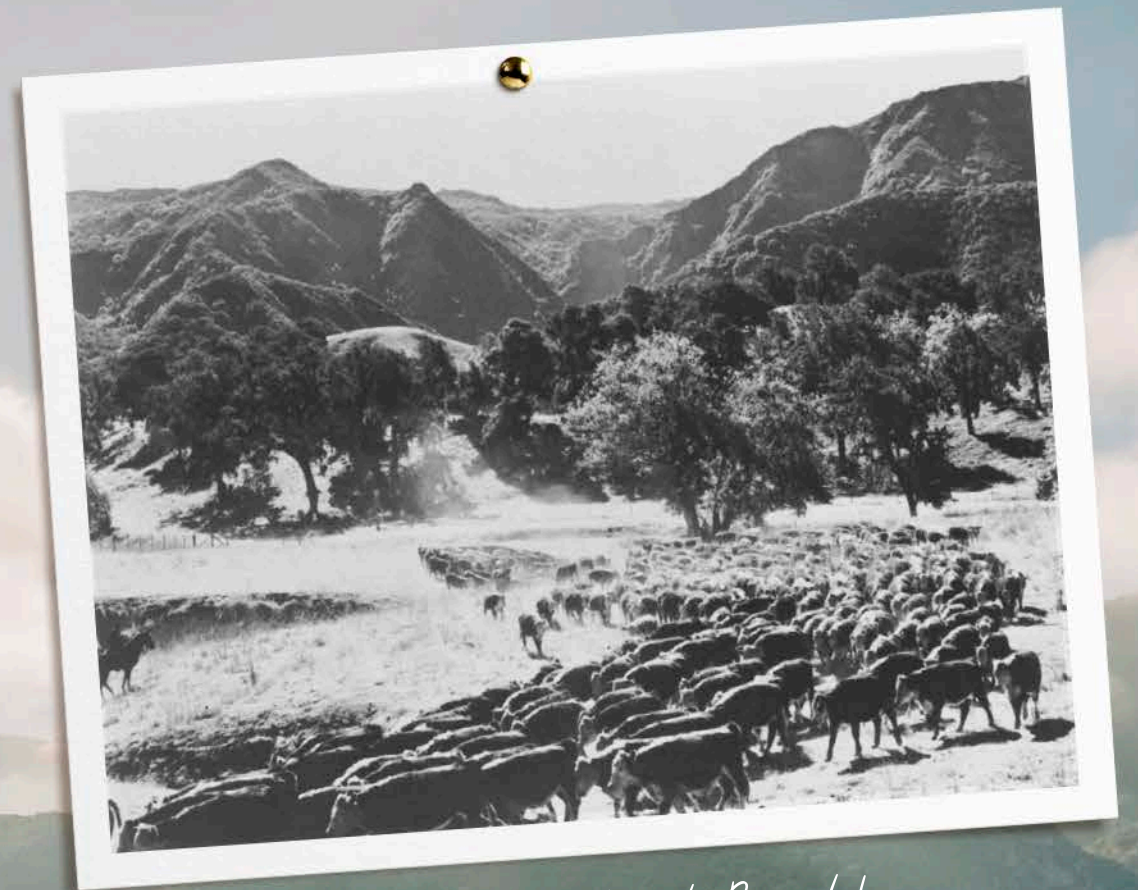
We often hear that the air feels different here, and we wholeheartedly believe that Alisal has its own special kind of magic. Whether you're horseback riding through the meadows, playing a round of golf on one of our award-winning courses, relaxing at the spa, or gathering around the table with your friends and family, we invite you to settle in and enjoy every minute. Life here isn't rushed; it's relished.

Within these pages of *Lassos & Legends*, you'll get a peek at what makes Alisal Ranch different. Meet the Morse family who have spent every summer with us for five decades. Get to know Primo, one of our beloved longtime staff members who makes friends with everyone he meets. Learn about how we've partnered with local companies to bring the essence of the Ranch to a bottle of vermouth. Share in some of the Alisal signature experiences, like our breakfast ride, and learn about one of our exciting new adventures. And, that's just the beginning.

For eight decades, we've been opening our doors, and our hearts, to guests. We can't wait to welcome you.

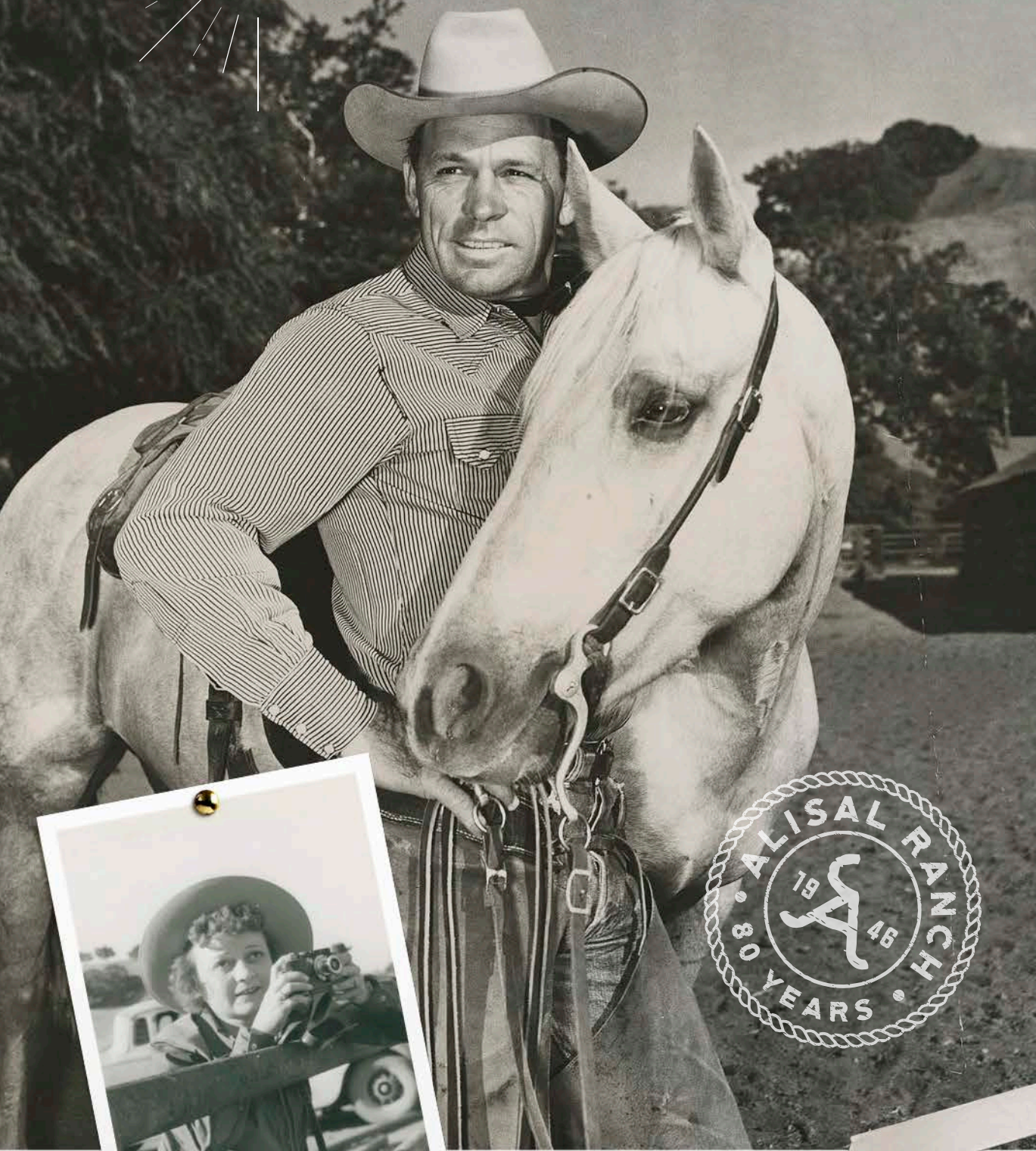


David Merklinger  
General Manager



*Welcome to Alisal Ranch!  
Then, now & always.*

# THE HISTORY OF ALISAL RANCH



The land that would eventually become Alisal Ranch transferred hands several times before its current owners, the Jackson family, took ownership. In 1882, owner Henry Pierce left a lasting history - christening the ranch after the Chumash word meaning “sycamore grove.”



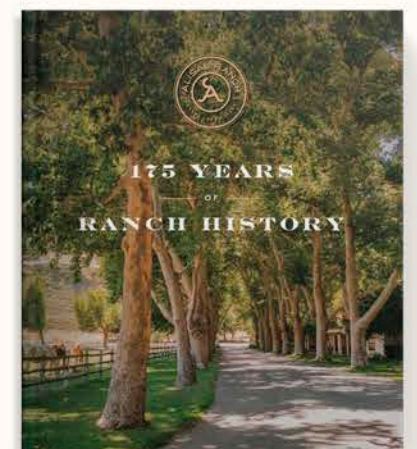
Pierce’s family owned the ranch for nearly 40 years before selling it to Charles Perkins, the director of the Southern Pacific Railroad, who bought the ranch in 1926. An internationally known stock and saddle horse magnate for his steeplechase prospects and thoroughbred breedings, Perkins headquartered his horse, Flying Ebony, at the Alisal. Flying Ebony won the Kentucky Derby in 1925, officially putting the Ranch on the world map.

When Perkins died in 1943, his sister became sole owner, and put the ranch up for sale. Alisal’s current owners, Ann and Pete Jackson, purchased the title and took the reins. The sophisticated couple, who played polo and enjoyed the social scene in Montecito, were guided by friend, Lynn Gillham, who owned The Flying V Ranch in Arizona and helped the Jacksons imagine Alisal as a guest ranch while remaining a working cattle ranch.

On July 6, 1946, with accommodations for just 30 people, plus barns and rodeo fields, Alisal opened its doors. It quickly became a popular getaway for American families and a host of notable celebrities. Clark Gable was married in the library in 1949, and the guest book reads like a Who’s Who of Hollywood, including Groucho Marx, Gregory Peck, Mickey Rooney, Ava Gardner, Kirk Douglas, and Walt Disney.

Alisal Ranch has expanded over the years but it remains owned and managed by the Jackson family and still functions as a working cattle ranch. Resort activities have expanded well beyond horseback riding to include golf, boating on Alisal Lake, tennis, pickleball, fishing, and swimming. In recent years, thoughtful renovations have revived Alisal Ranch while remaining true to its historic spirit. With no televisions or telephones in the rooms, Alisal Ranch hearkens back to a simpler time and remains a rustic retreat for those who seek a getaway to the California of yesteryear.

Alisal Ranch: 175 Years of Ranch History is available for sale in the Mercantile or online at [ShopAlisalRanch.com](http://ShopAlisalRanch.com)





### ALISAL RANCH'S BREAKFAST RIDE IS A TIME-HONORED TRADITION.

Rise early (don't worry, it's not too early) and saddle up for this scenic ride to a very special corner of the Ranch.



# Rise & ride

### MORNINGS ARE JUST DIFFERENT AROUND THESE PARTS.

Ask anyone, whether they're longtime regulars or first-time guests, about that one experience that feels quintessentially Alisal Ranch, and you'll likely hear the same response: the breakfast ride.



Here, nestled amidst giant sycamores, is our historic adobe camp. It's the only opportunity to see this special corner of the ranch, and while the ride itself may feel like a reward, the Western-style breakfast is the ultimate way to greet the morning. Eggs, bacon, sausage and quesadillas, plus legendary big-as-your-head pancakes just taste better up here. Cowboy poetry adds a classic touch. After a satisfying breakfast, return by horseback to the barn. And the best part about the breakfast ride? It's open to all ages and abilities, with a haywagon ride available for those who prefer to remain out of the saddle.



*They were looking for that one place where we could go every year...*

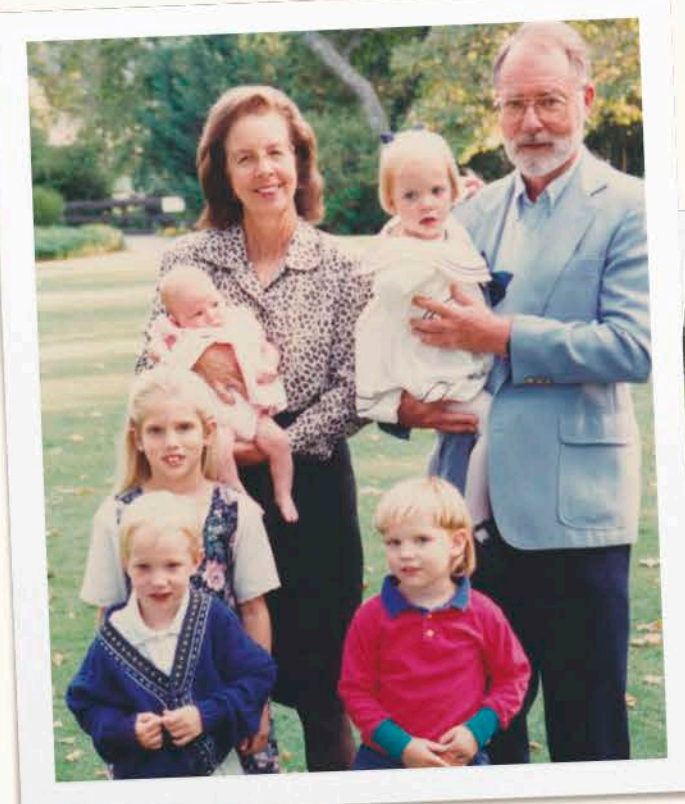


# THE MORSE FAMILY

FIVE GENERATIONS OF SUMMERS AT ALISAL RANCH

**JIM MORSE'S PARENTS, FRAN AND DAVE MORSE, WERE EAST COASTERS...**

"My dad was MIT and my mom was Simmons. They met through college and then moved to California for nuclear engineering in 1958." Transplants who wanted to explore their new adopted home, Fran and Dave, along with Dave's parents, took their family on a variety of different vacations. "They were looking for that one place where we could go every year," says Jim. In 1971, the family went to Alisal Ranch. "It stuck. That was it." After his grandparents' passing, his parents carried on the tradition, bringing Jim, his brother, Bob, and sister, Susan, every summer. The siblings have continued visiting ever since.



*In 1971, the family went to Alisal Ranch. "It stuck. That was it."*



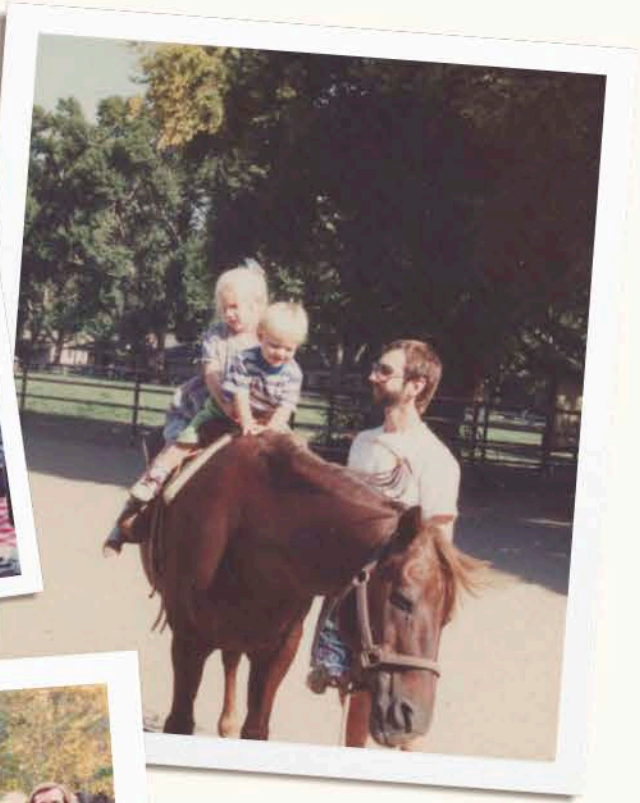
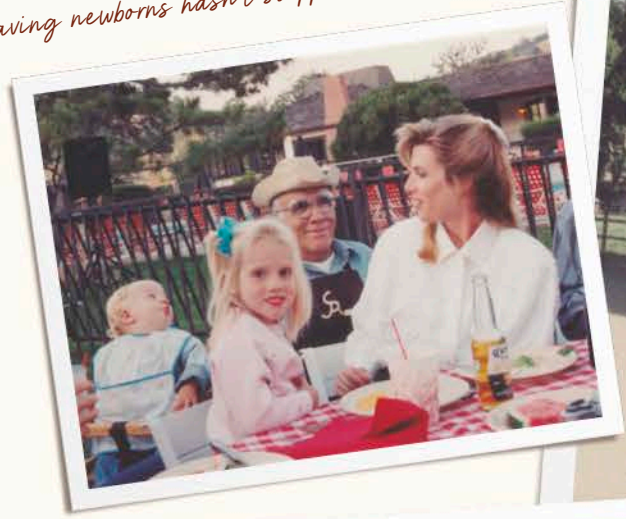
## THE MEMORIES

Like many of the longtime families, the Morses came for the same week every year. "I grew up there," says Jim. "We became very close with some of those families we saw every year," he says before sharing a recent story illustrating the power of those relationships. "One of the families we were close with was the McLaughlins. After their mother passed, most of them stopped coming but one of their sons, Dave, and his wife, Tracy, kept coming. We grew up together and then all of our kids grew up together at Alisal. When their father passed away last year, I drove to Arizona for the funeral. They are all such a big part of our lives."

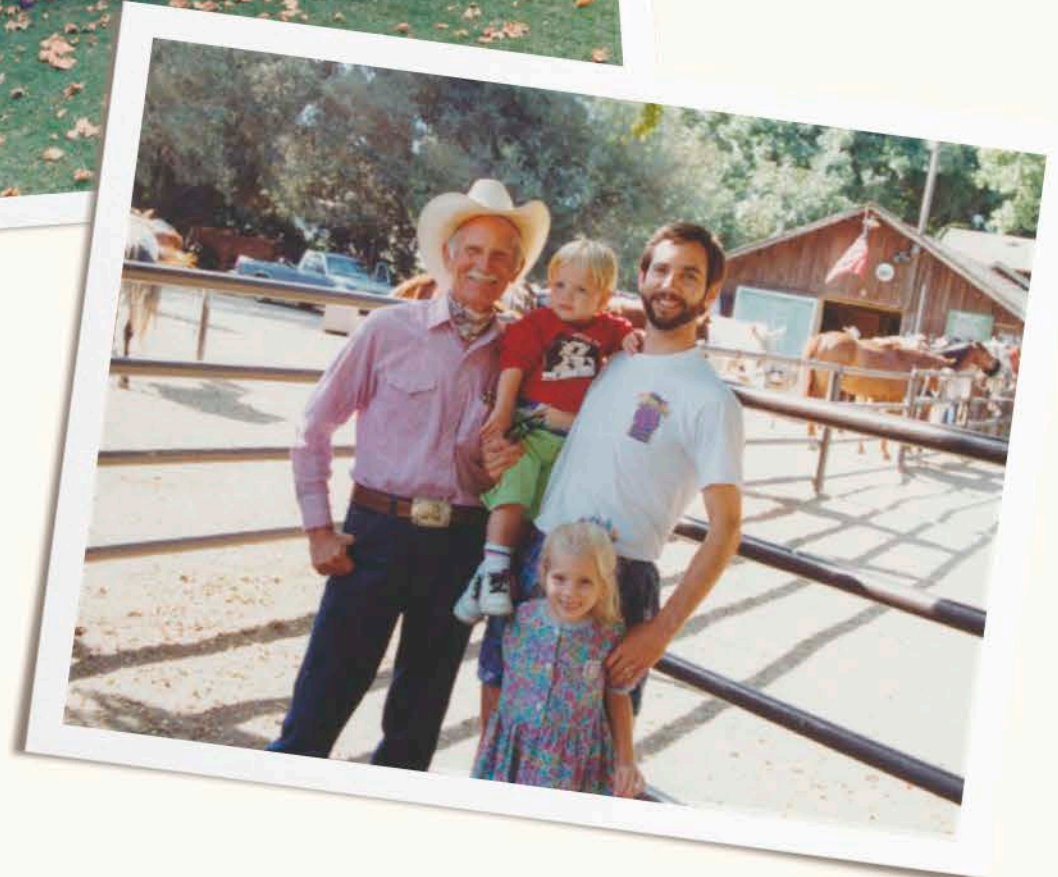
*Jim Morse lights up when talking about some of his fondest memories made at the Ranch. "Jake Copass, one of the wranglers, used to have this great line. You'd ask him how he was and he'd reply, 'I'm on the right side of the grass.'"*

"The staff is so endearing," he shares. "There was a busser in the dining room named Tino. He was an elderly man and he used to have this squeaky toy in his pocket and he'd come up to our table and squeak it at us kids. Twenty years later when I started bringing my kids, Tino was still there and hadn't changed at all. He would come up behind them with his squeaky toy just like he did to me."

*"No one has ever missed our Alisal trip... even having newborns hasn't stopped us."*



*"... even at 2, 4, and 5 years old they talk about Alisal and look forward to going back each year just as I did as a kid."*



## THE NEXT GENERATION ✓

"In 2017, knowing how special Alisal is to my family, Zack Gerson asked me if he could propose to my daughter, Bree, there. He secretly arranged for a photographer to be along the entry lane by the horse pastures, and walked her out there and had a special proposal moment (captured on camera). He also secretly had his parents sneak into a room at the Alisal, and at the appropriate time, Kim and I went to get them and joined Zack and Bree. Walking to the dining room shortly thereafter, with Bree aglow and Zack's parents in tow, the rest of the family that were waiting for us were a bit confused. I think it was Bree's cousins, Amanda and Kathryn, who saw the ring and screamed with joy, and then everyone else then realized what was going on. It was a truly special Alisal moment for the Morse family."

"No one has ever missed our Alisal trip," says Jim, who has continued the annual summer tradition with his own children, who are now grown and raising kids of their own. "Even having newborns hasn't stopped us," he laughs. "I think we've had some of the youngest babies there. My son was born on July 20<sup>th</sup> and on August 8<sup>th</sup>, we were at the Ranch. My daughter had her youngest child on July 27<sup>th</sup> and he was 10 days old at Alisal Ranch."

While the family's needs have changed (Jim and Kim are now grandparents), some things remain the same. "We always get the same cabins," he laughs before adding, "and the same table. We have a long table under the window in the Ranch Room, behind the piano. That's our table. That's where we sit for every meal, all week."

Still, this summer will be a bit different than years past. "It has been the second week of August every year since I can remember. This year will be my 56<sup>th</sup> year of going to Alisal Ranch but we're moving the date up a week because our grandchildren are starting school and the schools now start earlier than before."

*"It's also bittersweet for Jim and his siblings who lost both of their parents in the last two years. This is a tribute to my parents. This is their legacy. My parents viewed Alisal as the one place where we could all be together, and cherished taking us there each year. They were thrilled when we started families and the cousins would be able to continue to get together every summer."*

Now, more than five decades after his first visit, it has come full circle for Jim. "Taking my grandkids to Alisal gives me an understanding, and I expect that same wonderful feeling, that my grandfather had when he found Alisal for us. My grandchildren are now our fifth generation to stay at the Alisal, and even at 2, 4, and 5 years old they talk about Alisal and look forward to going back each year just as I did as a child."

# ALISAL RODEO



*a summer signature*

Alisal Ranch has hosted a rodeo since 1946. In the early days, it was the full experience, with roping, riding, and roughstock, or bucking horses or bulls. In the 1960s and 70s, some of the top cowboys regularly starred at the Alisal rodeo. Over the years, the rodeo changed, even taking a few years off. Legendary wrangler Jake Copass revived it, transforming it from bucking horses to big smiles, but as Assistant Equine Manager Malena Valinote shares, “one thing has never changed: it is a summertime fan favorite.”

“Our rodeo is family-friendly and horsemanship based,” she explains. Held every Wednesday during the summer season and during spring break, the hour-long rodeo culminates with a country fair-style barbecue offering everything from Santa Maria tri-tip to cotton candy for the kids, plus live music. “We’re not competing for a buckle and a check,” says Valinote, “it’s all about fun, and everyone from the wranglers to the guests loves it.”

Alisal Ranch’s rodeo has a “homegrown appeal,” says Valinote. “It’s because we do everything. Typically, we have about 15 wranglers participating and we’re running everything from sound and announcements to doing barrels. I have been to a lot of different rodeos but ours is different. Put on by the wranglers, it’s not a competition but a way to showcase our horses and ourselves.”

While some of the events, like barrel racing and team roping, are better left to the pros, some events invite guest participation, including hobby horse foot races and gunney sack races, plus ribbon roping. “That is our newest event, with a wrangler roping the neck of the cow. Then, another wrangler and a guest can run out and grab a ribbon off it.”



Team sorting presents another opportunity for guests to try their hand at rodeo life. “We have an hour-long class where guests learn how to separate and move steer. Then, it’s off to the rodeo where they have two minutes to wrangle the cows.”

The rodeo may be an opportunity to show off their skills, but for Malinote, it’s also an opportunity to educate guests on ranch life. “Rodeo events come from showing off your skills working in the field. It’s really important to understand the work that is actually being done on a ranch. Take roping, for example. It’s a way to show how steer are doctored in the field in the least stressful way.”

It also creates an indelible connection with guests. “What’s cool is that maybe that wrangler taught your child to ride today and now they’re out there roping. That’s pretty exciting,” she says.

Malinote’s passion for horsemanship runs deep but she and her fellow wranglers never take themselves too seriously. The last rodeo of the summer is always a theme, and with previous years themes ranging from Barbie to pirates, it’s always a good time. “Running horses in prom dresses is something you won’t forget,” she laughs.



*The word “rodeo” comes from the Spanish “rodear” (to encircle).*



# Meet Our Herd...

Imagine spending your days with your best friends roaming the pastures of Alisal Ranch, and you'll get a sense of what life is like for the more than 100 horses that call this place home. "Our horses have an 80-acre pasture where they get to go out at night and frolic as a group," says Malena Valinote, Assistant Equine Manager. "It's why our horses are so happy. They get to be horses."

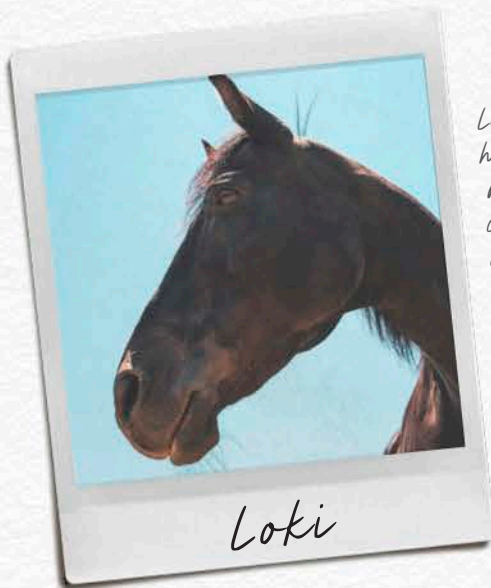
While some in this all-gelding herd are shy, others are playful. We asked Malena to share a little bit about a few of her favorite boys.

*Parker is the wonder pony. He's taught so many people to ride and many people return and still want to ride Parker but he's just for the kids now. He's always a steady guy on the trail. It takes a really special horse to put all different types of people on them, and Parker has never faltered.*

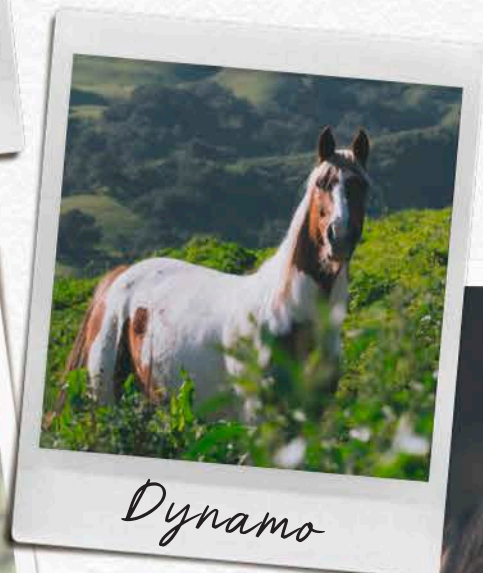


Parker

*Loki is a beautiful black horse with a white star. Nimble and surefooted, we call him the Cadillac because of his smooth lope. He's a great choice for advanced riders and is also good for distance rides.*

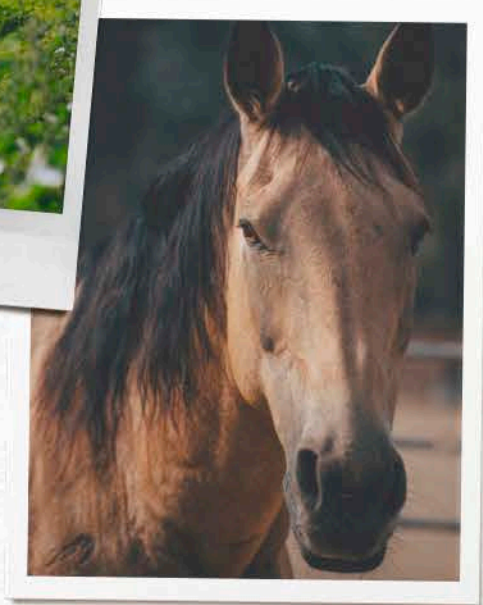


Loki



Dynamo

Hawkeye ↴



↵ Ringo



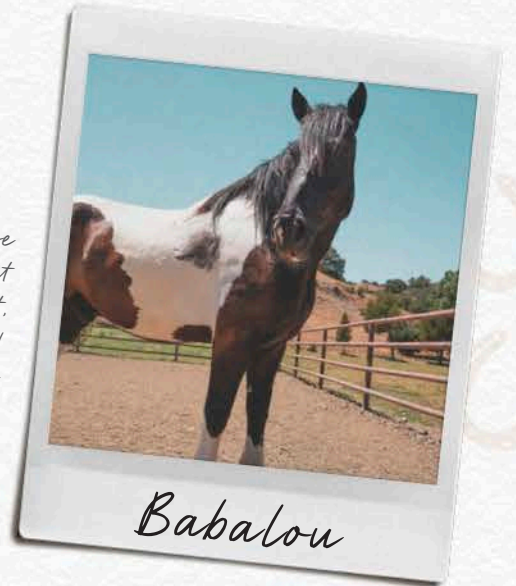
Mojo



John Wayne, Old Spice & On Tap

*These three best friends are always together. John Wayne takes adult riders, while Old Spice and On Tap are both kids horses. One of the wranglers calls them the Three Stooges because they're always getting up to something. They're always in the back of the pasture, not wanting to get called in to be apart from each other.*

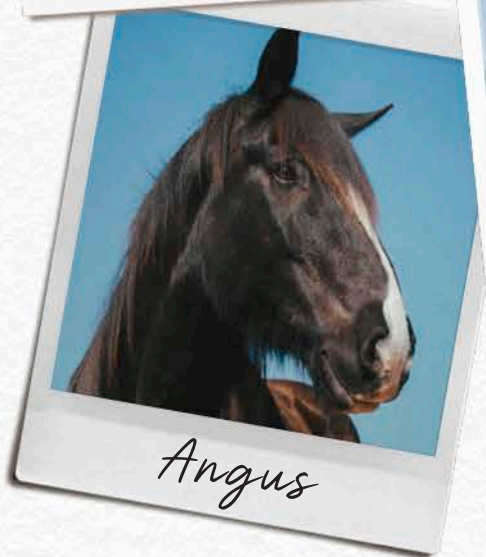
*Babalou is a fan favorite, largely because he's so handsome and friendly. He's a big boy, a giant black-and-white shire. He's 18 hands—a giant, but a gentle giant. His feet are the size of dinner plates! He's a sweetheart and has a bit of a dog personality because he'll always want to come up and say hello. He's curious and sweet.*



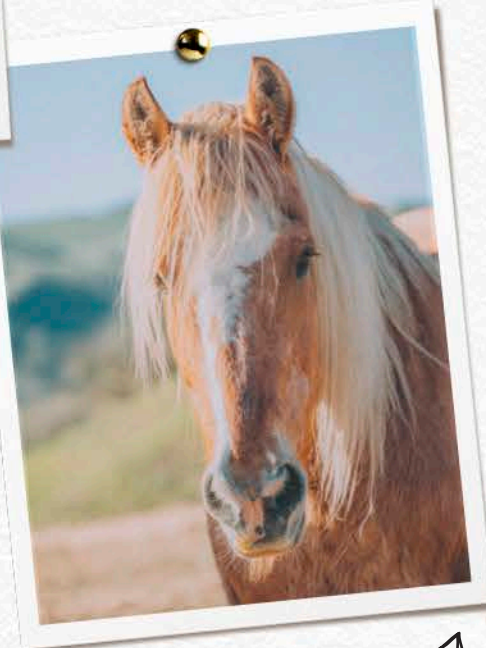
Babalou

Smoky

*Smoky is our go-to when we need a horse that's really solid. Nothing fazes him. We put everyone on him—older guests, bigger kids. We even train wranglers on him. We used to have him bring in the herd in the morning and that takes a very special horse. He's a bit of a slow poke now but he's such a patient, happy guy.*

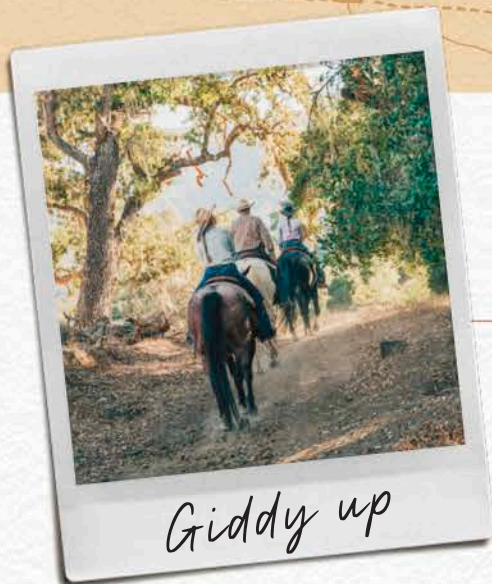
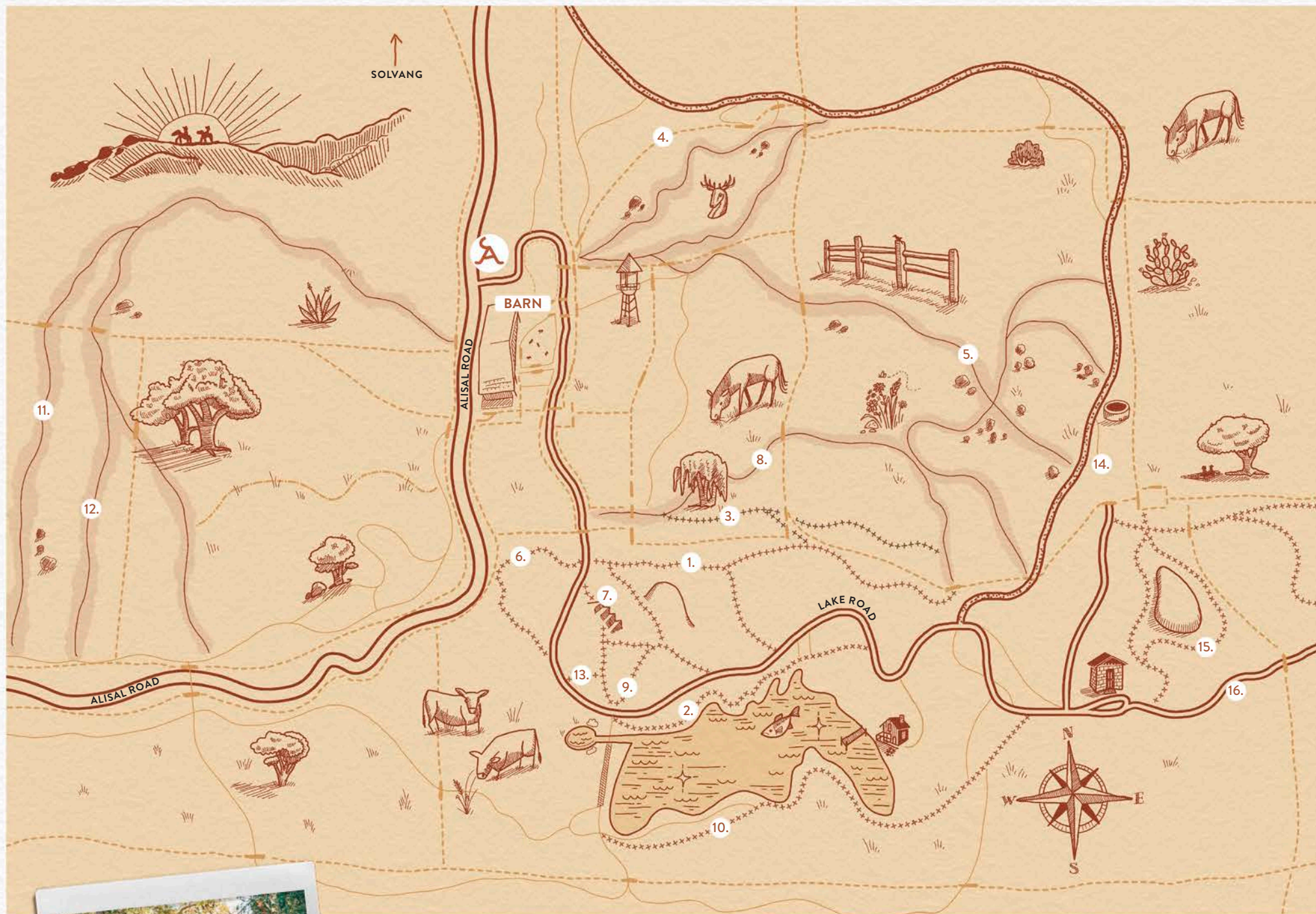


Angus



Mojave ↴

“  
It's why our horses  
are so happy.  
They get  
to be horses.  
”



## ALISAL RANCH TRAILS

Whether they meander past a gentle creek, under a shady tree, or along the lake, our trails snake their way through some of the most scenic property in the Santa Ynez Valley. A path to serenity, they're also a walk down memory lane. Named for important figures in Alisal Ranch's past and present, honoring wildlife and other points of interest, each trail provides something special.

### Horseback Riding Trail Names

- BOHANNON:** Mark Bohannon, our herd manager, has been an employee of Alisal Ranch for many years. His father was one of the original wranglers when Alisal first began welcoming guests. Mark's dad cut this trail and he brought it back when he started working here.
- TURTLE WALK:** Bordering the lake, it's where the turtles are often found sunning themselves.

- I-5:** The quickest and widest route to and from the Adobe for our breakfast rides.
- VISTA POINT:** One of the high point lookouts in Deer Canyon that overlooks the valley. On a clear day you can see Solvang, Santa Ynez, and Buellton.
- BOBCAT CANYON:** Named for the bobcat den that was once located off this trail.
- INSTRUCTIONAL:** The mellowest of the trails, its gentle hills and flat stretches are ideal for guests to experience their first ride or pick up their first trot with a wrangler's instruction.
- STAIRCASE:** This trail earned its name from its steeper slope that quickly gets riders up to the high point of the hill.
- HANGING TREE:** Named after a tree that had branches that hung down over riders on this trail.
- PROPOSAL POINT:** A scenic resting spot overlooking the lake that it is a favorite spot for photos and romantic proposals.
- LAKE TRAIL:** Bordering the back side of the lake, it's a guest favorite as it goes right under the eagles' nest, home to our two resident bald eagles and the 1-2 eaglets they raise annually.
- LONG CANYON:** The longer west ride loop.
- SHORT CANYON:** The shorter west ride loop.
- SAND HILL:** This sandy hill leads to a steady trail that follows the lake road and overlooks the lake.
- INDIAN CAMP:** A historic landmark on the ranch that pays tribute to the Chumash Indians who once lived on this land. While riding through the boulders, look for the mortar and pestle or milling stones that were used to grind acorns into flour.
- EAGLE MESSA:** Named after the golden eagles that once resided on the plateau at the top of the trail. They left Alisal after the bald eagles were reintroduced to the area, but have been recently spotted once again!
- BEHIND THE ADOBE:** A trail once used by cowboys to ride to the adobe for their meals while rounding up the cattle.

*Travel back to a simpler time to the California of yesteryear.*



# GATHER ROUND THE TABLE

There are so many memorable experiences enjoyed at Alisal Ranch, but many guests tell us that gathering around the table to exchange stories of the day's adventures might just be their favorite. With that spirit in mind, Executive Chef Erik Sandven shares a few of his favorite recipes for pleasing a crowd, whether you're at the ranch or home.



## SLOW-ROASTED PRIME RIB

### INGREDIENTS

18-pound boneless prime rib roast  
1/3 cup Dijon mustard  
2 cups Alisal BBQ Spice Blend  
*(Available for purchase at Front Desk)*

### DIRECTIONS

Preheat the oven to 200 degrees.

Rub the Dijon mustard onto the prime rib, ensuring that it is evenly coated. Dust the spice rub onto the prime rib to ensure it is evenly coated.

Place the prime rib on a roasting rack in the oven. Cook until it reaches an internal temperature of 115 degrees (about four hours).

Remove the roast and tent with foil for about 20 minutes.

Adjust oven temperature to 500 degrees. Once preheated, remove foil from the roast and place back into the oven and cook until the outside is crisp and brown. About 10-15 minutes.

Transfer to a cutting board and rest the roast for 15-20 minutes before carving.

## PORK CHILE VERDE

### INGREDIENTS

1 lb. tomatillos  
2 poblano chiles, *stemmed & seeded*  
2 guajillo chiles, *stemmed & seeded*  
1 jalapeño, *stemmed & seeded*  
5 cloves of garlic  
3 tbsp. extra virgin olive oil  
1 cup cilantro leaves  
1.5 lbs. pork butt, *large dice*  
1 cup white onion, *chopped*  
1 tsp ground cumin  
1 tsp. dried oregano  
2 cups of homemade chicken stock  
Spanish rice and tortillas for serving

### DIRECTIONS

Preheat the broiler, then combine the tomatillos, poblanos, jalapeño, guajillo, garlic, and olive oil. Season with salt and broil until nicely charred, making sure to turn halfway through for an even char. The process should take about 15 minutes from start to finish.

Transfer the charred poblanos to a small bowl, cover with plastic wrap and let steam for about five minutes.

Peel the poblanos and discard the skin.

In a blender, combine all the charred ingredients, add the cilantro and puree until smooth. Make sure to include all the juices that accumulated in the roasting pan.

Preheat the oven to 325 degrees and then heat olive oil in a large Dutch oven over medium heat. Season the pork with salt and pepper, then add half of it to the pot. Cook until browned evenly on all sides. Transfer to a plate and repeat with the remaining pork.

After all pork has been browned and removed from the pot, add the onion and sauté until translucent, then add the cumin and oregano, cooking until fragrant.

Return the pork to the pot, then add the chicken stock and tomatillo puree.

Bring to a boil, cover and transfer it to the oven. Roast until pork is tender, about 1 ½ hours. Taste and adjust seasoning as necessary.

*Serve with warm tortillas and Spanish rice.*

## CAST IRON STRAWBERRY CRISP

### INGREDIENTS

Strawberries:  
2 tbsp. unsalted butter  
9 cups of fresh strawberries  
1/3 cup granulated sugar  
1/3 cup all-purpose flour  
1 lemon, zested  
3 tbsp balsamic vinegar

### TOPPING

½ cup granulated sugar  
½ cup packed light brown sugar  
¾ cup all-purpose flour  
¾ cup old-fashioned oats  
1 tsp. cinnamon  
Salt, to taste  
1 stick cold unsalted butter,  
*small diced*

### DIRECTIONS

Preheat the oven to 375 degrees and grease a 12-inch cast iron skillet with butter. Combine the berries, granulated sugar, flour, lemon zest, and balsamic vinegar. Pour into the pan and spread into an even layer.

In another bowl, mix the sugars, flour, oats, cinnamon, and salt. Cut in the butter until you have a coarse crumb. Sprinkle that mixture evenly and loosely over the berries.

Bake uncovered until golden brown, crisp and bubbling. It should take about 35-40 minutes. Let cool and serve with a scoop of your favorite ice cream.

# PRIMO OLVIN

SHARES WHY ALISAL RANCH IS HIS  
**#ONE**

Ask a handful of longtime Alisal Ranch guests about what makes this place special to them and you'll likely hear the name Primo Olvin. For many, a visit to the Ranch isn't complete without a proper catch-up with Primo in the dining room. That sentiment is just one of the many reasons why this loyal staff member never wants to leave.

"My first day of work was on Mother's Day in 2003," he says. Primo started as a busser but within three weeks was promoted to server. "I realized very quickly that this was a really nice place to be, and a nice place to work. I said then, 'this is where I'm staying.'"

*Primo has spent more than 20 years making guests feel like family.*

*"I've been lucky to meet so many different families over the years. I've seen them go from little kids to everybody getting married."*

Known for his warm and welcoming personality, he looks forward to meeting new friends as much as seeing old ones but he's mindful of each guest's unique needs. "Some families you've known forever so you know what they like," he says.

While many guests feel like family to Primo, he has also started his own family tradition at Alisal Ranch. His son, Orlando, joined the Ranch bussing tables and serving in the dining room. Yulissa Galvan, his daughter, is now assistant manager of food and beverage.

*It's even more reason for Primo to remain exactly where he should be.*

“  
I REALIZED  
VERY QUICKLY  
THAT THIS WAS  
A REALLY NICE  
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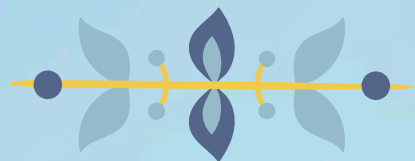
I SAID  
THEN,  
'THIS IS  
WHERE I'M  
STAYING.'

”



# Solvang

THE STORYBOOK DANISH VILLAGE  
JUST DOWN THE ROAD



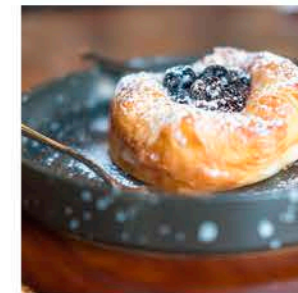
WITH ITS ROLLING HILLS, VINEYARDS, AND MOUNTAINS,  
THE SANTA YNEZ VALLEY IS ONE OF CALIFORNIA'S  
MOST SCENIC SPOTS...

... and if you're driving to Alisal Ranch, you'll enjoy a beautiful stretch of road. Then, seemingly out of nowhere, you'll spot your first windmill. If you're suddenly scratching your head wondering if this is California or Copenhagen, we won't blame you. This is Solvang, a postcard-perfect village founded by three Danish immigrants in 1911. You'll pass through it on your way to Alisal Ranch, but many of our guests wonder what this surprising storybook village is all about.

Solvang is a 2.42-square-mile village that looks like it sprang from the pages of a fairytale with windmills and half-timbered architecture. It's a perfect place to spend a few hours during your stay.



“  
*This is Solvang,  
a postcard-perfect village...*  
”



## TO DO

It's practically mandatory to take at least one photo in front of a windmill, and with four wooden windmills located within four blocks, there are plenty to choose from. One of the most popular windmills is located on Alisal Road and even turns on windy days.

Hans Christian Andersen is one of Denmark's most acclaimed authors, and while Solvang has a museum in his honor, our favorite spot is Hans Christian Andersen Park, where a children's playground brings the pages of his stories to life.

Curious about Danish culture? The Elverhøj Museum of History and Art offers an overview of the history of Solvang while celebrating its unique culture.

Shopping is also one of the best ways to explore the town. You'll find everything from specialty food items and gifts to jewelry, clothing, antiques, and art.

## TASTE

We think one of the best ways to explore Solvang is by sampling the treats at the many bakeries. In fact, there are five bakeries within five blocks of each other. Cheese Danishes and butter cookies are time-honored favorites, but don't miss the kringles, flaky pastries filled with fruit or almond paste, mandelhorn, almond horn cookies, or apple strudel.

No visit to Solvang is complete with a bite of aebleskiver. While the name translates to apple slices, these fluffy pastries shaped like tennis balls are similar in taste of pancakes.

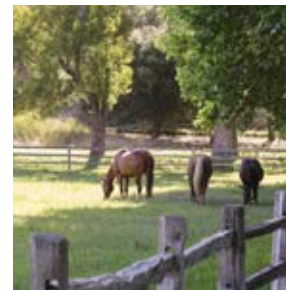
The only thing Solvang may be better known for than bakeries is its Christmas celebration, and at Solvang Bakery, the two traditions blend. The bakery's custom gingerbread houses are a classic holiday favorite — exactly why Alisal Ranch sources our huge display from them each holiday season. As an added festive touch, each guest who stays at the ranch over Christmas receives their own gingerbread house to enjoy in their room.

## EVENTS

For a tiny village, there's almost always something going on here. On Wednesdays, they host a farmers' market but the town really comes alive twice a year during September Danish Days and for Julefest during the holiday season. The 89th annual Danish Days will be held September 18-20, 2026 and features a variety of traditional celebration including a beer garden, Viking reenactments, live music, and folk dancing. Come December, the town really lights up with nightly tree lightings with snow showers, scavenger hunts through town for nisse, or Danish elves, a Maker's Market, and more. In true Viking style, the month-long festival concludes with a tree burning in early January.



*"Alisal is kind of like a hug..."*



## EVENTS AT ALISAL RANCH

ALISAL RANCH IS MORE THAN  
JUST A PLACE TO VACATION;  
IT'S THE PERFECT SPOT FOR  
CELEBRATING MILESTONE EVENTS,  
GATHERING COLLEAGUES,  
OR REWARDING HARD WORK.

"For Liz and Dave Ferrari of Santa Clara-based One Workplace, Alisal is close to their heart," says Adriana Griego, director of events. "They've been bringing their kids here since they were little." The shift in mind-set from Alisal as a family vacation spot to the perfect spot to host their annual retreat was easy. "I really like the fact that there are so many on-property activities," says Liz. "It's so easy and relaxing to have it all there and there's something for everyone. You can go cowboy or go to the spa," she says. "Alisal is kind of like a hug," she says. "It's expansive and there is a great amount of freedom but there isn't that free-fall feeling."



Liz intentionally designs this event to be a reward. "These are our top producers who are working on accounts like Google and Walmart, but we like this to be a family feel. We don't have any meetings." Mornings were met with a casual breakfast, then guests were invited to participate in a number of pre-selected activities, ranging from horseback riding and axe throwing to spa treatments. In the evenings, everyone gathered for dinner, with each night offering something different. "The final night Liz's group enjoyed an awards dinner at the lake," says Griego. "People always love the lake because it's such a beautiful setting. The food is excellent and that venue is a showstopper."



For Liz, who worked with Diane Hamilton of Relevé Unlimited, a Santa Barbara-based destination management company, Alisal Ranch was a perfect choice. "It was really easy for me to plan but we also got rave reviews. The people at Alisal are so wonderful, the food is excellent and you get a lot of value for your money. In 29 years of hosting this event, Alisal Ranch tied for the top spot."

*Learn more about events at Alisal Ranch by visiting [alisalranch.com/gatherings](https://www.alisalranch.com/gatherings)*

# enraptured

## NEW RAPTOR PROGRAM AT ALISAL RANCH

Alisal Ranch is home to a wide variety of birds, including a bonded pair of bald eagles, but this year, a new program introduces guests to the wonder of raptors. Vicki and Kendall Gardner, a local mother-and-daughter duo, have partnered with the Ranch to offer **RAPTOR ROUNDUP**. Held each Saturday and also available for private bookings, the two-hour experience promises an unforgettable adventure.



**NICK AUCKLAND, Director of Operations at Alisal Ranch**, spent days with the pair to determine the best setting. “We had to do a lot of training with the birds for the different locations,” he explains. “There are a lot of environmental factors determining where we’ll hold the activity.” One area they considered was the lake but they were concerned about disturbing the bald eagles and the other birds that make their home there. While the eagles were unbothered, ultimately Nick and the Gardners settled on the sycamore grove. “We want this to be an experience that’s one of the coolest things you’ve done, and being in the sycamore grove is just so beautiful. It feels like the perfect place to have this class because it’s private and feels so special.”



*The experience  
isn't just a demonstration,  
it's a hands-on experience  
for up to ten guests.*

The two-hour activity begins with an introduction about the variety of birds they have brought with them before Vicki and Kendall fly the birds with each other. Each participant then has the opportunity to pull on the glove as they talk you through calling the bird over. Experiencing the thrill of a bird of prey soaring above and then landing on your outstretched arm is one you won't soon forget.



### RAPTOR ROUNDUP

Saturdays 12-2, Reservations required  
Ages 7 and up

Private groups also accommodated  
with advance notice

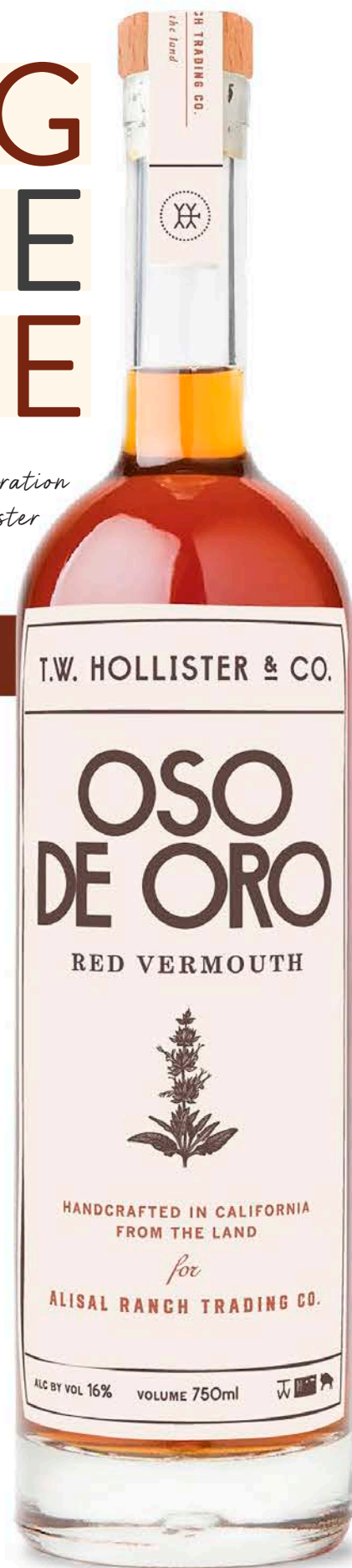
# BOTTLING A TIME & PLACE

*Alisal Ranch's Vermouth Collaboration  
with T.W. Hollister*

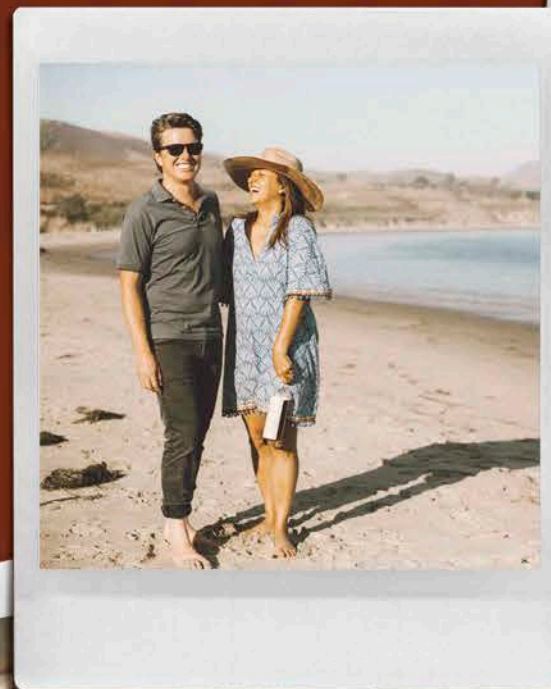
HOW DO YOU BOTTLE THE ESSENCE OF ALISAL RANCH?  
JUST ASK ASHLEY HOLLISTER.

"We started T.W. Hollister & Co. to pay homage to my husband's family's agricultural heritage. The Hollister family has been a leader in the state since the 1840s," she explains.

Ashley and Kyle may look to the past for inspiration, but they're also looking forward. "We wanted to create a brand around the family's history while being mindful of the future. "T.W. is named for our son, and we wanted to pour our energy into something that's regenerative," she says. The result? T.W. Hollister & Co., a winery focused exclusively on vermouth. It could be seen as an unusual choice in a region well known for its award-winning wines but it circles back to their sustainable ethos. Ashley explains that unlike wine, which is highly weather dependent, vermouth's flavor is driven by the wild botanicals. "The grapes don't even need to be good!" As for the botanicals that provide all of that distinctive flavor? Ashley and her family forage for them on their family's ranch, which borders Alisal Ranch.



Recently, Ashley and T.W. Hollister & Co. partnered with Alisal to create a signature vermouth exclusive to the Ranch. Last March, she and her family stayed on property, putting down bee boxes for honey and spending hours foraging by the creek. "We pulled everything from hummingbird sage to salvias. It really is like bottling a piece of the Ranch. You're drinking the essence of the area."



Ashley takes comfort in knowing that her product has come full circle. "We want to be part of that education. You'll go to these amazing dinners and people will order cocktails with food coloring. That farm to table experience hasn't hit the cocktail world the same way, but they're really hand in hand. We want our products to be as farm to table as our food."



*Oso de Oro's Alisal Ranch vermouth is used in cocktails at the bar and is available for purchase at the mercantile.*



# COASTAL

# CO

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01.

RIDING CLUB  
SNAPBACK  
\$52

02.

RUNNING HORSES  
VINTAGE CREWNECK  
\$69



03.

RIDING CLUB  
BOXY TEE  
\$50



05.

RACHEL PALLY DISHES  
Clary Sage Dish 3.5 inches \$80.00  
Oval Poppy inches 6 inches \$100.00  
Sycamore Play 6 inches \$130.00

04.

RUNNING HORSES  
BASEBALL CAP  
\$50



06.

THE GREAT X  
STETSON BOOTS  
\$550



07.

PERLINA BOLO  
LADIES NECKLACE  
\$87.50





I'LL BE  
SATISFIED

You can have my part of city life  
With all the comforts of its kind  
But I prefer the open spaces  
Where the sun is sure to shine.  
You can have that stuffy cottage  
Down on Fifth Avenue  
I'll be contented with a hut of breezes  
With a roof of sky so blue.  
You may have a fluffy pillow  
And a fancy feather bed  
I won't complain with a bed roll  
With some sage brush at my head.  
I guess life is what you make it  
In the city, on the farm  
But me I'm sticking to the country  
To live and die where I was born.

—Sgt. W. Jake Copass  
July 27, 1943

From:  
*It Don't Hurt to Laugh*  
Cowboy Poetry  
by Jake Copass

Jake Copass was once head wrangler at Alisal Ranch. Born in Texas, he was raising and driving Percherons by the time he was ten. He was stationed in New Guinea as a member of the Veterinarian Corps during World War II and was sent to Santa Barbara in 1944. He settled in the Santa Ynez Valley in 1946. Copass started writing cowboy poetry in 1943.



ALISAL RANCH

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