

Hospitality Happenings

JULY ~ AUG ~ SEPT 2011

THE NITTANY LION INN ~ THE PENN STATER CONFERENCE CENTER HOTEL

In Touch

W I T H T H E G E N E R A L M A N A G E R



Dear Friends of Hospitality:

Summer in Happy Valley brings so much enjoyment and with it all the planning for things to come and changes that are making an impact on what our students and our valued guests will be experiencing in the exciting months ahead. Penn State

Athletic Director Tim Curley, after a series of outstanding Athletic accomplishments and exciting hiring decisions, has just been honored with National Football Foundation's John L. Toner Award. Tim's leadership continues to shape the landscape of Penn State sports and we're really excited about so much of what Tim and his team are doing that will provide even more reasons to visit this incredibly dynamic campus all year 'round!

In this issue, we're going to finish telling the story of the Four Diamonds designation.

Last time, we talked about the history of the decision and how we got where we are. In this issue, we're going to tell you why it means so much to us and what it means to you as our valued guest. It has been a fascinating journey. Our entire staff invites you to come in and see the changes that have taken place.

We also have our usual articles – the Wine Corner, our delicious recipe, and the calendar of course. The feedback form is always popular, so get yours in for a chance at a free weekend in Happy Valley! If you have suggestions for future articles, please include them. For many years, we have allowed our readers to help us plan the newsletters, and we have appreciated all the ideas you've sent. Keep them coming!

Have a great summer, and don't forget, our staff can help you plan your trip to the Centre Region with not only rooms, but also transportation, tickets, event information and anything else you may need. Give us a call today and let us help you have a great summer right here!

Jim Purdum

General Manager

THE REST OF THE STORY...

By now you know that the Inn has been named a Four Diamond property by AAA. In our last issue, we gave you a bit of the history of the designation – how we got to it and the University's historical perspective of the decisions that were made to make it happen.

According to AAA, the Four Diamond Designation rating means that the property features upscale accommodations

and offers an extensive array of amenities combined with a high degree of hospitality, service, and attention to detail. There are only 17 Four Diamond properties in Pennsylvania.

But what does that really mean to you, our loyal customer? It means a lot!

Jim Purdum, General Manager, notes: "The
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On a hot summer day, there are few dishes more refreshing than a delicious, beautiful bowl of chilled soup brimming with fresh vegetables. Variations on this summer staple are endless, with the most compelling recipes coming from Spain. We have many foods in this country that originate in Spain, but the icon of Spanish culture is surely the gazpacho.

Gazpacho has been popular since pre-Roman times, when shepherds made the original version from stale bread, garlic, vinegar, oil, and water. Farmers later began adding vegetables, ending up basically with a fresh salad puree in a bowl. Topped with toasted, garlic baguette slices, this simple treat explodes with flavor and sings to summer taste buds. The only catch is finding a wine to pair with it.

Many wines lose their flavors when paired with gazpacho. The delicacy of Chablis is overtaken by the raw vegetable flavors. Conversely, Vacqueras, whose earthiness would seem to echo the earthy vegetables, fails when tannins kick in and clash with the raw ingredients of the soup. Also herbal flavors in Sauvignon Blanc can be dulled by the stronger soup flavors. It would seem that finding the perfect wine pairing for gazpacho might be difficult, but not impossible.

There are some excellent options. Fruity, but not too sweet, wines complimented

the soup's acidic tomato base. Look for a medium body and a good, clean finish.

A good Spanish wine to try is Marques de Caceres, Rioja Dry Rose 2005. This wine tastes of fresh strawberries with a hint of spice in the finish. It is no sense austere. In fact, it exhibits a vibrant, almost vivacious character, its charm being fruit-forward zest, not complexity or subtlety. That compliments the soup and at \$12/bottle, it's a great choice.

Domaine Pichot, Vouvray Domaine le Peu, also at \$12/bottle, is a sweeter wine, well-balanced and full of peach and other summer fruit flavors – like fruit salad in a glass.

Roederer Estate, Anderson Valley (California) Brut Rose NV is drier than the other two wines mentioned, and it is a sparkling wine. It is filled with ripe red berry flavors and aromas. It tastes fresh, a key factor when choosing a wine to pair with gazpacho. It's a little pricier at \$30/bottle, but worth the extra change to compliment this fresh summer dish.

Bon Apetit!



Cool Food for Hot Summer Nights

Our Friday night Seafood Buffet is Second to None, featuring cold salads, fresh fish and shrimp, crab, scallops, and a dessert bar to satisfy the hungriest sweet tooth!

The fare changes each week to take advantage of the absolute freshest of seafood availability, so come often and leave feeling like you just visited the beach!



AAA evaluation is so rigorous and specific that we couldn't even consider asking for the designation until we had completed our construction and renovation projects." For example, the main lobby, according to the AAA specifications, had to be spacious enough for conversation groupings, private areas, and luxurious appointments. "The old lobby just didn't have that," Purdum adds. "In addition, staffing had to change. We added doormen, a specific, identifiable bell stand, and additional front desk staff and their training to accommodate the exceptional guest welcome, which of course is at the heart of everything else we do."

One of the most important areas that add to a successful guest experience is the overnight room. "Vinyl wall coverings were added, matted and framed or canvas artwork was purchased, beds are required to have headboards and a mattress enhancement; pillows are upscale grade and to be even more specific, exactly eight hangers need to be available in the closet," says Purdum. "In the bathrooms, premium cotton towels are required, along with among other things, a make-up mirror, a full length mirror, and a personal care package with at least seven items."

As far as service is concerned, that too is evaluated very carefully before any diamond rating is given. Jim "Smiley" Burket, Manager of Operations, notes that there are 118 service checks performed, everything from Reservations to the Bellman to Room Service and beyond. "There's an evaluation every year and AAA also monitors comments received from its members regarding the property. It's extensive and rigorous and there isn't much flexibility. If you are going to have the four diamond designation, you will comply with the stated requirements. Distinctive service must be maintained all the time or we run the risk of losing our standing. We don't take it lightly, and staff members have



all stepped up to the plate. They are all very excited and feel very much part of where we are as a team."

AAA's Diamond Rating System is the only ratings system that covers all of North America and one of the only two that conducts physical, on-site evaluations. It is the only system that uses full-time, professionally trained evaluators to inspect each property using guidelines made available to all establishments. AAA evaluates more properties than any other rating entity – 58,000 lodgings and restaurants are evaluated in the U.S., Canada, Mexico and the Caribbean.

Purdum notes: "You may not really notice that Ron does anything different at the front door or that the staff at the front desk has changed the way they do something, or that there are more amenities in the rooms, but what you will notice is the 'feeling' you get when you stay at the Inn. It's a feeling of warmth, welcoming, and the genuine caring of the staff. Hundreds of changes, both in front of and behind the scenes, were made, all of which add up to the big designation. But ultimately, the little things matter the most, and knowing that we have provided the best possible experience for our guests."

Monday Tuesday Wednesday Thursday Friday Saturday Sunday

 <p>HOT DATES GREAT RATES</p> <p>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.</p> <p>Check pennstatehotels.com for great packages!</p>		<p>Spikes Baseball vs. Mahoning Valley 1</p> 		<p>2</p> 		<p>Concert: Roseanne Cash, www.thestate-theatre.org 3</p> 	
<p>Fourth Fest, Bryce Jordan Center Grounds 4</p> 		<p>5</p>		<p>6</p>		<p>7</p>	
<p>8</p>		<p>Tussey Mountain Movies at the Ampitheater, www.tusseymountain.com Event: PSU Lift for Life, www.gopsusports.com</p>		<p>9</p>		<p>10</p>	
<p>Philipsburg Heritage Days</p>							
<p>Blue Chip Basketball Tourney, 800-358-5466</p>				<p>Spikes Baseball vs. Batavia</p>			
<p>11</p>		<p>12</p>		<p>13</p>		<p>Beer & Barbeque Fest 814-865-8590 14</p>	
<p>15</p>		<p>Thunder Full Moon, Black Moshannon Park, 814-342-5960 15</p>		<p>16</p>		<p>Mad About Mushrooms, Greenwood Furnace State Park 17</p>	
<p>People's Choice Arts Festival, Boalsburg Theater: The Mousetrap, www.millbrookplayhouse.com</p>							
<p>Spikes Baseball vs. Batavia</p>		<p>Central Pennsylvania Festival of the Arts, State College</p>					
<p>18</p>		<p>19</p>		<p>20</p>		<p>Wing Fest Challenge #1, Tussey Mountain, www.tusseymountain.com 21</p>	
<p>22</p> 		<p>23</p>		<p>24</p>		<p>Vietnam Revisited, Living History Bivouac, www.pamilmuseum.org</p>	
<p>Spikes vs. Mahoning Valley</p>				<p>Nita-Nee Kennel Club Dog Show, www.nnkc.org</p>			
<p>Jazz PA Festival, www.jazzp.com</p>				<p>Black Moshannon State Park Festival</p>			
<p>25</p>		<p>26</p>		<p>Roots of Life, African Drumming & Dance, Schlow Library 27</p>		<p>Wing Fest Challenge #2, Tussey Mountain Summer Concert Series #1, Old Main Lawn 28</p>	
<p>29</p>		<p>30</p>		<p>Car & Motorcycle Show, www.pamilmuseum.org Annual Cool Cruise, www.pamilmuseum.org</p>		<p>Concert: Dweezil Zappa, www.thestate-theatre.org 31</p>	
<p>Spikes Baseball vs. Brooklyn</p>		<p>Spikes Baseball vs. Lowell</p>					

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:

Ms. Fran E. Levin,
Sales and Marketing
Penn State Hospitality Services,
200 West Park Avenue,
State College, PA 16803

Beer & Barbeque Fest






Join us as we spice up the night with bison burgers, chicken wings, and ribs, paired up with your favorite ice cold Sierra Nevada brew!

July 14 - 5:30 p.m.

\$45/person

Reservations, call 814-865-8590

AUGUST 2011

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Spikes Baseball vs. Lowell, www.spikes-baseball.com 1	2	3	Wing Fest Challenge #3, Tussey Mountain, www.tusseymountain.com 4 Summer Concert Series #2, Old Main Lawn	Tussey Mountain Movies on the Mountain Singing Onstage presents Chicago, The Musical, www.the-statetheatre.org 5	6 <i>Old Home Days 2011, Greenwood Furnace State Park</i>	7
8	9	10	Wing Fest Challenge #4, Tussey Mountain Summer Concert Series #3, Beatlemania 11	Tussey Mountain Movies on the Mountain 12	Penn State Summer Commencement 13	Spikes Baseball vs. Connecticut 14
<i>Spikes Baseball vs. Aberdeen</i>			<i>Spikes Baseball vs. Connecticut: Senator Corman's Kids Day</i>			
			<i>Persee's Meteor Shower Watch, Black Moshannon State Park</i>			
15	16	Then & Now, Living History Encampment, www.pamilmuseum.org 17	Wing Fest Challenge #5, Tussey Mountain 18	19	20	21
<i>Ag Progress Days</i>			<i>Bellefonte Arts & Crafts Fair, Bellefonte</i>			
<i>Menopause the Musical, www.thestatetheater.org</i>						
Concert Steve Earle & the Dukes, www.thestate-theatre.org 22	23	24	Wing Fest Challenge #6, Tussey Mountain 25	26	27	28
<i>Spikes Baseball vs. Jamestown</i>			<i>Grange Fair, www.grangefair.net</i>			
			<i>Spikes Baseball vs. Williamsport</i>			
29	30	Spikes Baseball vs. Batavia Aurigids Meteor Shower, Black Moshannon State Park Migration Morning Bird Walk, Shaver's Creek Env. Ctr. 31	 Become a fan of ours on Facebook.  Follow us on Twitter!			
<i>Grange Fair, www.grangefair.net</i>						

WINNERS

Darlene Anderson,
Wayne, NJ

Laura King,
Oxford, PA

Gerry Boltz,
Lebanon, P

Mark your calendar for these exciting
Wine Dinner Dates in 2011:

October 13, 2011 – Eberly Wine Dinner
November 17, 2011 – Beaujolais Festival

Remember, **graduation** is coming up in August and **football** starts early in September. Book your rooms now. We still have availability for games, particularly Indiana State and Illinois!

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
			Wing Fest Challenge #7 FINALS, Tussey Mountain Spikes Baseball vs. Batavia 1 <i>Grange Fair, www.grangefair.net</i>	2	Penn State FOOTBALL vs. Indiana State, www.gopsusports.com 3	4
5	6	7	8	9	Penn State FOOTBALL vs. Alabama, www.gopsusports.com 10	11
12	13	14	15	Concert: Get the Led Out, www.the-statetheatre.org 16	Primitive Crafts Festival, Bald Eagle State Park Great Insect Fair, Snider Ag Arena, Penn State Campus 17	18
		<i>Cirque de Soleil: Quidam, www.bjc.psu.edu</i>				
19	20	21	22	23	Penn State FOOTBALL vs. Eastern Michigan, www.gopsusports.com 24	WPSU Wine Festival and Celebration, Penn Stater Hotel & Conference Center 2011 Wedding Showcase, www.bjc.psu.edu 25
26	27	Concert: The Zombies 50th Anniversary Tour, www.cpa.psu.edu 28	29	Concert: Gretchen Parlato, Schwab Auditorium, www.cpa.psu.edu 30		

FROM
Our Kitchen
TO
Yours



Chef Stout

Summer Gazpacho with Baby Shrimp

6 Servings

Base of Soup

- 1.5# Seeded and Skinned Ripe Tomato
- 5oz English Cucumber (skin and seeds removed)
- 4oz Red Pepper
- 4 oz Red Onion
- 1/2 oz Garlic
- 1/2 oz Champagne Vinegar
- 1/2 oz Olive Oil
- 1/2 oz Lemon Juice
- TT Salt
- TT White Pepper
- TT Sriracha

Place all ingredients together in Food Processor and Chop until it becomes a liquid. (Should not be smooth.) Adjust seasonings if necessary and let chill overnight.

Garnish (small dice)

- 2 oz Yellow Tomato
- 1 oz Tomato

- 2 oz Red Pepper
- 2 oz Yellow Pepper
- 2 oz Green pepper
- 2 oz Cucumber (skin on and seeds removed)

Add diced vegetables just before serving

Finishing Touch

- 6 ea Baguette slices
- 1 oz Olive Oil
- 1 clove Garlic
- 6 oz Cooked Baby Shrimp
- Salt and Pepper to taste
- 1/4 oz Fresh Chives

Rub sliced baguettes with garlic and olive oil and lightly grill. Mix the baby shrimp with salt and pepper to taste and Chives.

Pour garnished soup in a chilled cup or bowl. Float the grilled baguette slice in the center of the soup and top it with the baby shrimp.

Enjoy!