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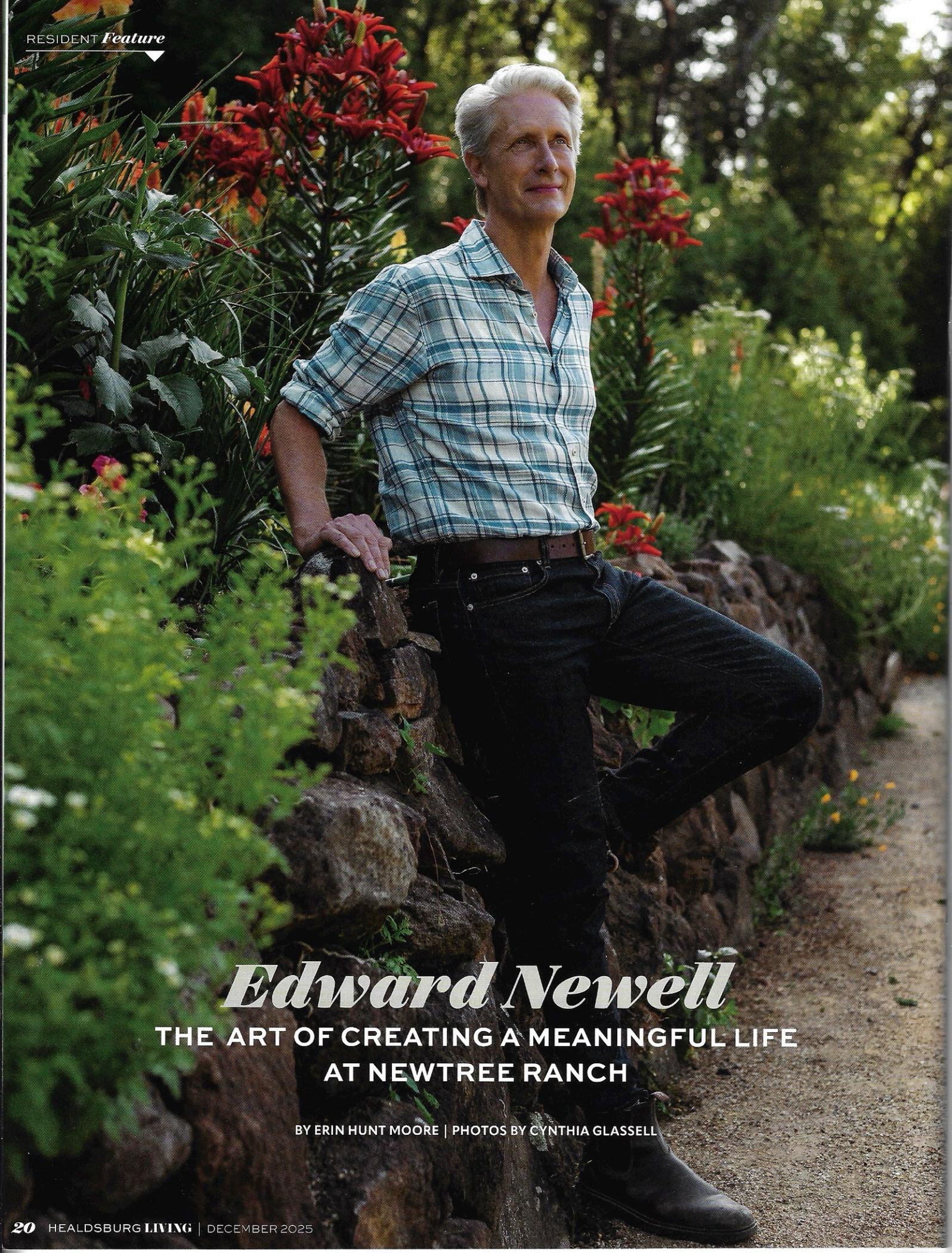
*Edward
Newell*

AND HIS GOLDEN
COMPANIONS

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Edward Newell

THE ART OF CREATING A MEANINGFUL LIFE
AT NEWTREE RANCH

BY ERIN HUNT MOORE | PHOTOS BY CYNTHIA GLASSELL

NESTLED DEEP IN the redwoods and among 120 acres of rolling hills, NewTree Ranch is mere miles from downtown Healdsburg and an hour and a half north of San Francisco, but it feels like it's a world away. The quote placed on the Ranch's front gate sets the tone: "There's no such thing as time; just this minute and you're in it." Presence. Peace. Connection. This was precisely the refuge that NewTree Ranch founder and proprietor Edward Newell had been looking for when he set foot on this land ten years ago. Today, with its hundreds of acres of forests and hills; its lush, sustainably-farmed gardens; its barns, stables and fields with a myriad of animals; and its two beautifully designed and appointed guest villas, NewTree Ranch is a space for families and friends to gather and unwind, connect deeply with each other and with surrounding nature: a Zen-like hospitality allowing for restoration and refueling that Edward is passionate about sharing.

A decade ago, Edward was living a life that might have looked ideal from the outside. With a successful career in hospitality spanning several decades, he had finally created a dream company that fully leveraged the breadth of his passion, experience and connections. His business designing and manufacturing furniture for hospitality clients sent him around the world working with top brands and names in the industry. But he was rarely home. And after decades of this life, he knew he was burning out.

"I had built a dream life that had become a nightmare over time. I absolutely loved to travel, but with a life that was essentially 11 ½ months on the road, I had become completely disconnected from nature, from community, and even from myself," said Edward. "I'll never forget packing for what should have been an incredible three-month business trip and suddenly breaking down. At that moment, I knew what I needed: to find land and space. I'm not sure if I really knew exactly what beyond that, but

it involved deepening a connection with myself, what I cared about and to create something meaningful. That's where the story of NewTree Ranch truly began."

Rather than get on another plane, he got into his car and traveled north to a place that had been a part of his past and held meaning for him: Sonoma County. Decades prior, he had moved north after graduating from high school in Los Angeles to attend Santa Rosa Junior College. Said Edward, "I fell in love with the area, especially Guerneville and its towering redwoods. Those memories stayed with me, and when I later felt a calling to change my life, it seemed only natural to return to the place I had loved so deeply."

A PLACE TO REST AND FIND MEANING

The transformation of the property that would become NewTree Ranch is deeply reflective of Edward's own journey. Finding that first parcel of land from which to begin his new chapter was the easiest part.

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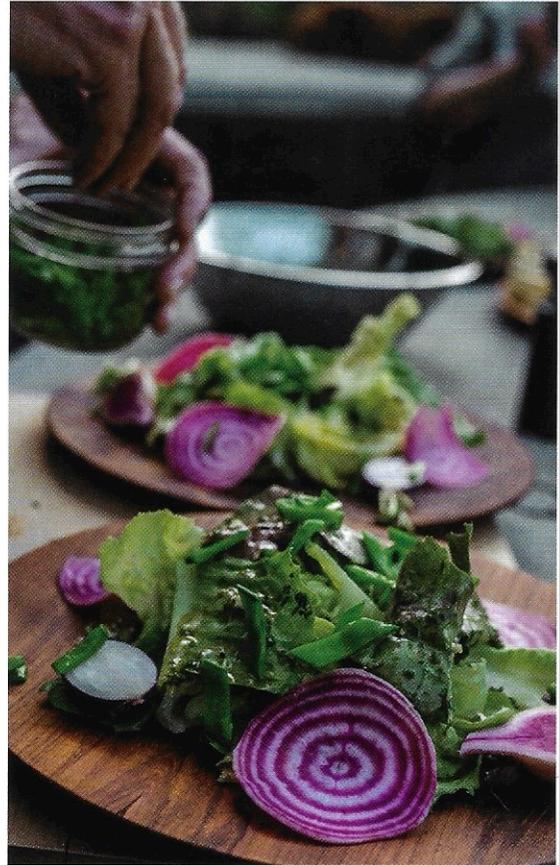


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Edward celebrating with Nelly Cervera, Housekeeping Host, NewTree Ranch.





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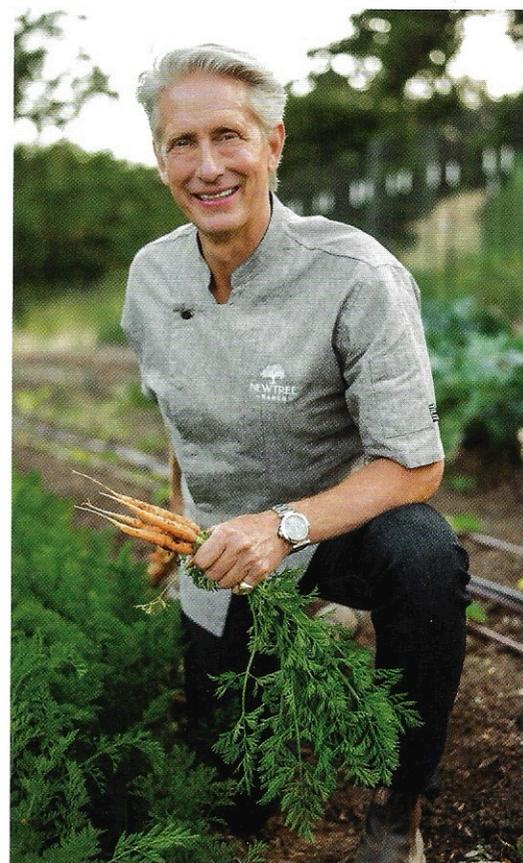
Unwinding from an unbalanced life of travel and work and transitioning to one immersed in the quiet of nature took time to process.

“The first years were tough,” said Edward. “I had never spent so much time in nature. I’ve had to do a lot of inner work to truly find peace with myself here and before I could begin thinking about any kind of vision for the property, which has evolved over time. It has really felt like one step at a time, beginning with one parcel of land, where I literally pitched a tent and got to work cutting down trees and considering the possibilities of what could come next.”

Edward’s original plan involved growing food and teaching people about the source of their food and ingredients, inspired by years of travels to other cultures where he witnessed a deeper understanding of the farm-to-table connection as part of daily life.

“Little did I know that I didn’t know where our food comes from,” laughs Edward. “And I think I will still be figuring it out until the day I die. But with each season and each new step forward, we’ve learned, and through those lessons have very intentionally expanded the property and what we offer. We’re constantly growing better vegetables, creating spaces that are more welcoming, and finding ways to make the ranch thrive.”

Given Edward’s long career in hospitality, it makes sense that over time, and especially after COVID, the vision to connect people with their food evolved into creating a regenerative and restorative space for families to come, connect and enjoy, with food, animals and



"As a passionate chef and former restaurateur, food is so important to me." Edward prepares a meal for guests.

the stunningly beautiful nature providing the foundation for that experience.

"I originally built NewTree Ranch as a place for me to come and connect with myself, with nature, and with something bigger than day-to-day life," says Edward. "What I've realized is that when I connect more deeply here, the land itself seems to respond, and so do the people who work with me on the land and those who join us as guests. Almost everyone says they feel something the minute they step onto the property, a sense of calm and of being recharged."

He continues, "I believe that spirit has been here long before me, and what we're doing now is helping to restore and strengthen it. Part of that comes from our commitment to stewardship, doing everything we can to care for the land, keeping toxins to a minimum, and making choices that allow all beings here to thrive. What makes me proud is that NewTree Ranch is not just my home, but a guest ranch and farm stay where people come to connect, to spend meaningful time with loved ones, and to experience life closer to nature. Sharing this land with others and seeing how it impacts them is

one of the most rewarding parts of what I do. This is true for the guests who plant the seeds, then come back to harvest the food; the stewards who support us with the property; and the people and organizations in the community with whom we share our produce, including Food For Thought."

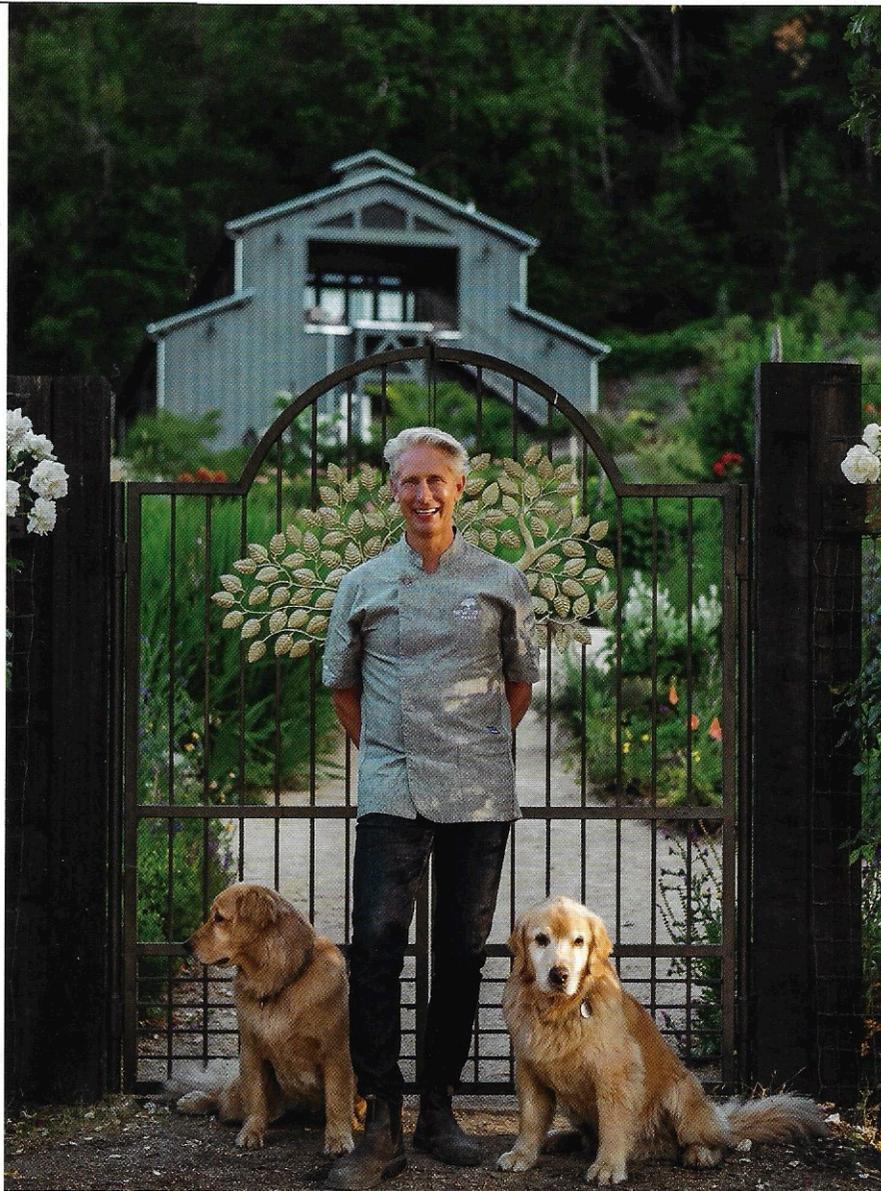
COMMUNITY AT THE HEART OF THE RANCH

Everyone and everything on the Ranch play an important part of the eco-system here, including the animals.

This includes Edward's *Cont. on page 24*



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“I’m grateful to be in a place where connection, inspiration, and community are all around me.”

two beloved golden retrievers, Dick and Ariana, the official guest greeters; the two Scottish Highland cows, Eddie and Katie; the three horses, Horselain, Ginger and Paris; two Nigerian dwarf goats, Sally and John, and an expanding flock of happy chickens. Edward also has two cats, Florence and Tom. Of course, being set within 120 acres, NewTree Ranch coexists with a range of wildlife on the property, creating a “sanctuary feel, with so many different animals sharing the space and thriving together,” describes Edward.

Of life in and around Healdsburg, Edward couldn’t imagine living anywhere else. The past decade has provided him with the opportunity to build deep friendships, establish a strong community, which has grown even closer through difficult challenges like fires and COVID, and to contribute and give back in many ways.

“When I first arrived, I didn’t know much about the community,” stated Edward. “I was very much adjusting and settling in. But I loved the vibe, the mix of old world and new world, the incredible food culture, and the feeling that there were so many people here to learn from and be inspired by. Over the years, I’ve also felt the love and compassion that really define this place. Coming from a hectic life where I often felt disconnected, I feel so grateful now to be in a town where connection, inspiration, and community are all around me.”

Edward, Ariana and Dick at the entrance to the lush NewTree Ranch gardens and Barn House.

With two luxury villas accommodating up to 12 guests, NewTree Ranch is ideal for meaningful gatherings of friends and family. Surrounded by 120 acres of serene nature, the Ranch blends refined comfort with regenerative living through organic gardens, farm-to-table dining, and immersive outdoor experiences. The spirit of this work continues through the NewTree Ranch Sanctuary—an initiative devoted to regeneration, conservation, and the mindful care of our shared land. To learn more about the property, its mission and a stay, visit www.newtreeranch.com.

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