

HOLIDAY 2016

RIDERS *of the* ALISAL

PUBLISHED WHENEVER A LITTLE CORRAL DUST NEEDS KICKIN' AROUND

Welcoming
Kathleen Cochran



Farewell
David Lautensack



PLUS:

Must try 2017 Packages

The Digital Campfire

✦ A NEW START *at the* ALISAL ✦



A Friendly New Face in the Front Office

The Alisal is excited to announce our new General Manager, Kathleen Cochran. For those of you who were at the Ranch this summer, you probably heard that Dave Lautensack, the man at the helm of the Ranch for more than two decades, was looking forward to retiring. In typical Dave fashion, he said he wouldn't step down until just the right person was found to guide the Alisal into its next chapter. When Kathleen Cochran was selected to fill the post, nobody was happier or more relieved than Dave.

Kathleen brings to the Ranch over 30 years of hospitality industry experience, managing multiple distinguished luxury hotels and resorts across the nation, and most recently serving as the managing director at The Resort at Paws Up in Montana.

No stranger to California, the Santa Ynez Valley represents a homecoming of sorts for Kathleen, who has roots in nearby Santa Barbara. Prior to her time at Paws Up, she spent five years as the managing director at Bacara Resort, where, under her direction, the property drew the most guests ever in the history of the property. Prior, she dedicated 24 years to Loews Hotels, where she served as general manager of the Loews Coronado Bay Resort near San Diego, as well as managing director of The Plaza Hotel in New York City.

"I am excited to return to California and ready to become a member of the Alisal family," says Kathleen. "I was lured to the resort by its rich history, outstanding staff and the exceptional culinary, spa,

golf, and resort programs. I look forward to working closely with the incredible team to elevate the Alisal guest experience even more."

In regard to Kathleen taking the reins from Dave Lautensack, the Alisal's Chief Operating Officer, Jim Jackson, said, "We were fortunate to have David Lautensack serve as our general manager

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Alisal family" - Kathleen Cochran*

for 23 years and we recognize it is difficult to replace someone of his stature and reputation. With Kathleen's breadth of experience and energy, we have a great opportunity to build upon our past successes and to continue improving the guest experience at the Alisal. Kathleen is set to be a welcome member of our team."

Kathleen has received numerous accolades for her management leadership, industry innovations, and community collaborations, including Woman of the Year by the Goleta Chamber of Commerce and Top Woman in Business by Pacific Coast Business Times three years in a row. Her work at Loews Coronado Bay Resort culminated in a number of management awards, including General Manager of the Year by the California Hotel & Lodging Association, San Diego's "Best Place to Work" by San Diego Magazine and San Diego Business Journal, and "Workplace Excellence" from the Society of Human Resource Management.

PARTING NOTE *from* DAVE LAUTENSACK



Owner Palmer Jackson and David Lautensack

First and foremost, I would like to commend the Jackson Family on their amazing success story for the past 70 years. The Alisal is truly a one-of-a-kind resort and it was my pleasure to work there for 23+ years.

In looking back, I must admit that it took me a while to fully grasp the essence of the Alisal before I could realistically set goals for myself and my managers. Ultimately my primary goal was to perpetuate and hopefully enhance the legacy of the Alisal. I hope that through the things my staff and I did during my tenure to improve both the guest and the employee experience, we were successful.

A guest ranch, such as the Alisal, is a living organism and needs to change with the times in order to remain vital. Our goal was always to incorporate changes in an Alisal-appropriate way. Many changes were made to the facilities and services, but they were always done with the hope of retaining the Ranch feel and complimenting what was already in place. We did our best to avoid anything too slick or trendy.

I would like to acknowledge the many loyal guests with whom I felt I had a personal relationship. I loved the different “flavor” of each week because of the varied guests who were on property at that time. The fact that we were, for many guests, their true home-away-from-home added to our sense of responsibility and obligation to them.

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Overall it was a wonderful experience and I will miss the Alisal very much. I have been absent from the Alisal for only five weeks and realize that it is going to take a long while to stop saying “we” and “our” when referring back to the Ranch. I consider that a good thing as I will always feel a connection to the Alisal.

Looking back at my over two decades at the Ranch, I have so many fond memories. As part of this story, I was asked to recount a favorite standout moment. One was of the 2006 “Celebration of

Life” event the Ranch had for long-time Alisal wrangler and cowboy poet, Jake Copass. We knew that Jake’s passing had effected the whole Valley so we decided to hold what we thought would be a modest get-together at the Alisal rodeo arena. Once the word went out, we were swamped with calls from area wineries and restaurants wanting to donate to the event to make it special. An hour before

the event, our front office received a call from one of the hopeful attendees requesting we delay the start of the event because of the traffic jam in Solvang of people trying to get to the celebration. By the starting time, there were over 400 people in attendance. It was a special day, for a cherished member of the Alisal staff and a good friend of the community.

As for my next chapter, I am looking forward to writing it one day at a time. We have moved to Texas to be closer to family. Once my wife and I get settled, I will start exploring options that will allow me to keep interacting with people, while enjoying a bit more down time.

NEW PACKAGES *for* 2017



Romantic Valentine's Day Offer

Surprise your Valentine with a romantic one night stay in studio accommodations with wood burning fireplace. Includes wine, roses and chocolate strawberries on arrival, bottle of Alisal label wine with dinner, horseback riding, green fees at Alisal Ranch Course and the River Course at Alisal, tennis court fees & fishing at our private lake.

[Reserve Now](#)



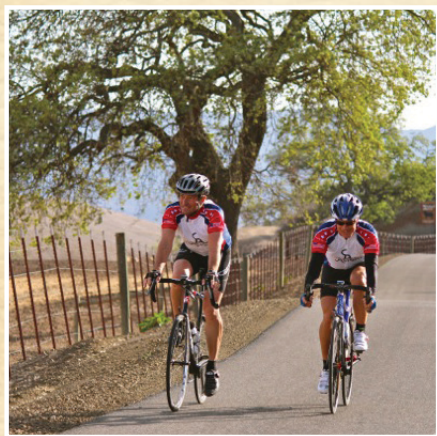
GUIDED CYCLING:

EAT, DRINK, CYCLE, REPEAT

Winter, Spring, Summer or Fall, any time of year in Central California and the Santa Ynez Valley is a great time to go biking. The Alisal offers all cycling enthusiasts, newbies and seasoned pros alike, the ultimate cycling adventure with its Guided Cycling Package. Think of it, peddling through the scenic wine country, with the comfort of the Alisal as your home base. The package includes breakfast, lunch and dinner daily, a rejuvenating Swedish massage and even, horseback riding, golf, tennis, and fishing at Alisal Lake.

Selected dates for a group package are September 18-20, 2017

[Reserve Now](#)



ROMANCE IS ALIVE AT THE ALISAL *WINE & ROSES PACKAGE:*

There's something about getting away to the country that always seems to spark the flame of romance. Whether snuggling by a crackling fire, sipping a local Santa Ynez wine underneath an oak tree, or taking an evening stroll under a canopy of a million stars, guests agree the Alisal makes for the perfect romantic escape. You bring that special someone and we'll include some special touches to set the mood. To put a little extra giddyup in your get-along, the package includes sparkling wine and roses upon arrival, a bottle of Alisal label wine with your dinners and a gourmet picnic basket of goodies perfect for enjoying up by the Alisal lake, or anyplace else. When your not busy gazing into each other's eyes, you can be enjoying all the great outdoor activities the Ranch has to offer. It's all the ingredients you need to make some memories.



[Reserve Your Package Now >](#)

or call: (805) 688-6411

Santa VISITS THE *Ranch*



Even Ol' St. Nick needs a little R&R during the holidays, particularly before embarking on his biggest journey of the year. Luckily, photographer Tenley Fohl, was there to capture his stay with us. Enjoy!

Photos by Tenley Fohl Photography



GATHER AROUND *the digital* CAMPFIRE



KEEPING IT SOCIAL

To us social media is like a big digital campfire where we invite you to swap your favorite Alisal memories, photos and stories with the rest of the big Alisal family. Lately we have been getting some great photos, video clips and fun tales from you and we love reading them and sharing with other past and future guests. Your input is the gooey marshmallow that holds our whole social media s'mores together.

Please follow along:



Instagram: [@alisalguestranch](https://www.instagram.com/alisalguestranch)



Twitter: [@alisalranch](https://twitter.com/alisalranch)



Facebook: [Alisal Guest Ranch & Resort](https://www.facebook.com/AlisalGuestRanchResort)

Please feel free to tag us with the above handles, and hashtag **#Alisalranch** for the chance to be featured across our social platforms. We want our pages to capture the spirit of Alisal, and we can only do it with your help! Thank you for following along!

Don't forget to check out our BLOG!

Read articles on helpful hints on maximizing and enjoying your Alisal Guest Experience, interviews with staff, private event clients and stay current with happenings at the ranch.



<http://alisalguestranchresort.wordpress.com>



*May the trail rise up to meet you, may the wind
be always at your back, may the sun shine warm
upon your face, the snow fall soft on the hills
around you and until we meet again...*

*Happy Holidays from all of us at
The Alisal*

