Dear Friends of Hospitality:

As I write this, summer is in full swing here in the Centre Region. Literally every day there’s something fun and exciting to do. Please be sure to plan a getaway here because there’s no place like State College in the summer time.

In this issue of Hospitality Happenings, you’ll find a really fun story about the Women’s Fantasy Football Camp, held for the first time this spring here at University Park. By all accounts it was a great time for the women who participated. You’ll also find a profile of two members of our reservations team -- Emily Bowen, our Reservations Manager and Dawn Nixon, Sales Manager. Look for our calendar of course, other news of note, a great summer recipe and a wine corner to compliment it.

One of the exciting initiatives that has come from our reservations office in the past year has been our “concierge package planning.” If you want to do something in particular, or if you’d like suggestions about things to do and how we can help you customize your visit, our reservation team members can help you. We’ll get you tickets, provide transportation, include a meal or two and one of our great overnight rooms for one price. You come and relax, we do all the work. Give it a try!

Don’t forget to send back your feedback form and suggestions for things you’d like to read about. Have a great summer!

Jim Purdum
General Manager

WOMEN TAKE THE FIELD AT BEAVER STADIUM

Joe Paterno was skeptical -- he said that he didn’t believe more than three people would show up. Joepa was so wrong!

The first ever Ladies X's & O's Football Camp sold out. History was made as this excited group of females spent the day learning the ropes, and then taking the field to play on the turf in the beloved "house that Joe built."

Ranging in age from 16 to 67, fifty women traveled from ten different states

continued on page 2

photo by Carolyn Todd
Summer is a great time to try refreshing and less familiar white wines that are typically eschewed in favor of more well-known varietals such as Chardonnay or Pinot Grigio.

Inspired by the mediterranean elements of this issue's recipe, especially the sherry vinegar, I sampled some of the classic whites of the Rueda, a region of Spain near Madrid that is coming into its own with the indigenous varietals that were all but forgotten to it a few decades ago.

Verdejo is one of the great grapes native to the Rueda with a versatile personality - sometimes bright, crisp and vegetal, at other times rich, mellow and smoky. It seemed a good fit for the complex flavors of our Chef's recipe in this issue. Authentic Rueda Verdejo is distinguished by the lot number on the back of the bottle with the green script “Verdejo” printed on the label. Try the 2008 El Quintanal Verdejo from Cillar de Silos to bring out the vegetal, earthy qualities of asparagus and basil. Or pair the dish with the 2006 Bodegas Naia Naiades Verdejo as a counterpoint to the grilled mushrooms and cured meats. This wine has been consistently rated in the 90 point range by top reviewers over the last few years.

If you decide to try the Spanish wines with this pairing you might want to play around with the ingredients a bit by substituting Jamon Serrano for the prosciutto (the serrano is a dry cured, saltier version of its Italian cousin) and grilled piquillo peppers whose rich smoky flavor can stand up to the richer flavors found in the second wine.

Of course, you can go the Italian route with wine pairing too - Verdicchio is one of my favorite summer whites - grassy and lean, great with salads. We currently feature the Casal di Serra Verdicchio by Umani Ronchi as a summer wine pour at The Penn Stater, which is a great match for this salad.

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"Humor was a hallmark of the day, with lots of Joepa imitations and fake trash talking. Often the ladies didn't understand the execution of the plays or the lingo of all the maneuvers, but the coaches were there to help and the focus was on experiencing a 'real game' atmosphere based on a real game plan."

By all accounts, it was a great day and everyone went home with a greater appreciation of what it takes to correctly execute a play in football. Everyone had a clear role to play, a specific sequence of steps, and moves for each scheme that would determine success or failure.

"The score at the end of the game was a tie, but no one really cared," Carolyn wrote. "What really mattered were the individual successes at whatever level of skill we brought to the game. The coaches were great and didn't insult our intelligence. They took it seriously too. We can now say that we played football at Penn State!"

Carolyn Todd is an instructor of marketing in the Smeal College of Business and author of a blog entitled: View from the Stands - Penn State Football. Read more of this story, or visit her blog at http://viewfromstands.blogspot.com.
The “movers and shakers” of the Reservations Team of course -- Dawn Nixon, Sales Manager, and Emily Bowen, Reservations Manager. For both of these women, almost every moment of every day is spent helping hotel customers get what they want. Even though many of you have never met them, some of you already know them very well.

Dawn has been working with Penn State Hospitality Services for thirteen years, filling the hotels with repeat business and searching for new business via word-of-mouth and website leads. She notes, “People want to be on campus and we are able to be unique in that respect. We offer full service to our guests, giving them the peace of mind to know that anything they want is just one call away.”

This year, Dawn is getting into the individual reservation end of things as well. “It’s really interesting to get to know some of these people -- I talked to someone just yesterday who’s 90 years old and who has been here every year for football--in fact, he said that he’s been staying at the Inn since the eggs in the dining room were 10 cents! Some people just call to chat. It’s different for me and I’m looking forward to meeting many of them face-to-face this fall.”

These days, football is taking over her schedule. “Literally,” Dawn says, “football is part of every day in one way or another. In January, requests go out, then we follow up, then applications come in, then we do the follow-ups, waiting lists, and other contacts that need to be made. By April 1, all rooms are allocated and by August, our cut-offs start for group reservations. It’s a never-ending and complex process.”

Emily has been with Hospitality Services for just two years, coming here from a luxury resort in Florida. She attended Penn State, majoring in Recreation, Parks, and Tourism, and has returned here for family reasons. Her focus is also reservations, many related to football as well. “Of course people have to fill out an application for rooms on football weekends, and we look at how often they stay here, how many games they want, along with other information to try to be as fair as possible in assigning rooms,” Emily says. “We end up juggling, reassigning, and cancelling right up until game time. We try to accommodate as much as we can.”

Another one of Emily’s interests is finding creative ways to entice new business. For example, she has created Twitter and Facebook accounts for both properties and uses them to get the word out about last minute prices or new offerings. “We have started doing custom packages,” she says, “offering people a type of concierge stay. We’ll get them theater, concert, sports or other tickets, provide beverages of their choice in their room, get them where they need to go with our transportation and give them an experience that they don’t have to worry about. They tell us what they want and we put it together.”

“You can go anywhere and get service,” she continues, “but I want everyone to walk out saying ‘wow, I didn’t expect that.’ Every time we do something really good, we push ourselves to do better the next time. The answer is always YES, we can figure out the details later. If we can’t accommodate the exact request, we work to figure out what we can provide, then offer it.”

When one thinks of reservations, one always wonders about odd special requests. Dawn notes that while she personally hasn’t had any really outrageous requests, when President Obama stayed at the Penn Stater, his advance team took over a whole wing of the hotel and picked out what room they wanted for him. Basically though, they didn’t ask for anything special. “That kind of surprised me,” Dawn says, “because you’d think he would want certain amenities. The President did end up going to the Jordan Center for a game of basketball with his entourage but when he got there, the Lady Lions were practicing so he got to play with them. That was really special.”
### July 2010 Calendar

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**Preheat grill. Remove the tough end of the asparagus. Brush asparagus with olive oil and salt and pepper. Quickly grill the asparagus until al dente, let cool. Cut into 1 1/4” pieces.**

**Remove the stem and gills from the mushrooms, season with olive oil and salt and pepper. Grill on both sides until cooked. Let cool and cut into julienne.**

**Cut the peppers in half, remove the seeds and season with olive oil and salt and pepper. Grill until tender. Let cool and cut into a 1/2” dice.**

**Trim the fennel bulb and cut in half. Rub with olive oil and salt and pepper and roast in a 350 degree oven until tender. Let cool and cut into 1 1/4” strips.**

**Assemble: Mix the lemon juice, sherry vinegar, mustard, garlic and basil. Slowly whisk in the olive oil. Add salt and pepper to taste.**

**Toss together the remaining ingredients and refrigerate until ready to use.**

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**Chef Stout**

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**Grilled Asparagus and Penne Salad**

- 2 Bunches Asparagus
- 4 ea Grilled Portabella Mushroom caps-julienned
- 1 ea Grilled Red Pepper – Large Dice
- 1 ea Grilled Yellow Pepper – Large Dice
- 1 ea Roasted Fennel Bulb – Julienned
- 1/2 ea Red Onion – Julienned
- 1 cup Diced Tomato
- 1 cup Quartered Artichoke Hearts
- 4 oz Prosciutto – Thin Julienned
- 2 oz Lemon Juice
- 2 oz Sherry Vinegar
- 8 oz Olive Oil
- 1 1/2 tbsp Dijon Mustard
- 1 tsp Minced Garlic
- 1 1/2 lb Penne – Cooked
- 1/4 cup Julienned Fresh Basil
- 1/2 cup Parmesan Cheese
- Salt and Pepper, to taste
### Events for August 2010

**Monday** | **Tuesday** | **Wednesday** | **Thursday** | **Friday** | **Saturday** | **Sunday**
---|---|---|---|---|---|---
**Concert: Penns Valley Men’s Chorus, [www.lemontvillage.org](http://www.lemontvillage.org)** | **Concert: Tussey Mtn. Moonshiners, [www.lemontvillage.org](http://www.lemontvillage.org)** | **Concert: Michelle Katz, [www.lemontvillage.org](http://www.lemontvillage.org)** | **Concert: Zeropoint Big Band, South Hills Bs. School, 6 p.m.** | **Concert: Dixie, South Hills Bs. School, 6 p.m.** | **Concert: Swingin’ Dixie, South Hills Bs. School, 6 p.m.** | **Concert: Heritage Brass, South Hills Bs. School, 6 p.m.**
**Theater: Hello Dolly! Boal Barn, [www.sccctonline.org](http://www.sccctonline.org)** | **Theater: Hello Dolly! Boal Barn, [www.sccctonline.org](http://www.sccctonline.org)** | **Concert: Michelle Katz, [www.lemontvillage.org](http://www.lemontvillage.org)** | **Concert: John Denver Tribute, [www.raystown.org](http://www.raystown.org)** | **Concert: Dixie Lions, South Hills Bs. School, 6 p.m.** | **Concert: Dixie Lions, South Hills Bs. School, 6 p.m.** | **Concert: Dixie Lions, South Hills Bs. School, 6 p.m.**
**Grange Fair** | **Grange Fair** | **Grange Fair** | **Grange Fair** | **Grange Fair** | **Grange Fair** | **Grange Fair**

### Newsletter Survey

**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 July, August and September 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:

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Name (please print)__________________________

Address__________________________

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City/State/Zip__________________________

Phone/E-mail__________________________

**Clip this coupon and mail to:**

Ms. Fran E. Levin, Director Sales and Marketing
Penn State Hospitality Services
200 West Park Avenue
State College, PA 16803
### Guest rooms available for select football games! Call now!

**Concert: First Thursday, www.firstthursdays-statecollege.com**

**Concert: Sugarland, www.bjc.psu.edu**

**PSU Football vs. Youngstown State**

**Concert: Concord Sounds, South Hills B.S. School, 6 p.m. Spikes Baseball vs. Crosscutters**

**Event: Barbeque at the Beach, www.raystown.org**

**Event: Coffee, Cars, & Bikes, www.tusseymountain.com**

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**Penn Stater to Host Black Alumni Reunion**

This fall, several hundred African American Penn State alumni will arrive on campus for a great weekend of reunion activities. The reunion theme this year is “It’s About Giving Back,” and the activities will include a TV tailgate, special meals, tours, a career fair, student-alumni networking session, exhibits, and more.

A “Legends Lunch” on Saturday will honor Wally Triplett ’49, Charles Blockson ’56, and Thelma Price, a former University employee. The lunch will also include special recognition of Penn State faculty and staff who have advanced the cause of the black community. Sunday’s brunch will honor the Douglass Association, the 1960s-era black students’ organization that pushed for change on campus. There will also be a special recognition exhibit to honor the “Divine Nine,” Penn State’s nine historically black sororities and fraternities.

Jeff Moore ’91, ’95g, is leading the group, and notes “In addition to reconnection with classmates and establishing mentoring relationships with current Penn State students, another goal is to continue the effort to raise $100,000 to endow the Penn State African American Alumni Organization Trustee Scholarship.” For more information about the reunion, visit http://alumni-psu.event.com/event/BAR.