

WINTER 2010

# RIDERS *of the* ALISAL

PUBLISHED WHENEVER A LITTLE CORRAL DUST NEEDS KICKIN' AROUND

A photograph of a cowboy in a white hat and blue shirt herding three horses in a corral. The horses are white, pinto, and dark brown. The corral is made of metal railings. In the background, there is a large barn and trees with yellow leaves. The sky is blue with some clouds.

*Christmas at the Alisal  
Holiday Traditions Continue*

**OUTBACK AT THE ALISAL**  
*Alisal Welcomes Celebrity Chef*

**ADVENTURES IN SOCIAL MEDIA**  
*Alisal's New Online Community*



# CHRISTMAS *at the* ALISAL



*Alisal Fitness Center & Spa Lobby*



*Cookies for Santa  
Alisal Fitness Center & Spa*



*2009 Alisal Christmas Ornament*



*Gingerbread House ~ Alisal Lobby*

Christmas at the Alisal was quite an event this year. The Alisal embraced the holiday season by decorating eight Christmas trees, each with its own theme. Pastry Chef Fernando and his assistant, Arturo, created two elaborate gingerbread houses to decorate the Front Office and the Ranch Room. Our December guests also get into the spirit by dressing up their cottages with Christmas lights and having gifts from family shipped to the Ranch ahead of time. Children and adults who visit the Arts and Crafts Room between Thanksgiving and Christmas can make holiday gifts and ornaments for sharing with family members.

On Christmas Eve, Santa arrived in style to greet guests in front of the Ranch Room. Unfortunately, the lack of snow in California forced Santa to leave his sleigh and reindeer at the North Pole, but Dinky the miniature horse, along with his cart decorated with holly and sleigh bells, carried Santa across the bridge and around the grassy oval. Surrounded by carolers, Santa followed a path of candle-lit luminaries as he made his way to the Cottonwood Room. Once there, Santa handed out personalized gifts to each child age twelve and younger. Kids and adults had the opportunity to have a photo with Santa before he headed out to visit other children across the world.

Whether you were at the Alisal or at home, we hope your holiday season was filled with joy and laughter, and the year 2010 brings you fulfillment in all aspects of your life!



## NEW WAYS *to stay* IN TOUCH

*Alisal's Online Community*

Although time moves slowly at Alisal Guest Ranch, the world around us is buzzing with exciting new communication tools. One of our goals for 2010 is to bring the Alisal community together through online opportunities.

Social media gives us a way to build and communicate with the Alisal community throughout the year. We have found these new endeavors are not only great for guests but great for us! We have enjoyed hearing from you and look forward to more of your Alisal vacation stories, pictures and more over the course of 2010...



*Freiwald Family Vacation  
~ September 2009 ~*

### Fun, Facts, Friends... Facebook

With that in mind, we have officially launched our Alisal Facebook page. Here you will be able to see what is happening at Alisal every week via Facebook. In addition to regular updates, we will also have monthly interviews with Alisal personalities like this month, Tony Thompson, Alisal's Head Wrangler; Tips for new and seasoned visitors; and photos of guests, staff and events throughout the year. With so much happening at Alisal Guest Ranch, we thought Facebook would be a great way to keep you in the loop.



If you are interested in becoming an Alisal Facebook Fan, go to:

<http://www.facebook.com/pages/Alisal-Guest-Ranch-Resort/269698177136?ref=ts>

(Or simply search for Alisal Guest Ranch)

### A Picture is Worth a Thousand ... Memories

If Facebook isn't your thing but you love photos, visit our Flickr photostream. Here you can stroll down memory lane through the eyes of our guests. Each guest's vacation photos have their own album (or set) which can be seen down the right side of the Alisal photostream page. Enjoy your stroll!



To see guest photos,  
visit the Alisal Flickr photostream:

<http://www.flickr.com/photos/alisalguestranch/>

\*\* To share your Alisal photos with the community,

send your photos to: [webmarketing@alisal.com](mailto:webmarketing@alisal.com) \*\*

### COLORFUL & UNIQUE: *Your Alisal Stories in Black & White*

We have collected many wonderful Alisal stories and experiences from our guests since inquiring in October. We still need a few more to create a vibrant new page on the website.

If you want to participate, send your Alisal short story or poem to:

[webmarketing@alisal.com](mailto:webmarketing@alisal.com)

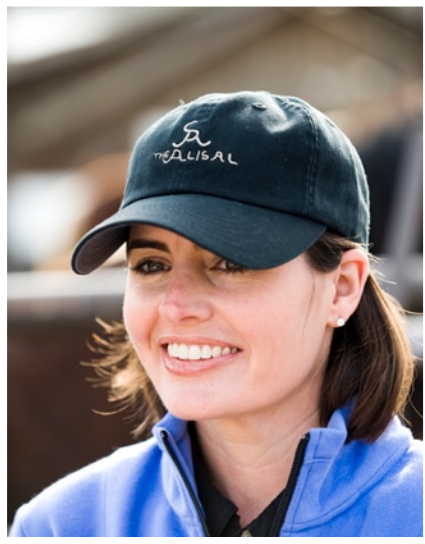
*Koenig-Taylor-Comerford Family Vacation  
~ Alisal Nov 2009 ~*





# » GIFTS & GEAR ONLINE «

*\*\*Coming Soon\*\**



## WE ARE EXCITED TO *announce the upcoming launch* OF OUR ONLINE ALISAL STORE!

If you have been to the Ranch, you know that we have a wonderful gift shop at our Fitness Center & Spa. We have men's, women's, and children's apparel, some of Chef Pascal's specialty items for the foodie in you, and of course our Alisal Christmas ornaments.

So if you are planning a trip to the Alisal and want to have some items before arriving, you will be able shop online. Or if you were here and forgot to pick up a t-shirt for your best friend, you will now be able to do so on our website. When the new online store is up and running, we will send out an eNewsletter letting you know. (Scheduled to launch in March.)





# BRING HOME *the* FLAVOR OF ALISAL

## *Chef Pascal's Spices*



Executive Chef, Pascal Gode, treats guests to amazing meals comprised of recipes he's been perfecting for the 16 years he has worked at the Alisal. Even the spices used to season the meats and vegetables are Pascal's personal blends. Over the years, many people have inquired about these delectable flavors, and now the secret is available for use in your own kitchen.

A specialty spice company in Arlington, Texas is working with Chef Pascal to make ready for sale four of his spice blends. Beef Barbeque Seasoning is recommended for use on steaks, roasts, beef ribs or burgers. The Fish and Seafood Seasoning is great when mixed into soups and stews or sprinkled on any fish or seafood before grilling. The Pork and Poultry Seasoning spices up veggies, chicken or pork. Use the Smokin' Rub generously on pork, beef ribs, briskets and chicken before cooking in a smoker. They're sure to become a favorite at your dinner table and who wouldn't enjoy the flavor you've come to love at the Alisal right at home!

Chef Pascal's spices are better tasting and healthier than other spice mixes. He explained that most brands are around 70% salt and 30% spices, but he uses 70% spices and 30% salt. The salt covers up flavor, whereas the spices enhance the natural flavor of the meat. Another priority of Chef Pascal's is to provide a fresher product. These spices will still taste great months after you open the bottle because they came directly to your house.

The spices are packaged in six-ounce bottles and are available individually or in a gift set including all four. You can pick them up at Guest Services next time you're at the Ranch, or purchase them online at the brand new Alisal Store which will be up and running in March. Individual bottles sell for \$5.50 and the gift pack including all four blends sells for \$22.00. Check back soon for Chef Pascal's next delicious blend: Tri-tip seasoning with sea salt.

*by Elora Bart, Alisal Wrangler*



## ALISAL proudly hosts INJURED WAR VETERANS



*The setting of the program provided opportunities for dads to kids to just be themselves and enjoy each other's company.*

Last October, the Alisal Guest Ranch was host to 12 veterans from the war in Iraq along with their families. These brave soldiers are all dealing with Traumatic Brain Injury, or TBI, which they sustained while serving overseas.

An estimated 5,000 to 6,000 veterans of the Iraq and Afghanistan wars have been diagnosed with moderate to severe TBI. Many of these soldiers are experiencing severe anxiety, fits of rage, a difficult time communicating with family members or wide-ranging challenges returning to a normal lifestyle. One marine explained that he's become "hyper-alert" after sustaining a head injury from the concussive blast from an enemy mortar. He patrols his house and yard in the middle of the night, certain that "somebody is going to get us." Other veterans have been unsuccessful at returning to normal jobs due to severe depression and physical injuries.

The soldiers came to the Alisal as part of the **"Survive and Thrive Veterans and Families Camp"** arranged by the Casa Colina Centers for rehabilitation. Here they attended educational and therapeutic sessions with physicians, neuropsychologists and therapists, learning new coping and family support skills and developing new ways to communicate. There was also a special camp for the children of the wounded service members, answering their questions and providing support, as well as doing fun activities such as hiking and horseback riding.

The veterans and their families also had a chance to enjoy all that the Ranch has to offer. There was an afternoon of fishing

at the lake and a special session in the barnyard to visit the critters. Kay and Vern McWilliams hitched up the team of draft horses and gave the families carriage rides. The young children also enjoyed pony rides around the corral.

The group coordinator met with Dave Lautensack, our General Manager, at the end of their visit and said that most of the soldiers were leaving the Alisal in a much better place than they were when they arrived at the Alisal only a few days earlier. It was a week not soon to be forgotten, not only for the veterans, but for the Casa Colina volunteers and Alisal employees as well.



*Service member husbands and their wives listen to a presentation on communication, one of many presentations on a range of subjects. Other subjects included medical and neuropsychological aspects of brain injury and PTSD, coping with problems, and others.*



*A highlight of the kids' program was riding the horse trails. The planning included full days of activities for children under the direction of highly qualified staff to ensure that the parents could take full advantage and focus on the education, training, and discussion session.*



*Group picture of the thirteen families and the staff members.*



## OUTBACK *at the* ALISAL

*Alisal and South Australia make a perfect match!*

This past September, the Alisal went “down under” when we held our second ever Outback at the Alisal. A great time was had by all on this four-day and three-night package that included horseback riding, fishing, amazing food and great wines. Celebrity Chef Curtis Stone prepared a gourmet dinner that included leg of lamb wrapped in rosemary picked from his own garden and complemented it with wine from Hewitt Vineyards in South Australia. Alisal’s own Executive Chef Pascal Godé treated guests to a dinner of steaks, ribs, and salmon barbecued over red oak, and paired with several wines from right here in the Santa Ynez Valley.

Bright and early, everyone saddled up and headed out on an early morning horseback ride to the Old Adobe camp area for breakfast. The riders enjoyed a hearty breakfast as they warmed their feet around the campfire. After their ride back to the ranch headquarters, guests set out in various directions to explore the many other activities the Alisal offers. Some played a round of golf, some went fly fishing, and some preferred to soothe their saddle-sore muscles with a massage at the spa. That evening everyone gathered in the Waggin’ Tongue Saloon for a reception with representatives from South Australia as well as Chef Curtis. Lastly, everyone headed to the Poolside Pavilion where they were greeted by a roaring fire, s’mores, and warm Alisal blankets to watch the epic movie “Australia” under the stars. Other highlights of the weekend included lunch overlooking the breathtaking Alisal Lake and a workshop on cattle drives.



*Pat and Pam O'Donohoe, the lucky winners of the Great Australian Outback Cattle Drive drawing*

**The Alisal would like to congratulate Pat and Pam O'Donohoe, the lucky winners of the Great Australian Outback Cattle Drive drawing.** The O'Donohoes will be heading to South Australia in August 2010 to participate in the massive cattle drive alongside some of Australia's most experienced and famous cattle drovers. Their expenses and airfare are provided by the South Australian Tourism Council. Enjoy your trip, Pat and Pam!

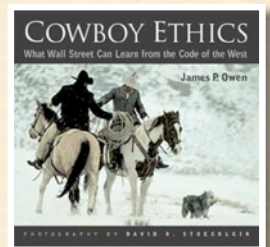
The Outback at the Alisal weekend was a truly memorable one! If you were one of the participants, we encourage you to email your photos to [webmarketing@alisal.com](mailto:webmarketing@alisal.com) so we can post them on our Flickr page. Watch for Curtis Stone on the new Celebrity Apprentice series this March.

To inquire about future Alisal vacation packages, call our Reservations Department at 1-800-4-ALISAL.

### COWBOY *Ethics* BOOTCAMP

The Alisal just completed its second Cowboy Ethics Bootcamp of 2010. The programs were led by Jim Owen, noted author of *Cowboy Ethics, What Wall Street Can Learn from the Code of the West*. Two different groups came to the Alisal specifically to participate in this unique program. Over three sessions, Mr. Owen presented his *Unwritten Laws of Cowboy*

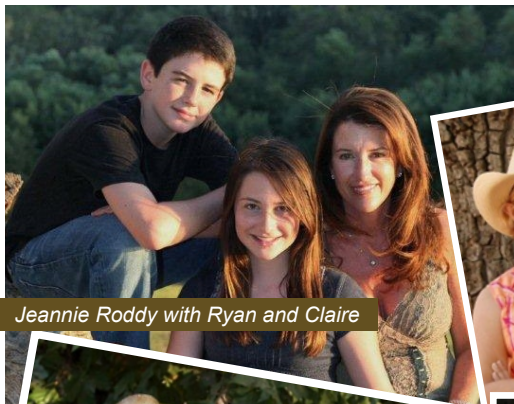
*Capitalism* and successfully tailored them to each company's specific goals. For more information on the Alisal's *Cowboy Ethics Bootcamp*, please contact our Sales Department at 800-4-ALISAL.





# ALISAL GUEST PHOTOS

*Looking Back... 2009*



Jeannie Roddy with Ryan and Claire



Paul and Diane Morton with Emily and Jenny



Mark and Susan Burger with Natalie and Michael



Paul and Gina Bertrand with Nicolas and Noelle



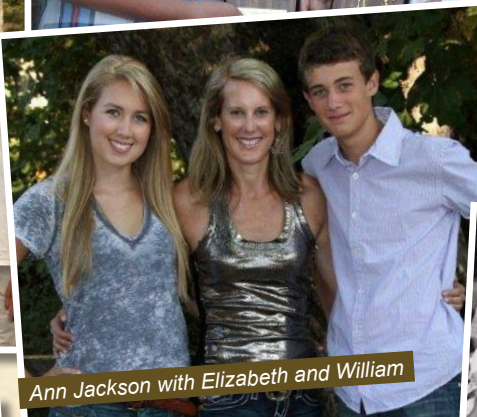
Taylor and Tamara Friend



Nick and Donna Shubin with grandchildren



Harding and Kim Young with John, Haley and Matthew



Ann Jackson with Elizabeth and William



Erik and Tracy Rogers and Family



John and Vicki Pike with Jill



John and Sandra Escher with Maddie



Grimm Family



Susan Wasserman with Emma and Annie



# ALISAL GUEST PHOTOS

*Looking Back... 2009*



Jonathan and Ann Thomas with children



Mike and Sallie Tomasini with John and Brian



The Henzell, Anderson and Lopez Families



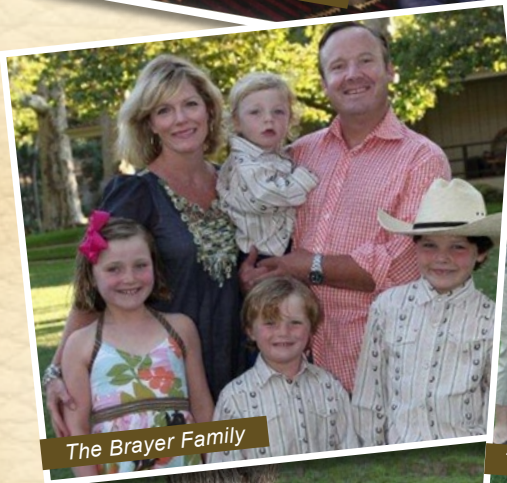
Ralph and Francine Flewelling and Family



Randy and Mary Heartfield and Family



The Seastedt and Ryan Families



The Brayer Family



The Handwerker, Champion and Crooks Families



The Hurlbut and Wasserman Families



The Stark and Berke Families



The Nelson, Andrews and McGlasson Families

All but one of the above family photos were taken by Alisal's photographer, John Fitzpatrick. This is John's 10th year at the Ranch. If you would like to contact John to arrange a family photo during an upcoming visit, he can be reached at 805-450-8788, [info@johnfitzpatrickphotography.com](mailto:info@johnfitzpatrickphotography.com) or through his website, [www.johnfitzpatrickphotography.com](http://www.johnfitzpatrickphotography.com).