

**ALEXANDER'S
HOTS**

*The DB10
Aston Martin,
living in
Laguna
Beach,
Mike Trout,
yin yoga,
Leica cameras*

**ALEXANDER'S
NOTS**

*People who text
and drive,
GMOs in food,
Spanx, TV
shows on
housewives,
selfies*

BIG IDEAS

She dreams up stories for world-renowned destinations, and, now, Toni Alexander's reimagining one famous ranch.

By Jerry Hicks

Photography by John Dole

Toni Alexander makes her living telling stories, but you won't find her work on bookshelves. She tells huge, sweeping, panoramic stories for megamillion-dollar clients all over the world. For three decades, she's been circling the globe, helping companies sell themselves through her

words—namely, her vision- and brand-identity books. Her latest project: creating a new story for the \$100 million Sycamore Valley Ranch in rural lands near Santa Barbara. Her client Colony Capital LLC controls the joint venture that owns the ranch, and Alexander and her Newport Beach-based company, Intercommunications Inc. (intercommunicationsinc.com), wrote the deluxe book for the Realtors' sales pitch. And she did it her way—underplaying its greatest sales point.

Maybe you've never heard of Sycamore Valley Ranch. But you certainly know what one of its former owners called it—Neverland. That would be Michael Jackson, music legend extraordinaire. You don't have to tell potential buyers that there's a jewel-gloved, moonwalking elephant in the room. "We didn't have to play that up in our book because everybody knows it," Alexander says. She wants them to see the land well beyond Jackson's miniature train station or his petting zoo. Instead, she calls attention to the land's history and its 2,700 sprawling acres, with more than 100,000 sycamores and live oaks, its valleys and fresh-water lakes, and its "altar"—the highest point on the property, where you can see the neighboring mountains of the San Rafael and Santa Ynez ranges and all the way to the Pacific.

Alexander may have downplayed Jackson in her book, but those who read it will no doubt be drawn to two quotes. One from Jackson: "I respect the secrets and magic of nature." Then there is the J.M. Barrie quote from *Peter Pan* that Jackson had in mind when he named the place: "So come with me where dreams are born, and time is never planned. Just think of happy things and your heart will fly on wings, forever, in Never Never Land."

IMAGE-MAKER Toni Alexander dreams up big stories from her Newport Beach office for clients around the world.