

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:

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

Beer Corner

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



continued from page 1

"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



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

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."

Where Are They Now?

WILLIAM YAHR: *Be Outstanding, There's No Reason Not To Be!*

Spend five minutes on the phone with Will Yahr, and it quickly becomes apparent why he has been given two alumni awards in the first ten years of his hospitality career. He's perky at 8:00 a.m. (no, it's not the coffee), he's assertive, confident, and a total delight. He needs to be where the action is, which is why his position as Rooms Executive at The Ritz-Carlton in Tysons Corners is perfect. "I oversee the ten departments that make up the room division, and there's never a dull moment." That's exactly the way he likes it.

When he reached Penn State in the late-90s, his intent was to be in business. He says that there are two stories as to what happened to change his course. "My story is that in pledging a fraternity, I met some guys who were very enthusiastic about the hospitality industry and they influenced me to change majors. If you listen to my mother, she got the idea from a movie called 'Dunsten Checks In.' She said that the movie inspired her to talk to me about why I should be working in a five-star hotel. Either way, moving was the best decision I ever made."

According to Yahr, as a student he quickly realized that experience would make the difference. He got a job in banquets at the Inn and completed an internship in accounting, but in his heart he knew that the front desk was where he wanted to be. "It's where the action is," he says with a laugh. "You get to know the guests; you are the hub around which other activities flow. It's exciting."

In another strategic move, Yahr began working in the Placement Office of the School of Hospitality Management. "I made fantastic connections and was able to interact with people who were interviewing and making decisions. I set myself up as either the first or the last interview, depending on the situation." It worked, and right after graduation he was offered a position at The Waldorf=Astoria. His first day was September 10, 2001, and it was a week he'll never forget. "When there's a disaster, the hotels get busy, and everyone has to chip in. It was, all at once, a great experience and a terrible experience."



William Yahr

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."

Monday Tuesday Wednesday Thursday Friday Saturday Sunday



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!

<p>Men's Soccer vs. Michigan, www.gopsusports.com 1</p> <p>Women's ice Hockey vs. Buffalo</p> <p>Men's Fencing Alumni Meet</p>		<p>Concert: Hot Peas & Butter, www.cpa.psu.edu 2</p>				
<p>3</p>	<p>Field Hockey vs. Villanova 4</p>	<p>Concert: Asleep At The Wheel, www.thestatetheatre.org 5</p> <p>Women's Volleyball vs. Northwestern</p>	<p>Oktoberfest hosted by the Dining Room 6</p>	<p>7</p>	<p>Football vs. Iowa Women's Volleyball vs. Illinois Columbus Ball, Boalsburg, 814-466-9266 8</p>	<p>Inside the Park Homecoming Walk at Medlar Field 9</p>
<p>East Broadtop Railroad Fall Spectacular Hartslog Day, Alexandria, PA</p>						
<p>Theater: All My Sons, 814-863-0255</p>						
<p>10</p>	<p>For the Glory Student Talent Show 11</p> <p>St. Lawrence String Quartet, www.cpa.psu.edu</p>	<p>12</p>	<p>Paul Taylor Dance Co., www.cpa.psu.edu 13</p> <p>3rd Annual From Football to Grapes with Gary Eberle hosted by the Dining Room</p>	<p>Women's Soccer vs. Nebraska Student/Alumni Ice Cream Social, Hintz Family Alumni Center PSU Homecoming Parade Concert: The Machine: Pink Floyd, The State Theatre 14</p>	<p>The Met Opera, Live in HD, The State Theatre 15</p> <p>Football vs. Purdue (Homecoming)</p>	<p>Men's Soccer vs. Northwestern 16</p>
<p>Theater: All My Sons, 814-863-0255</p>						
<p>17</p>	<p>Concert: David Sanborn, The State Theatre 18</p> <p>Theater: In The Heights, www.cpa.psu.edu</p>	<p>19</p>	<p>20</p>	<p>21</p>	<p>22</p>	<p>Glen Miller Orchestra, The State Theatre 23</p> <p>Bellefonte Fall Festival</p>
<p>Children's Halloween Trail & Festival, Shaver's Creek, 814-863-2000</p> <p>Men's and Women's Swimming</p> <p>Men's and Women's Fencing</p>						
<p>24</p>	<p>Concert: AnDA Union, www.cpa.psu.edu 25</p>	<p>Lecture-Military History, www.pamil.museum.com 26</p> <p>Concert: Sound Tribe Sector 9, The State Theatre</p>	<p>Anat Cohen Quartet, www.cpa.psu.edu 27</p>	<p>Women's Ice Hockey vs. California (PA) 28</p>	<p>Football vs. Illinois 29</p>	<p>30</p>
<p>Halloween 31</p>						

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 accommodate. 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

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	1 National Acrobats of China, www.cpa.psu.edu	2 Wrestling-Intrasquad Central PA Bs. & Industry Expo, www.bjc.psu.edu	3 Irish Chamber Orchestra	4 Men's Basketball vs. Slippery Rock, www.gopsusports.com	5	6
7	8 Water is Rising Music & Dance of Pacific Island Atolls	9	10	11 Women's Basketball vs. Washington State	12 Football vs. Nebraska	13 Wrestling vs. Bloomsburg
14	15 CATS, www.cpa.psu.edu Concert: Furthur, www.bjc.psu.edu	16 Concert: Railroad Earth, The State Theatre	17 Chamber Orchestra of the Theatre of Early Music, www.cpa.psu.edu Beaujolais Wine Dinner hosted by the Dining Room	18	19	20 Wrestling vs. Minnesota
21	22	23	24 Thanksgiving Thanksgiving Buffets Hosted by The Dining Room and Gardens Restaurant	25	26	27
28	29 Concert: Andra McDonald, www.cpa.psu.edu Dark Star Orchestra, The State Theatre	30	 Become a fan of ours on Facebook.  Follow us on Twitter!			

FROM
Our Kitchen
TO
Yours



Chef Schilling

Apple Chili Short Ribs

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 1/2. 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.

DECEMBER 2011

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday

<p>The Dining Room now accepting reservations for Thanksgiving and Christmas Day buffets: 814-865-8590</p> <p>Gardens Restaurant now accepting reservations for Thanksgiving and Christmas Eve buffets: 814-863-5090</p>			Vienna Boys Choir, www.cpa.psu.edu 1 ★	★ 2	★ 3	Men's Basketball vs. Ole Miss 4 ★ Wrestling: Nittany Lion Open
Winter Craft Market, Mt. Nittany Middle School						
5 ★	Women's Basketball vs. Virginia tech 6 ★	Men's Basketball vs. Lafayette 7 ★ Pearl Harbor Remembrance Day, www.pamilmuseum.com	★ 8	★ 9	★ 10	Women's Basketball vs. Maryland Eastern Shore 11 ★ Wrestling vs. West Virginia
Bellefonte Victorian Christmas						
Men's Basketball vs. Hartford 12 ★	★ 13	★ 14	★ 15	★ 16	PSU Commencement 17	Women's Basketball vs. Wagner Men's Basketball vs. Mount St. Marys 18 ★
★ 19	★ 20	Men's Basketball vs. Cornell 21 ★	★ 22	★ 23	Christmas Eve 24 ★ Christmas Eve Buffet Hosted by Gardens Restaurant	Christmas 25 ★ Christmas Buffet Hosted by The Dining Room
★ 26	★ 27	★ 28	★ 29	Women's Basketball vs. Nebraska 30 ★	New Year's Eve 31 ★ First Night State College	

WINNERS

Tom Staszewski
Erie, PA

Cathy Zimmerman
Pottsville, PA

John Davis
Birdsboro, PA

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