Dear Friends of Hospitality:

We are quickly heading toward winter and the excitement of a six-month period of non-stop sports, outdoor activities and entertainment! It's a great time to be around Happy Valley and I hope you're ready for the most anticipated winter sports season in recent memory. Remember to stop by one of our wonderful restaurants or lounges and get warmed up in front of our beautiful fireplaces.

In this issue, we're starting a new feature — Where Are They Now? Many of our interns and former student employees get acquainted with our regular guests, and we often field questions about them. In this issue, you'll get reconnected with Will Yahr, who added great personality and ingenuity to our Front Desk in the late 90s and has achieved great success as a leader in the hospitality industry. He really hasn't changed a bit!

Also, the School of Hospitality Management has a new Director, Dr. John O'Neill, and we will introduce you to him as well. Our usual features are still here — the calendar, a delicious recipe, and a “Beer Corner” to compliment the recipe. As usual, there’s plenty to catch up on.

Over the next few months, you’re going to see some style changes in our newsletter as we work to improve our communication with you. I would personally appreciate your feedback as we move forward — let us know what you like and send us any ideas you have for more stories. We have always read every response we get and we take into consideration every suggestion sent to us. Thank you so much for your support.

Jim Purdum
General Manager

A HIGHER CALLING

Many people have moved from industry to academia, but John O’Neill, the newly named director of the School of Hospitality Management, felt that his was a higher calling — to higher education, a career change that would allow him to affect the lives of young people entering the hospitality industry. Ultimately, the better the graduates, the better the future of the industry.

O’Neill has a varied background, from being in senior positions for Coopers & Lybrand, Holiday Inn Worldwide, and Marriott and Hyatt Corporations to assistant, associate, and full professorships at Johnson & Wales University, Novgorod State University in Russia, and the University of Rhode Island respectively. His research has focused on strategic management, lodging management and development, real estate valuation, work-life balance in the lodging industry, and hotel branding.

“I jumped at the chance to be a part of such a great institution,” O’Neill says.

continued on page 2
Cheers!

“...I wanted to get out of the city and find a better environment for my family. But of course Penn State itself was a draw. This University’s reputation is stellar, and its hospitality properties are world-class. I could think of no place I’d rather be.”

When it comes to the School’s connection to Hospitality Services, O’Neill has found very clear and strong ties. “Our students are involved in internships and jobs in both hotels, some of the Hospitality staff teach in our programs, and our curriculum dovetails with Hospitality in many ways. In fact, there is now a class in hotel management that rotates students through different departments in the hotels. This is a class early in the curriculum and it’s the epitome of real world experience for students. The Nittany Lion Inn is an historic, four-star hotel and the Penn Stater is a true conference center and it’s unique. No other University has such great hospitality properties. We are extremely lucky.”

According to O’Neill, another new initiative has been a symposium on hotel valuation offered at the Inn, in conjunction with Steve Rushmore of HVS, the leader in hotel valuation in the world. It was a first-time experiment, with no true feel for how many people would be interested. “It was a huge hit, and we had to turn people away” he says. “We had people come from all over the world to this workshop, not only because of Rushmore, but also because of the wonderful facilities Penn State has to offer. Hospitality’s reputation was on full display and everyone who was there was impressed with what has been done. We are the standard to which others aspire.”

“Ultimately, I do this to enhance the experience of our students. I am looking forward to working with the staff of Hospitality (Services) to plan even more opportunities for connections between our curriculum and the hotel properties.”

Continued from page 1

John O’Neill, the director of the School of Hospitality Management

The pairing for this corner is the Sierra Nevada’s Torpedo Extra IPA and Apple Chili Short Ribs. Sierra Nevada, Torpedo Ale is a big American IPA; bold assertive and full of flavor and aromas highlighting the complex citrus, pine and herbal character of whole-cone American hops. Torpedo Extra IPA is the newest addition to Sierra Nevada’s year round roster of beers.

The sweetness and maltiness of the beer balances the spiciness and acidity in the ribs. The roasted malt, carbonation and alcohol all balance the sweetness and richness like the hop flavor does. You would be surprised how well beer flavors interact with food and create a delicious and refreshing blend for you to enjoy. So for your next dinner party sit down and relax and let the pairing to us.

Shad Heim
In 2005, Yahr received the Emerging Professional Award from the School of Hospitality Management; then in 2009, he was awarded the Emerging Professional Award from the School of Health and Human Development. In thinking back about his education at Penn State and how it relates now, he's honest when he says that his experiences in Hospitality were like the three-R's. “I refer back to my education and the basics and principles that I learned there. I remember the day that I went into Mr. Purdum's office with an idea for a comment card. I knew it was a good idea and he allowed me to put it together. That’s a valuable confidence-builder, and I appreciated it so much.”

Even though hospitality is a 24/7 job, Yahr has managed to find the time to get married, and his new daughter Mallory has given him a new perspective on career and family. “Now I plan my time around my wife Dana and my daughter, but still work too much.”

Yahr's philosophy seems simple: “We are all gifted with the service technique; it’s how we use it that sets us apart. There’s no reason not to be outstanding.”
Please note that this is just a sampling of the sporting events, exhibitions, and activities in the Centre Region. For a complete listing or information, see calendars on the web pages www.gopsusports.com or www.happyvalley.com.

Check pennstatehotels.com for great packages!

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<td>Field Hockey vs. Villanova</td>
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<td>Concert: Asleep At The Wheel, <a href="http://www.thestatetheatre.org">www.thestatetheatre.org</a></td>
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<td>Oktoberfest hosted by the Dining Room</td>
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<td>Football vs. Iowa</td>
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<td>Inside the Park Homecoming Walk at Medlar Field</td>
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<td>For the Glory Student Talent Show</td>
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<td>Paul Taylor Dance Co., <a href="http://www.cpa.psu.edu">www.cpa.psu.edu</a></td>
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<td>Women's Soccer vs. Nebraska Student/Alumni Ice Cream Social, Hintz Family Alumni Center PSU Homecoming Parade</td>
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<td>The Met Opera, Live in HD, The State Theatre</td>
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<td>17</td>
<td>Concert: David Sanborn, The State Theatre</td>
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<td>Theater: In The Heights, <a href="http://www.cpa.psu.edu">www.cpa.psu.edu</a></td>
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<td>Women's Ice Hockey vs. California (PA)</td>
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<td>Men's Soccer vs. Nebraska Student/Alumni Ice Cream Social, Hintz Family Alumni Center PSU Homecoming Parade</td>
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<td>Football vs. Illinois</td>
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WE GET LETTERS!

Your entire staff was extremely friendly and helpful. The Penn Stater has a very nice atmosphere about it and I feel it’s mostly due to your friendly staff in all aspects of the hotel. I cannot single one out and feel they all deserve praise and perhaps more as I feel they possess a quality that many businesses are missing today.

Lynda

I absolutely enjoyed my stay at the Penn Stater, it was pleasant, the staff were very friendly, the rooms were well attended to and I would definitely promote your hotel to my friends and colleagues.

Lissette

Fantastic!!! Loved every meal that I had. Fresh, local food at an excellent price. Would recommend to anyone!

Sarah

All of the young staff at the front desk need to be acknowledged. They are very helpful and professional in every way. Any changes that needed to be done, they did their very best to accomodate. We needed packets and baskets handed out to speakers and special attendees and they did a remarkable job. Herbert Moller and Margo Williamson set up the conference for us and they are extremely wonderful at what they do. I am the one in charge of this conference and I am more impressed each time we come here.

Mick & Debbie

Every single reception specialist was of the most cordial, professional and courteous person. Please provide kudo’s to them all!!!! Thank you again, hope to see you next year.

Kay

Your overall staff was very friendly and helpful. Penn Stater is our families’ hotel of choice when visiting State College for football games or any other events. Very nice facility and family friendly. Our family includes multiple Penn State grads with a current next generation Penn State student. Thank you!

Rochelle

“As frequent business travelers my wife and I have stayed in many places throughout the world and this was by far one of the best places we have stayed. The staff, facility and amenities were top notch! ”

Jeffrey
## November 2011

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<td>Water is Rising Music &amp; Dance of Pacific Island Atolls</td>
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<td>10 Women’s Basketball vs. Washington State</td>
<td>11 Football vs. Nebraska</td>
<td>12 Wrestling vs. Bloomsburg</td>
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<td></td>
<td>Concert: Andra McDonald, <a href="http://www.cpa.psu.edu">www.cpa.psu.edu</a> Dark Stage Orchestra, The State Theatre</td>
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<td></td>
<td>Thanksgiving Buffets Hosted by The Dining Room and Gardens Restaurant</td>
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### Hot Dates

![Facebook](facebook.png) [Become a fan of ours on Facebook.]

![Twitter](twitter.png) [Follow us on Twitter!]

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### Apple Chili Short Ribs

Chef Schilling

**Ingredients:**
- 3 lb beef
- 3 oz onion
- 1.5 oz carrots
- 1.5 oz celery
- 3 oz tomato
- 2 sprigs thyme
- 1 branch rosemary
- 1 ea scallions
- 1 garlic clove
- salt and pepper to taste
- 2 qt beef stock
- 1 ea Fuji apples
- 1 ea jalapenos
- 1/2 bottle Chaddsford

Do not peel carrots. Peel onions, core apples and cut 4 slits, top to bottom, in the chilies. Rough chop all ingredients. Season and brown short ribs in a hot pan with oil. After beef is done, add carrots, celery, and onions (mirpoix) and lightly caramelize. Deglaze pan with Chaddsford and reduce by ½. Add everything to the pot. Bring to a boil. Turn down to simmer. Cover with parchment paper and aluminum, and place in a 325 degree oven for 3-4 hours or until the meat is tender.

**Note:** Since this is a “soft” dish, great pairings might be roasted or mashed potatoes with a side of fresh vegetables like green peppers and apple slaw.
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<td>Women's Basketball vs. Virginia tech</td>
<td>Men's Basketball vs. Lafayette</td>
<td>Pearl Harbor Remembrance Day, <a href="http://www.pamilmuseum.com">www.pamilmuseum.com</a></td>
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<td>12</td>
<td>Men's Basketball vs. Hartford</td>
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<td>PSU Commencement</td>
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<td>Men's Basketball vs. Cornell</td>
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<td>Women's Basketball vs. Nebraska</td>
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<td>New Year’s Eve: First Night State College</td>
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**WIN! A HAPPY WEEKEND IN HAPPY VALLEY!**

All you have to do is fill out the form below, clip it, and send it in. We’ll put all the names in a hat and in October, November, and December we’ll choose one lucky person to enjoy a free weekend here in the Centre Region (certain weekend restrictions may apply).

If you would like to receive periodic announcements from us about dining and event specials, please fill in your e-mail address below. Your e-mail address will be kept confidential and will not be used for any other purpose nor will it be given to anyone else for any reason.

Comments about our newsletter/your wine suggestions:

Name (please print)

Address

City/State/Zip

Phone/E-mail

*Clip this coupon and mail to:*  
Ms. Fran E. Levin  
Sales and Marketing  
Penn State Hospitality Services  
200 West Park Avenue  
State College, PA 16803