



PATRICK HENRY
CREATIVE PROMOTIONS

NOVEMBER/DECEMBER 2020

In the Loop

On-Premise Sports... What Are Those?



Written by: Tyler Funderburke

An inside look into how some of our on-premise clients are navigating the slow return of sports through thoughtful promotions and programming.

We can all agree that, so far, 2020 has put a life-changing strain on everyone around the world. The hospitality and sports industries, among so many others, have been hit especially hard. According to **Nation's Restaurant News**, "While patrons are as excited to get back to restaurants as operators are to have them return, game days will look a whole lot different."¹ As the team here at **PHCP** started to think through the impacts of the pandemic, we found ourselves wondering aloud "What have our sports-centric clients been doing with the adjusted sports schedule?" and, "How are they navigating this new normal, specifically?"

So, we asked them!

Glory Days Grill, a family friendly sports grill with 13 locations across Florida and Georgia, has been working hard on their approach to navigating sports promotions this year. Internally, Glory Days Grill has been looking at promotions through a creative lens.

As they've continued charting the path forward, they decided to take a more nostalgic approach with their *All Day, Every Day Happy Hour* programming, which advertises specific days and times they'll be showing memorable classic games at their locations. Glory Days has also taken this opportunity to reformat some of their planned promotions as well as to cater towards guests who might not be comfortable dining out yet, while still continuing to offer their dine-in guests the *Gameday Drink Specials* they know and love.

One impactful takeout promotion they've featured is their *Gameday at Home* offer, which includes 50 of their Best Darn Wings and an option to add on a gallon of their Homerun Rita or Sangria for an additional \$15. Glory Days has also leaned into their loyalty program, *Victory Club*, to drive traffic by offering Double Points to all members through the end of 2020.

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PATRICK'S CORNER

The holiday season is upon us and it will be dramatically different from last year. Thanksgiving will be limited to family only and holiday parties at your favorite hotel or restaurant will either not happen or be very limited. The good news is, a vaccine is right around the corner and if we play it safe there is a chance we will see better outlook for 2021.

Although it is not the holiday season we were hoping for, take time to reflect and appreciate friends, family, co-workers, and the people who have made a difference in your life. Make a commitment to make a difference in a stranger's life over the holidays and see what you can do to leave a lasting impression on them. It can be something as small as buying someone coffee at Starbucks or purchasing toys for a less fortunate family. I promise you will feel better and the holiday season will mean more to you.

— Patrick

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CLIENT LOVE

WE ARE EXCITED TO ANNOUNCE
 OUR NEWEST CLIENT!



ROCK BOTTOM
 RESTAURANT & BREWERY



GORDON BIERSCH
 BREWERY RESTAURANT

SPB Hospitality

We are honored to be working with **SPB Hospitality** based in Nashville, TN. It has been over 20 years since we have had **Rock Bottom**, **Old Chicago** and **Chophouse** as clients and we are thrilled they are back. In addition, the company's diverse portfolio includes **Logan's Roadhouse**, **Gordon Biersch**, **Big River Grill & Brewing Works**, **AIA Ale Works Restaurant and Taproom**, **Ragtime Tavern Seafood & Grill**, and **Seven Bridges Grille and Brewery**.

Jim Mazany is the new CEO of SPB Hospitality and we had the privilege of working with him previously over at **Friday's** and **Joe's Crab Shack**. We will be working closely with **Josh Kern** CFO, and **Holly Smith** in Beverage Marketing. We have already visited numerous locations in Milwaukee, Chicago, and Nashville. We hope you will do the same and support their great concepts!

WE ARE PLEASED TO WELCOME OUR
 NEWEST ADDITIONS TO PHCP!



Heather Lloyd comes to us from RNDC in Houston. She attended Texas Tech University. We are thrilled to have her join our Brand Department.



Jessica Treviño Garza graduated from University of Houston Clear Lake and has years of experience in the restaurant industry. We welcome her to our Casual Dining Team.



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IN THE SPIRIT OF...

What comes to mind when you think of this year's Thanksgiving cocktails?

**This year has been
rough. Bourbon, neat,
sounds appropriate.**

- Christy S.

Jack Daniel's Tennessee Apple, Cranberry Juice, and fresh lime served up in a martini glass with cinnamon sugar rim and apple wheel garnish

- Tony G.

Don't over do it too early--start your meal prep with a low abv spritz so you're still upright at dinnertime! I like Lillet Rose with Q Club Soda or Ramazzotti Aperitivo Rosato with Q Tonic Water

- Rebecca D.

With 2020 being such a crap year a focus on love or just showing people more love (not sure if this can translate to a cocktail)

- Taylor B.

A Bloody Mary garnished with Leftovers

- Kurt Moody

Classic: Cranberry Mule (made from cranberry sauce leftovers from Thanksgiving dinner!) | Out of the Box: Vanilla Chai Old Fashioned

- Donna J.

Pumpkin spiced martini with edible turkey made out of graham crackers, marshmallows...etc.

- Berenice A.



Photo credit: Donna James

Love a glass of warm Muled Spiced Wine to sip as the turkey and all the fixings are being prepared.

- Amy P.

Pumpkin Spice Old Fashioned, not that unique but sounds like Thanksgiving. :-)

- Michelle F.

I think it'd be fun to do some sort of a punch bowl! Bex helped come up with a cocktail similar for Red Bull that included a syringe - maybe it has an energy drink in it to "boost your energy through the holidays"? Since we're not sharing as much drink-wise, maybe it's individual buckets or pouches to make and share with family at gatherings! For classic, maybe an awesome old fashioned with a side of jam to add in?

- Grace M.

Pumpkin Spice / Apple Cider / Cranberry Sauce?

- Kelly C.

Maybe name the cocktails after the cheap drinks our family members usually bring - but that we don't have to see this year. For example - Stephen's uncle Ed makes the worst manhattans with the cheapest whiskey. So maybe it's Not your Uncle Ed's Manhattan and the cocktail is actually really good. Just an idea.

- Nikki H.

I want some sort of loaded bloody mary thing but with over the top garnishes like stuffing, mashed potatoes & turkey

- Amy S.

A Cinnamon Spiced Old Fashioned

- Ryan B.

I think white russians are overlooked! They are easy to make, smooth and sweet - perfect for the holidays when you aren't interested in pumpkin spice ;)

- Courtney K.

Any cocktail that pairs well with mashed potatoes.

- Kelli V.

A Cheerful Cherry Martini or A Thanks Alot Shot.

- Paige M.

I love the idea of Holiday dessert inspired cocktails (Christmas cookies, gingerbread, apple pie, etc). Cocktails with Fall style/color garnishes.

- Cheryl S.

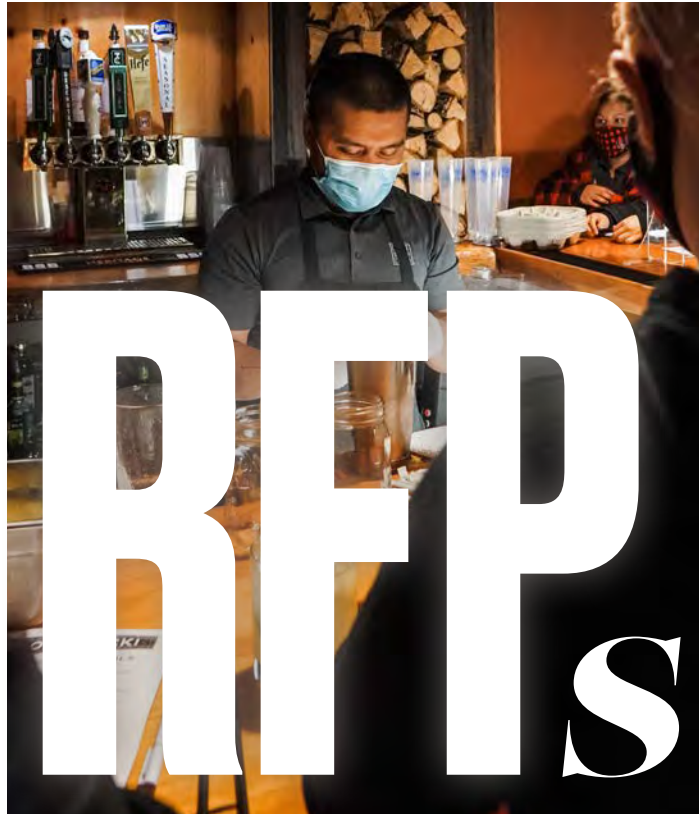
A New York Sour feels super Thanksgiving to me, since it has Rye and a red wine float. Also, since Bex is a creative genius, maybe a play on her Avocado Toast cocktail, but with a ground stuffing rim. I selflessly volunteer as taste-tester. ;)

- Robin D.

Flights with Friends - whiskey, wine or cocktails)

- Laura N.





The “new norm” is a phrase that we have been hearing almost daily as we navigate the ever-changing state of the country and our industry, but what does this mean when it comes down to this year’s beverage RFPs? Let’s take a look at what we saw in 2020, and what we are expecting to see from RFPs into 2021!

Please



Written by: Erica Codd

As we continue to transition into this “new norm”, both suppliers and buyers are forced to pivot, as we navigate the ever-changing consumer preferences and behaviors that are directly affected by COVID-19 and the state of the economy. The past eight months has increased the need for change in all facets of our business, transforming our overall beverage strategies and in turn, beverage RFPs.

This year’s RFP season looked a lot different than in years past! As we anxiously await the inbox “ping” with 2021 placements and programming announcements, we can’t help but reflect on all of the great topics that were discussed. In order to set up everyone for success in the new year, let’s recap!

Some of the topics that we saw in this year’s beverage RFPs were:

Traffic-driving Initiatives: No surprise here! This continues to be the number one priority for all accounts. How do we drive traffic into our bars/hotels/restaurants, and how do we encourage return traffic? What promotions, features, holidays, sporting events, supplier assets, etc. can we leverage to get guests through our doors? It’s time to get creative!

Incremental Sales: Once we get guests through the doors, how can you help provide solutions to drive incremental sales? What can we do to capitalize on these guests and keep them in their seats longer? How can we push that second and third drink order, or for

hotels, how do we secure one more grab-n-go sale? And overall, how do we get the guest check averages up to offset slower foot traffic?

Digital Engagement: Over the past eight months, accounts have been forced to go digital with menus and guest communication, but it doesn’t stop there! How can we engage our consumers through social media, app usage, rewards programs, and virtual experiences? This new digital age allows us to expand our reach, delivering communication directly to our consumers’ fingertips, and remain nimble by swapping out content with the click of button. For accounts that were able to quickly jump on the smart QR code train, we are now seeing opportunities to utilize this technology in countless ways. Now is the time to take inventory of your digital content library. What internal resources are available for your accounts in the realm of photography and video content? What digital assets can we provide to make the guest experience more interesting, engaging, and educational?

Moving Current Inventory: We all know that foot traffic has been slower, causing product to sit as inventory in restaurants. Moving this inventory is much more of a priority than considering any new products. How can we drive trial, excitement, and most importantly, sales of the current mandates?

To-go/Delivery Opportunities: With the loosening of regulations surrounding alcoholic beverage takeout and delivery, we will continue to see this as an area of consideration and exploration. Due to the varying state-



by-state legalities, we know this has been a recent hot button. For accounts that have already tested the waters and have a to-go/delivery program implemented, it could be time to expand on these efforts and consider LTO programs. For accounts that may be slower to embrace alcohol to go and delivery, how can you help support this shift in focus? Examples may include innovative packaging, value-add packs/kits, assistance in navigating legal regulations, and ideas backed by current trend data.

What else can beverage suppliers do to help in the new year? A few pro tips to keep in mind:

First things first – do your homework! Understand recent efforts and changes in the program. And please, visit the account!

Do your research! This goes further than the focus account. Be knowledgeable about industry data, current best practices, and success stories. Be a resource for your clients.

Be prepared to discuss more sensitive topics like budgets, out-of-stock issues, and distribution.

Be solution and strategy-minded first! Ensure that every initiative is a response to the requests and a solve for the asks.

Don't be afraid of the new. Present new brands for consideration IF it makes sense, and you have the data and programs to back it up.

Offer up training. If you have the ability to assist with training, offer it up! Many accounts have cut corporate staff and field training staff. Operators need extra help and unbiased resources – providing these resources will show added value and a genuine partnership.

Keep it fresh and stand out! Especially if any future meetings are virtual, consider different presentation vehicles, surprise and delights, etc.

Be flexible – tech issues may happen! But be prepared; it's always good to have a backup plan!

Be patient! If you don't secure what you had hoped once programs are announced, remember that another opportunity may come sooner than expected! Be on the look out for shorter planning windows; RFPs may be coming more often moving forward.



Photo credit: Kurt Moody

As we look into our PHCP crystal ball, the future is a little unclear, but we know this much is true...

Turnkey, operationally feasible and easy to execute ideas are always key – especially in today's world when accounts are short staffed.

Now more than ever, buyers are wanting custom-tailored programming ideas and solutions. A “one size fits all” approach is NEVER the right move, especially today. Focus on the account's target demographic, brand essence, and points of differentiation. These are the key points that each solution should be based upon, as this is what sets your client apart from their competition.

Seeing RFPs come through is a great sign! This is exciting news that gets wind in our sails and allows us to look towards the future! We are all in this together; it's time to press forward and rebuild.

We hope that you all are as excited as we are to get back into the swing of things, but we know that developing and delivering impactful strategy and custom solutions can take a village. If you ever need help getting started, please don't hesitate to give us a call or send us a note ([281-953-8083](tel:281-953-8083) / erica@phcp.com)!



Photo credit: Donna James



"The gin and tonic has saved more Englishmen's lives and minds than all the doctors in the Empire."

— Sir Winston Churchill



Have you ever researched the origin of your favorite cocktails? Each one has a story that adds an element of history and romanticism with every single sip... and the gin and tonic is no different. The origin story of this beloved cocktail traces its way back to pre-1900's India – and is about as fascinating and wild as the drink is light, refreshing and easy to make. In honor of International Gin and Tonic Day this past October 19th, we found out a little more about this fan favorite.

After copious amounts of Google searches, we learned that the gin and tonic (also referred to as a "G&T") was first created out of necessity. When the British Empire took control of India in 1857, they found their guns were no match for the threat of the powerful mosquito-borne disease malaria, not to mention the scurvy that some developed during the long sea journeys. As a means to make the bitter antimalarial medicine quinine – an extract from the South American cinchona tree – more palatable, British Officers decided to combine it with water, sugar, lime and gin, creating the very first iteration of the gin and tonic.

The tasty treatment caught on and traveled with the British, later debuting in America after WWII when Schweppes advertised the concoction as a casual, refreshing cocktail rather than a medicinal

beverage. Since it is no longer used as medicine, tonic water today contains much less quinine, is typically a bit sweetened, and is consequently much less bitter.

When done well, the gin and tonic is nothing short of alchemic perfection. To make a great G&T at home, you will need a high-quality tonic water. Instead of opting for an overly-sweet tonic, upgrade your fizz by reaching for one of **Q Mixer's** spectacular options – which are verified non-GMO and certified kosher! A premium gin is also extremely important, since it is one of those spirits that has a very distinct flavor profile. **The Botanist Islay Dry Gin**, for example, is a versatile, yet complex, sustainable, premium gin. It boasts 22 botanicals hand-foraged by locals on the Scottish Isle of Islay.

Whether you prefer to drink yours out of a wine glass or muddle fresh fruits and herbs in a Collins glass for a different take, there are a number of variations to the classic gin and tonic that you can make at home. So, go ahead and play "*Piano Man*" by Billy Joel and prepare to elevate, in his words, your "*tonic and gin*."

Sources:

<https://recipes.howstuffworks.com/history-gin-tonic.htm>

https://en.wikipedia.org/wiki/Gin_and_tonic

<https://flaviar.com/blog/gin-tonic-history>

Written by: Bradie Bowen



3

GIN AND TONIC VARIATIONS TO MAKE AT HOME

3 different ways to enjoy a G&T that use the same build, but also provide different taste profiles

FUN FACT:

Today, you would need to drink 67 liters of Gin and Tonic a day in order to have a dose of quinine strong enough to prevent malaria.

(Better get started. . .)



Traditional Gin & Tonic

1 oz Premium Gin, like **The Botanist Gin**

5 oz Tonic Water, like **Q Mixers Spectacular Tonic Water**

Garnish with a lime or lemon wedge and a sprig of mint

Build: Fill a glass with ice and add your choice of premium gin. Pour in tonic water and gently stir, using a long spoon to combine without reducing the fizz, and garnish.

Spiced Gin & Tonic

1 oz Premium Gin, like **The Botanist Gin**

5 oz Tonic Water, like **Q Mixers Indian Tonic Water**

Garnish with cardamom, pink peppercorns, a cinnamon stick, and a lime peel

Build: Fill a glass with ice and add your choice of premium gin. Pour in tonic water and gently stir, using a long spoon to combine without reducing the fizz, and garnish.



Floral Gin & Tonic

1 oz Premium Gin, like **The Botanist Gin**

5 oz Tonic Water, like **Q Mixer's Elderflower Tonic Water**

Garnish with a lemon peel and a sprig of lavender

Build: Fill a glass with ice and add your choice of premium gin. Pour in tonic water and gently stir, using a long spoon to combine without reducing the fizz, and garnish.

Photo credits: Bradie Bowen

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EMPLOYEES OF THE MONTH!

SEPTEMBER



ROBIN DOHERTY

Meeting & Event Planner

Robin's positive attitude and naturally sweet personality are only the icing on top of her killer organizational skills and amazing "whatever it takes" attitude. Is it any wonder that she has been described as, "Loved by all," coworkers and clients alike?

FAVORITE DRINK? "How can anyone pick one?! Top three would be a really bold Napa Cab, an Aperol Spritz and anything Rebecca & Kevin create."

FAVORITE VACATION SPOT? "I think my top pick has to be Madrid. The city is stunning and so walk-able. The Spanish culture is incredibly welcoming and unique, plus the food and wine are amazing. It's a great city for night owls."

OCTOBER



KEKE SADLER

Billing Analyst

Keke is first to step up to shoulder extra work or extra responsibilities. Knowing how they can count on her definitely helps to keep stress levels down amongst her coworkers. Since earning her Masters from the University of Houston in 2019, Keke counts being part of a great team and being an accountant among her favorite things, second of course to being a mom to her 11 month-old son, Tyce.

FAVORITE DRINK? "I love Mexican food so I ALWAYS like a Margarita to enjoy with it."

FAVORITE MUSIC? "R & B, I love Jhene Aiko."

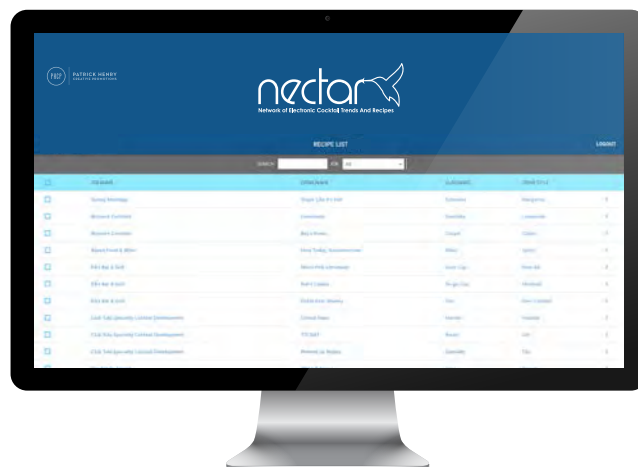


Cutting-edge cocktails meet first-class formatting.

Welcome to the future of the drink database!
Search for YOUR drinks, YOUR way!

Featuring:

- Real-time updates
- Web-based technology
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- Full-color photography
- User support
- Pricing and cost margins
- Ability to add notes & flag recipes



PATRICK HENRY
CREATIVE PROMOTIONS

NOV/DEC 2020

ON-PREMISE SPORTS... WHAT ARE THOSE? (continued from page 1)

YOU WATCH THE GAME. WE TACKLE THE FOOD.
// FALL MENU AVAILABLE FOR A LIMITED TIME //

GAMEDAY AT HOME
50 BEST DARN WINGS
ANY STYLE AND GET A HOMERUN RITA OR SANGRIA GALLON FOR ONLY \$15
50 JUMBO WINGS / \$55.99
Enjoy all your favorite sauces. Comes with celery and your choice of blue cheese or our homemade ranch.

NEW! BEYOND BURGER
30 grams of plant protein!
NO SOY, NO GLUTEN OR GMO'S.
Topped with cheddar cheese and layered with onion, tomato, lettuce and our homerun sauce. Served with crispy, seasoned waffle fries. 13.99

ROASTED VEG PIZZA
Seasoned ricotta is spread over a crispy cauliflower crust, topped with roasted baby bell peppers, red onion, zucchini and cauliflower, then sprinkled with feta. 11.99

Victory Club Members earn ***DOUBLE POINTS*** for the rest of 2020. Excludes alcohol. Not a member? Sign up! glorydaygrill.com/victory-club/

According to *Nation's Restaurant News*, "Once customers perceive a restaurant as being safe, operators will need to find a way to entice them back again [through various avenues like] special menu deals, gameday focused promotions and interactive elements." ⁽¹⁾ Retailers with a larger footprint, like **Buffalo Wild Wings** and **Hooter's**, have done this by leveraging their national presence, brand affinity and loyalty programs that their guests have engaged with over the years. Both concepts have offered their guests to-go food bundles at a discounted price to celebrate the return of the MLB and NFL.

Buffalo Wild Wings has taken a new and innovative approach to driving more traffic to stores with a first-to-market program, in

partnership with **BetMGM**, which provides dine-in guests (21+) the ultimate challenge in all of sports fandom: *Picks and Props*.

This is an odds-based, free-to-play game with HUGE prizes that guests can compete in to win each day. By integrating this new platform into their existing *Blazin' Rewards* app, all the guests have to do is check-in at their local B-Dubs or place an online order to compete. Guests have the opportunity to win items such as a personalized bust of their "winning" face, or a \$300 gift card.

Another innovation BWW launched during the pandemic was their limited time *Blazin' Season Ticket* program, good all season long, whether there are fans in the stadium or not. Guests can sign up for only \$99, which gets them their choice of 10 boneless wings or traditional wings each week, for the entire regular sports season, which could potentially result in over \$100 savings to the guest. The promotion is available for both takeout and delivery and provides fan-favorite wings while watching the big game. And not to forget baseball! Aiming to bring the MLB stadium experience to its Guests, Buffalo Wild Wings debuted a 60-second ad spot "on ESPN during the Washington/ New York game that featured beloved beer vendor **Clarence Haskett, aka 'Fancy Clancy,'** a fixture at Baltimore Orioles games for 45 years. The emotion-laden spot shows empty stadiums and laments all the things sports fans

will miss by not attending in person. The happy ending shows how the restaurant aimed to compensate with in-store activations. They also recreated a stadium experience at the location by the stadium in Washington with 'sights, sounds and atmosphere of a ballpark.'" ⁽²⁾

(View at:
<https://youtu.be/ozhFwxThfXO>)

Hooter's is a concept that has heavily leaned into their tried and true programming methods, while creatively adapting to these unprecedented times through messaging around to-go as well as in-restaurant food and beverage promotions. They've seen success driving traffic into their restaurants with the following programs:

For football fans, they introduced a handful of programs developed exclusively for their guests, like the *Hooter's Fan Cave Experience* - a sweepstakes that encourages guests to upload photos of themselves with Hooters Wings and a Dos Equis for a chance to win a "Fan Cave". Guests can participate in this sweepstakes by posting their photos either at home or in their local store. They've also leveraged their digital QR menus, along with their internal HootersTV channel, to promote their *Gridiron Greats* platform which features beverages like Michelob Ultra, Dos Equis and a Jack Daniel's Old Fashioned - the perfect beverage pairings for gamedays! To round out their football focus to guests wanting to enjoy their *Fantasy*

(continued next page)

DON'T LEAVE PRIZES THIS GOOD ON YOUR PHONE.

We've partnered with BetMGM to bring you the ultimate challenge in all of sports fandom: *Picks and Props*. The odds based free-to-play game with huge prizes you can compete to win every day. Winning is just a few taps away on our app - all you have to do is check-in or place an online order to compete every week at Buffalo Wild Wings.



PATRICK HENRY
CREATIVE PROMOTIONS

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PHCP Book Club Pick

join us in reading:



The 100-Year-Old Man Who Climbed Out the Window and Disappeared

Author: Jonas Jonasson

"After a long and eventful life, Allan Karlsson ends up in a nursing home, believing it to be his last stop. The only problem is that he's still in good health, and in one day, he turns 100. A big celebration is in the works, but Allan really isn't interested (and he'd like a bit more control over his vodka consumption). So he decides to escape. He climbs out the window in his slippers and embarks on a hilarious and entirely unexpected journey, involving, among other surprises, a suitcase stuffed with cash, some unpleasant criminals, a friendly hot-dog stand operator, and an elephant (not to mention a death by elephant).

"Quirky and utterly unique, *The 100-Year-Old Man Who Climbed Out the Window and Disappeared* has charmed over 2 million people around the world."

(Amazon.com)

Available in hard copy, ebook and Audiobook



Draft experience at home, Hooter's developed custom video call backgrounds and custom Hooter's girl "Smack Talk" sound effects as part of their *Fantasy Football Smacktalk Central* platform to keep any opposing fantasy teams on their toes.

Similar to the previously mentioned football *Fan Cave Experience*, Hooter's also rolled out a sweepstakes for their UFC fans. Guests can snap a photo with their Modelo and upload it for a chance to win UFC Pay Per View codes or signed UFC swag. To play up UFC occasions for their in-restaurant guests, Hooter's has also launched "night-of" UFC shot specials with recognizable brands like Patron Tequila, Proper No. 12 Irish Whiskey and Fireball.

Lastly, NASCAR has continued

to be a focus for Hooter's as well. They've focused on NASCAR events specifically by offering a promotion consisting of either a pitcher of Mountain Dew or Coors Light and a basket of Fried Pickles for \$15, only available on race days.

By being nimble, concepts find ways to keep guests happy and patrons engaged. It is this kind of innovative thinking that will help us all weather difficult times like these and even come out ahead on the other side.

Sources:

(1) *Serving Sports Fans during the Pandemic*- July 23, 2020

<https://www.nrn.com/sponsored-content/serving-sports-fans-during-pandemic>

(2) *Buffalo Wild Wings Celebrates Return To Sports*- July 22, 2020

<https://www.mediapost.com/publications/article/353944/buffalo-wild-wings-celebrates-return-to-sports.html?edition=119186>



ACTS OF

Kindness

OUR MISSION

One message

At just the right moment
Can change someone's
entire day, outlook, life

Because of the pandemic, more families are visiting food banks this Thanksgiving – This year, PHCP is giving back to the community by donating a total of \$1,000 to **Feeding America Houston Food Bank** to help put dinner on the table for as many as possible this holiday season and beyond.



So honored to be thanked by the HPD tactical squad for PHCP's donations toward equipping tactical officers with bullet proof vests. We all feel safer already!

FIND OUT MORE:

The Kindness Rocks Project: <https://www.thekindnessrocksproject.com/>

A Shelter for Cancer Families: <https://www.cancerfamilies.org/>

Feeding America - Houston Food Bank:
<https://www.feedingamerica.org/find-your-local-foodbank/houston-food-bank>



Notable this issue is PHCP Team Member, **Laura Nepveux**, who serves on the board of **National Charity League (NCL) Sienna Chapter**. Together, they hosted a 3-day donation drive and filled a box truck full of donations to help victims of Hurricane Laura.



Photo credits: Laura Nepveux

In addition, she along with her daughter Camille, painted inspirational messages on rocks, as part of the **Kindness Rocks Project**, which are to be placed at **A Shelter for Cancer Families**, an organization that provides free housing for patients receiving cancer treatment in Houston.



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BEHIND THE SCENES

KEEPING TRACK - a recent rail trip from KC, through Chicago and New Orleans to Houston afforded some spectacular views

1. Fresh flowers to begin the journey on board the beautifully restored Warren R. Henry historic dome lounge car
2. Chicago's Willis Tower at night
3. Crossing the Mississippi in style
4. Pit stop at Soldier field
5. Chef Jeff prepares a dining car midday salad with salmon baked to perfection



Photo credits: Patrick Henry