

FOR IMMEDIATE RELEASE

FOR: ALISAL GUEST RANCH & RESORT

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**ALISAL GUEST RANCH & RESORT
OFFERS CORPORATE EXECUTIVES MOTIVATION—THE COWBOY WAY**

*Alisal Guest Ranch & Resort and “Cowboy Ethics” Author, Jim Owen,
Team Up for a Unique Retreat Focusing on the Code for Success*

(SOLVANG, Calif.)—It’s fair to say that most of us long for the good ole days when deals were done on a handshake and a man’s word was his bond. Today more than ever a company’s success depends on team performance and values. The question is, where do you go if you are an executive looking to for a morale boost and a dose of ethical inspiration? The answer is clear—the new *Cowboy Ethics Bootcamp*, a unique new corporate retreat hosted by Alisal Guest Ranch & Resort and led by Jim Owen, motivational speaker and noted author of the book, *Cowboy Ethics*.

“Given the state of corporate America today, the timing could not be more perfect for Alisal Guest Ranch and Jim Owen to team up, “says David Lautensack, General Manager, Alisal Guest Ranch & Resort. “We share many of the same core business values and are thrilled at the opportunity to encourage and demonstrate ethical business practices through the new *Cowboy Ethics Bootcamp*.”

Nestled on 10,000 acres in the Santa Barbara wine country, Alisal Guest Ranch & Resort offers a secluded setting for four days of intensive workshops where business leaders can infuse their companies with traditional “cowboy” values. Meeting with Mr. Owen in small groups, executives will learn about the “Code of the West” and how those classic western values can help corporations forward out of the economic and ethical quagmire that is gripping the nation and the world. The bootcamp workshops will cover topics such as: What Wall Street Can Learn from the Code of the West; Living by the Code – Implementation and Application of Theories through Everyday Practice; and Cowboy Coaching – Horsemanship and Leadership lead by Tony Thompson, head wrangler at Alisal Guest Ranch & Resort.

The retreat builds on the Cowboy Code principles such as: *Live each day with courage; When you make a promise, keep it; Remember that some things aren't for sale; and Always finish what you start.* The retreat builds on these back-to-basic values to provide a fresh blueprint based on character. Guests who attend the retreat will not only get valuable time with Mr. Owen, but will have a chance to savor the western hospitality that is a trademark for Alisal. Non-workshop activities include: a horseback ride to the historic Old Adobe for an elaborate barbecue luncheon; a bountiful seafood dinner at the Ranch's private lake; a winemaker's dinner featuring Bill Foley, owner of Foley Vineyards who was recently named one of the 15 westerners to watch in 2009 by *American Cowboy Magazine*; and an evening of wonderful entertainment featuring *Will Rogers' America*, performed by veteran actor Rich Hoag.

Alisal's "Cowboy Ethics" Bootcamp is offered:

- **October 29-November 1, 2009**

The "*Cowboy Ethics*" *Bootcamp* is \$1,500.00, per person based on double occupancy and includes meals, wine dinner, activities, turn-down gift, taxes, and service charges.

For additional information or to make a reservation, contact the Alisal Guest Ranch and Resort at 800-4-ALISAL, via e-mail at sales@alisal.com or visit the Ranch on the web at www.alisal.com.

Alisal Guest Ranch & Resort

Alisal Guest Ranch & Resort offers 73 telephone- and-television-free guest cottages and suites, the brand new Alisal Fitness Center & Spa featuring weight and cardio equipment, fitness classes, and indulgent massage and facial treatments; two 18-hole championship golf courses; six tennis courts, and a 100-acre spring-fed private lake with water sports, including fly fishing, canoeing, and kayaking, as well as archery, and an air-rifle shooting range. Alisal Guest Ranch & Resort has long been considered the premier full-service guest ranch for couples, families, and conferences since it opened in 1946. This secluded hideaway is one of the few places where time seems reluctant to move forward.

James Owen

Mr. Owen is a former partner in NWQ Investment Management, an \$8 Billion dollar financial firm. He retired in 1997 for four years, until he became an ethics manager for Texas-based Austin Capital Management. Before corporate scandals hit the front pages, Mr. Owen had already penned his popular 2004 book, *Cowboy Ethics – What Wall Street Can Learn from the Code of the West*. Given the corporate climate of the last several years, he has become a highly sought-after speaker who is looking forward to sharing his insights in the intimate authentic western setting provide by the Alisal.

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FOR MORE INFORMATION CONTACT WAGSTAFF WORLDWIDE, 323-871-1151