Dear Friends:

There's no place like Happy Valley in the summer! Every weekend there are major events, concerts, sports, theater, and festivals everywhere around the Centre Region, extending well into the fall. You can stroll a tree-lined street in a small nearby village or shop downtown State College's great boutiques and stores. It is a unique environment and if you haven’t experienced it, take the time to come here and visit. The Penn Stater and The Nittany Lion Inn both have excellent vacation planning professionals who can arrange not only your luxurious overnight accommodations but also your day trips. Go fishing or hiking! Get a great spa treatment and catch a baseball game or a play! There are hundreds of activities from which to choose. I promise you, you won’t be bored.

In this issue of Hospitality Happenings, we finish our chronicle of the Book family – three generations who each in their own way define what it means to be a Penn Stater. In addition, our ‘Where Are They Now’ segment features a very special young man who left his mark at Penn State and is now making his mark on our industry. This issue's recipe fits a hot summer day on the patio, and the beer corner will perfectly complement that selection. Be sure to take a look at the calendar for dozens of the region’s events, check out the hot rates available only through this newsletter, and don’t forget to send us your feedback.

It’s time to relax and enjoy the laid-back atmosphere of a summer in State College! Call us today and let us help you plan the perfect summer getaway!

Sincerely,
Jim Purdum, General Manager

Edward Book, Jr., had big shoes to fill, so he didn’t even try.

“I knew I had to forge a different path,” he says, “because I was sure that people would either be harder on me because I was Ned Book’s son, or they would give me special treatment. I just wanted to be me and succeed or fail on my own merits.”

What he did was to join Marriott right out of college in 1979, thinking that if he chose a big company, most would not know his lineage and he could just be himself. Thirty-one years later, when he retired from Marriott, he could look back and say that basically, it worked. “In fact though,” he says with a chuckle, “my father strongly encouraged me to NOT go into the hospitality industry. I spent the first three terms of college in electrical engineering and I did pretty well. But one day we were in the Hershey Hotel working on a project and when customers would walk through the front door, I found myself wanting to greet them and give them directions to here or there, and I knew it was inevitable. I wanted to be a hotel manager. I changed my major. My father did not try to give me advice...we just had a conversation...and he told me to just be the best at whatever I chose to do.”

Ed believes that there are two kinds of people in the world – people who are meant to serve and people who are meant to be served – and that professionals in hospitality want to serve. He notes: “The analogy I like to use is that if there is a burning building, hospitality professionals will not just stand by and watch; they will try to put that fire out.”

These days, Ed spends his time as an executive with the Summit Hospitality Group in Raleigh, North Carolina. “I needed a new challenge...I wasn’t ready to retire, and so I

continued on page 2
The summer breeze and smells of smoldering coals on a barbeque bring one thing to mind; a cold refreshing beer. While Sous Chef Jeff Varcoe has featured a crisp and fruity salad for your tastes, we are suggesting a local gem of a beer from a very promising brewery for accompaniment: Elk Creek’s Copper Ale. The inherent bitterness of the hops are a great contrast to the sweetness of the strawberries. The subtle finish binds all the flavors of the salad together. The acidity of the champagne vinaigrette is balanced by the grain that the beer is produced from and this cannot be accomplished by wine because grapes bring an acidic factor to wine that cannot be paired with salads with strong acidic dressings. Cheese and alcohol are like the peanut butter and jelly combination of the adult world— they work so well in many combinations. In this case the goat cheese and the local ale are a beautiful match indeed.

Make it a point to visit Legends or Gardens at The Penn Stater during your next visit and try the Copper Ale with the summer salad that Chef Varcoe has provided. Tim Bowser, good friend and proprietor of Elk Creek Café, located in Millheim PA, shares a passion for excellence and sustainability that’s reflected in the Elk Creek products we are proud to serve and that you can enjoy with the many delicious salads, sandwiches, desserts and dinners offered at the Penn Stater.

—Rahul Shrivastav, Banquet Manager and Joe Greenland, Chef
PAYING IT FORWARD

When Marcello Khattar began his first internship in Hospitality Services, he expected to gain some real world experience and to learn the ropes in the industry. But what he really got was totally unexpected and went way beyond anything he could have imagined.

"Mike Conti, Assistant General Manager at the time, and Jim Purdum became my role models," Marcello says, "and they taught me a lot about hospitality, but they also taught me how to be a good person. I watched them and learned from their leadership abilities and I knew that if I could replicate that, I would be fine. I was surprised by the time and effort that they devoted to my personal development and well-being. Being from Brazil, I was far away from home and family, and they both took the time to do constant checks with me to be sure I was OK. By the time I left Penn State, I understood the importance of developing others. I have incorporated that ever since and I always try to pay that forward."

Marcello served in three different capacities within Hospitality. He started as an intern in the Food and Beverage department, followed by an executive internship in accounting, then as an employee in the Quality Assurance Department. His degree came in December, 2004. According to Marcello, working in Hospitality was his first real experience in the industry. "This experience helped me realize that theory is much simpler than real life, and execution was a big part of what I learned."

When asked about his favorite moment in Hospitality, he doesn't hesitate. "It was when Jim Purdum taught me how to make omelets. He asked if I could help with a large brunch they were doing for former PSU football players. They had a lot of stations and needed me to assist with omelet station. I had never cooked anything in my entire life! Jim decided to teach me how to do it. He took off his jacket and proceeded to show me how to make an omelet. After the lesson, he asked me to make him one to ensure that I understood and would be able to do the task. At that point I was excited because now I could make an omelet, but also because I was taught by the GM! The funny twist to the story is that when the brunch started, the very first person who came to the omelet station wanted scrambled eggs, which I had no clue how to make!"

Marcello is currently the Area Performance Improvement Manager for the Ritz-Carlton Hotel Company for the Northeast and Mid-west Regions. He supports fourteen hotels, helping them improve operations, reduce deficits, and increase guest engagement scores. "My days with PSHS definitely provided me with the foundation for this job," he adds. His "pay it forward" attitude also enables him to give back to the program. He gets back to Penn State several times a year to interact with students and faculty. "The one thing I have found," Marcello says, "is that the harder I work, the luckier I get. This industry is challenging but also gives great rewards. I get to do what I love."
Three Peas in A Pod...continued from page 2

Ever would make him the happiest. He spent time in the Journalism program, but kept gravitating back to hospitality. Eventually he too had a light-bulb moment and changed majors. “I’m addicted to it, as is my father and obviously my grandfather,” he adds. “It’s just who we are and it’s just what we do.”

What one notices immediately is that these three are cut from the same cloth. Eric notes, however, that his personality is more like his grandfather’s. “We both get our energy from improving someone else’s life. We are more naturally extroverted. Dad gets more pleasure from completing a task well. But, Dad and I have the same mannerisms and even the same walk. All of us share the same morals and values. No matter what we’re doing, it’s a genuine desire to do the right thing; not necessarily the correct thing.”

No one was surprised when Eric chose to attend Penn State. “Of course, this school has been in my blood since I was a baby,” he says. “I grew up attending sporting and other events on campus. There was no real pressure for me to come here, but I always knew I would.” No one was surprised, then, when Eric joined the student chapter of the Hotel & Restaurant Society and became a leader. “Again, I was not pressured, but I understood the importance of being in a position to make a difference.”

Eric graduated this past May and will, like his father, join Marriott and attend their one-year management training program. “For a long time,” he says, “I tried to run from the inevitable comparisons because of my name, but as I’ve gotten older and more involved, I realize that it doesn’t matter. People will recognize me but I intend to just be myself. In fact, I embrace it now because I can’t think of any better role models than my father and grandfather. I am learning from the best and I love that everyone says we’re all alike. What a compliment!”

Regardless of careers, similarities, or differences, all three generations of Book men value one thing – the family. Ed adds, “My father worked a lot, but when we were together, he was all in with unconditional love.” Eric says, “My long-term life goal is to have a family that remains close and a life that’s meaningful.”

The hospitality industry is truly in good hands.
Spinach Salad with Local Goat Cheese and Strawberries

- 1 head Belgium Endive cut and leaves divided (optional)
- 1 T fresh chopped chives
- 1 T fresh chopped dill

Per Person:
- 1 handful fresh baby spinach
- 2 strawberries quartered or sliced
- 2 oz crumbled Feta cheese (we recommend Byler Goat Farm)
- 1 T sunflower seeds

Lemon/Champagne and Fresh Herb Vinaigrette:
- Zest and juice of ½ a lemon
- 4 oz champagne vinegar
- 9 oz olive oil
- 1 t dijon mustard
- 1 t kosher salt
- ½ t white pepper
- 1 T fresh chopped flat leaf parsley

- Mix all vinaigrette ingredients in a bottle and shake vigorously.
- Toss spinach and half of the strawberries with a light coating of vinaigrette.
- Place 3 leaves of endive on the plate, place a handful of dressed spinach on top of the endive.
- Top the salad with cheese, sunflower seeds, and the rest of the strawberries. Drizzle a little more vinaigrette over the top and serve.
### SEPTEMBER 2012

<table>
<thead>
<tr>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
<th>Sunday</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>PSU Football vs. Temple</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Baseball: Spikes Games at home, <a href="http://www.statecollegespikes.com">www.statecollegespikes.com</a></td>
<td>2</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Event: Nittany Antique Machinery Fall Show, Penns Cave Living History: Encampment, <a href="http://www.pamilmuseum.org">www.pamilmuseum.org</a> Music: Folk Gathering, Greenwood Furnace State Park, 10 a.m.</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>PSU Football vs. Ohio University</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Baseball: Spikes Games at home, <a href="http://www.statecollegespikes.com">www.statecollegespikes.com</a></td>
<td>9</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Event: Nittany Antique Machinery Fall Show, Penns Cave Living History: Encampment, <a href="http://www.pamilmuseum.org">www.pamilmuseum.org</a> Music: Folk Gathering, Greenwood Furnace State Park, 10 a.m.</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>PSU Football vs. Navy</td>
<td>11</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>PSU Football vs. Temple</td>
<td>12</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Great Insect Fair (BJC)</td>
<td>13</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Parents and Families Weekend</td>
<td>14</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Concert: Shaver’s Creek Music Festival</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Theater: From Up Here, PSU Downtown Theater, 814-863-0255 (through October 5)</td>
<td>16</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>WINNERS</td>
<td>17</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Roger Garner Huntingdon, PA</td>
<td>18</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Vera Penrod Johnstown, PA</td>
<td>19</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Eleanor Ochotny Lansdale, PA</td>
<td>20</td>
</tr>
</tbody>
</table>

### 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:

________________________
________________________
________________________

Name (please print) 

________________________

Address

________________________

City/State/Zip

________________________

Phone/E-mail

________________________

Clip this coupon and mail to: 

Norm Brown
Sales and Marketing
Penn State Hospitality Services
200 West Park Avenue
State College, PA 16803

---

**Nittany Lion Inn Wins Recognition**

After more than eighty overwhelmingly positive customer reviews, Trip Advisor, one of the most used and trusted traveler sites on the Internet, has recognized the Nittany Lion Inn with a Certificate of Excellence.

Emily Bowen, Revenue and Guest Relationship Manager, notes: “This is the result of positive reviews and rankings from guests who have stayed with us and posted reviews on Trip Advisor. It has been proven that guests give more value to reviews of a property because of the personal connection, even more than direct marketing efforts of the hotel. The Inn has ranked an average of 4 out of 5 across more than 80 reviews. This is exciting, and we really value this kind of information.”