



PATRICK HENRY
CREATIVE PROMOTIONS

In the LOOP

JANUARY-MARCH/Q1 2021

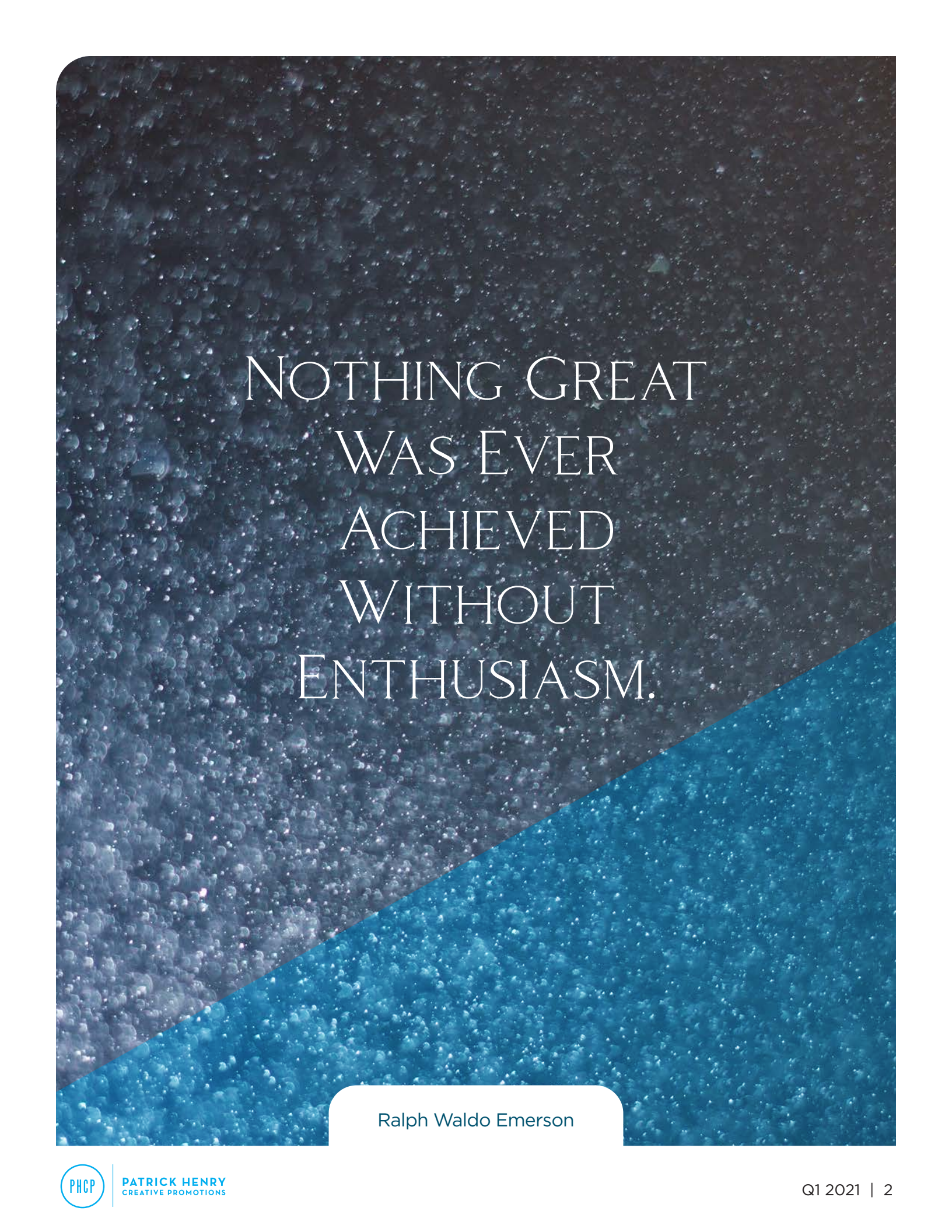
Keeping Your Business Fighting Fit!

The Benefits Of Cross Training

TREND WATCH!

What's The TEA With PHCP?

Connect at: hello@phcp.com | 281.953.5500 | www.phcp.com
Stay up-to-date, with our Blog Posts and Instagram Feed!



NOTHING GREAT
WAS EVER
ACHIEVED
WITHOUT
ENTHUSIASM.

Ralph Waldo Emerson





PATRICK'S CORNER

My late friend, Ted Thompson – General Manager of the Green Bay Packers, once told me something I will never forget. When I asked him for his best advice on how to keep our company successful. His reply was:

It's not always about the talent. It's about having good chemistry in the locker room and the front office. I have seen great and talented players disrupt teams with their attitude and the mentality that you can't win without them. When we draft players or sign free agents we spend a great deal of time on their character, personality, spirituality, sense of humor and respect towards other people. We ask ourselves will they be an asset in the locker room? Will they represent the Green Bay Packers in a professional and respectful way? Will they be good citizens and kind to others when away from the game and practices?

He said that if you make exceptions for someone, because of their talent, you will never have a winning organization. Thanks to Ted, I am fortunate and blessed to say we have followed his philosophy over the years and have a winning organization thanks to the “players” we have at PHCP.

We will miss Ted, and look forward to next year's opening day in Green Bay when they recognize him by adding his name to the ring of honor at Lambeau Field.

— Patrick

CONTRIBUTORS:

NEWSLETTER STAFF

Linda Alvarado
Design, Editor, Copywriter

Bradie Bowen
Managing Editor

Ryan Broussard
Transcription

Patrick Henry
Writer

Erica Poole
Proofreading, Editing

THINK TANK

*Ryan Broussard
Robin Doherty
Rebecca Dowda
Michelle Fossett
Donna James
Heather Lloyd
Grace Marlin
Jessica O'Sullivan
Erica Poole
Melissa Salbert
Jessica Trevino*

COVER PHOTO

*Jessica Treviño hard at work
in the early morning hours*

Photo credit: Linda Alvarado



Kevin Barber
Assistant Director



Bradie Bowen
Account Executive



Rebecca Dowda
*Director of Beverage
Innovation*



Tony Garcia
Assistant Director



Kurt Moody
*Director of Beverage
Operations*

HOW DID WE LIVE WITHOUT:

Written by: Tony Garcia

UNBREAKABLE GLASSWARE?

Hospitality Brands has created glassware that looks like glass, feels like glass, but isn't glass!

It's great for outdoor use, offers something for everyone: Casual, Upscale Casual and even Fine Dining, and it's made of polycarbonate – which means they don't scratch like acrylic does and even has a heavier feel like glass. It keeps the integrity of the program without feeling like you're going for a "cheaper alternative."

"Polycarbonate drinkware is almost indestructible, hard and rigid, and in many cases virtually identical to glass. I've seen a lot of plastic glassware in my time and this was the one that looked and felt closest to actual glassware."







THE IMPORTANCE OF Cross-Training

Written by: Bradie Bowen and Kurt Moody

There is a plethora of beverage knowledge and industry experience within the **Patrick Henry Creative Promotions Team** to tap into. With on-premise experiencing such a huge shift over the last year, I kept hearing the topic come up about “cross-training staff” and I wanted to better understand what that meant to a restaurant and/or bar operator. The first thing I thought to do was schedule some time to chat about this with **Kurt Moody**, our **Director of Beverage Operations**, who has 19 years of experience under his belt to shed some light on the subject.



BB: *Let's talk about cross-training on-premise. We know this is something that is becoming more and more common in our industry, but let's start with the basics. In simple terms, what is cross-training?*

KM: Cross-training in our industry would imply that people are certified in multiple positions. In the past, this was typically done in the back-of-house so cooks could work multiple stations. In the new, COVID-19 scene, the more job responsibilities that a front-of-house team member can have, the more valuable they are to the company.

BB: *In this current climate, we are seeing more and more cross-training opportunities because of restaurants and/or hotels cutting costs, servers not returning to work upon re-opening, etc....correct?*

KM: Yes, to all of the above. Cutting labor percentages, running with a smaller staff, limited dining means limited opening of tables/sections. For example, some states do not currently have open bar seating, which means a full-time bartender isn't necessary if there are servers who are trained and able to make drinks behind the bar. Cross-Training staff also enables managers to manage, rather than cooking or running a station in the event of being short-staffed during a shift.

BB: *Other than a cost-savings measure, are there any other additional benefits that speaks to why it is important to cross-train staff?*

KM: Well... more importantly, before it was a cost-savings measure, cross-training was used as a team development measure. For instance, say you had a server that you wanted to promote to a bartender, you would cross-train them behind the bar. If you had a bartender that you wanted to promote to a manager, you would cross-train them in key (hourly) or managerial responsibilities. That's really the biggest takeaway from cross-training. Essentially, the more people you can validate to do jobs beyond their own, it enables and encourages the people who are currently doing those jobs to look for bigger responsibilities.

You are only as good as the person who is going to replace you... so if you train a server to be a bartender, you have another bartender. Now you can promote a bartender to a bar manager, which means you gain another manager. Then the current GM might be able to look to corporate for more responsibility internally and become an area operator. So, before cross-training was purely for backfilling and promotions. Now, it's a necessity to run a lower labor cost.

BB: *In relation to that, in your opinion, why should on-premise retailers (restaurants, hotels, etc.) be cross-training?*

KM: It allows them to carry less staff across more job roles. It also enables them to give employees more shifts because, for example, if I am a server who is also validated behind the bar, I might only have 3 shifts on the dining room floor per week due to the limited seating capacity. Now, since I have that bar-training as well, I can go pick up a 4th shift in the bar area or behind the bar.

In a hotel or lodging role, say I am validated in the lobby bar, but the lobby bar is only operating Thursday, Friday, and Saturday during peak occupancy. I could cross-train to become certified at another bar – whether that be an outside bar or a restaurant bar. Now, instead of just working the lobby bar shifts, I am able to then work at any bar within the hotel.

BB: *So, ultimately cross-training is something that beneficial not only for the restaurant, hotels, etc. but also for the employees that are being cross-trained?*

KM: And it makes them more valuable as well! As a cross-trained employee, not only do you have the potential for more shifts – which means more money – now, should another pandemic hit (which we hope it doesn't), you have made yourself even more valuable to the company than before. If I'm the employer and have a staff of 10 people, and I need to cut half of them as a cost-savings measure, I am going to keep the 5 employees who are most valuable to me... which are going to be those who can do the most. Being cross-trained does just that,



setting employees apart from their peers.

BB: *As of right now, if restaurants aren't currently cross-training their employees how do they start? Where do they begin?*

KM: So, the biggest thing is conducting the “Right Team” exercises internally to see what potential you have available to tap into. The best place to start is going down the line, employee by employee, to see what their individual strengths are, what their opportunities are, and decide if they are someone you see sticking around long-term, who also has the drive to move up from position to position within the restaurant. After you figure this out, then it's really finding out who has the desire to take on more responsibilities, in addition to also determining who is going to coach them through it.

We can always talk about wanting to cross-train people, and it sounds great, but you also need the trainers to do it. So, after the “Right Team” exercise where you determine who you want to train, you need to determine who the trainers will be. Which takes asking yourself, do I have a program which enables me to do that? A lot of times training programs are only built for new hires or full promotions (i.e., taking someone from being a full-time server and making them into a full-time bartender).

Cross-training programs are more of a hybrid of full promotion training programs because, as a manager, I do not want to take you away

from being a server, however I do want to slowly add to your validations and abilities, so you can become trained behind the bar as well. Keep in mind that a server that is cross-training behind a bar, or a lobby bartender that is cross-training behind a restaurant bar, shouldn't be able to just quit their first primary role. Cross-Training needs to be seen as an opportunity for staff to learn new abilities while still working in their current position. To recap, the first steps to take as retailers are:

- 1. Select the “Right Team” of employees**
- 2. Distinguish your coaches and trainers**
- 3. Develop a pared-down training program that adds incremental abilities**

BB: *Makes sense! If people need more help with their training programs, or how to cross-train servers, what's the best way to go about that?*

KM: They can reach out to us! And really at any step of the process. PHCP can help with “Right Team Exercises” when it comes to hourly's and managers. PHCP can identify the leadership you want to train, develop Trainee/Coach Guides, all the way through Step 3 of creating the cross-training program.

*If you need help with your training programs, or if you're interested in learning more about why training programs are important for your business, please contact
Kurt Moody (kurt@phcp.com).*

5 IDEAS

TO HELP YOU GET A JUMP-START ON SUMMER LTO's

After a bleak winter season, we are longing for the warmth of the summer sun and a refreshing cocktail — whether enjoyed on a patio, sitting poolside or on a picnic in the park. We'll take anything at this point! Unfortunately, we do have a few more months before we're able to enjoy these summer delights. However, the time to start thinking of Summer Promotional Programming is now. Not sure where to start? Look no further! We've compiled 5 ideas to help you get a jump-start on your beverage promotion planning for this summer.

1

HEALTH & WELLNESS IS STILL A FOCUS!

We saw a spike in consumers purchasing more comfort food and beverages last year due to the pandemic, but don't let this fool you because **health and wellness is definitely still a priority** – especially as we head into the warmer seasons! Based on the growing desire for “wellness” over the last few years, think about **offering light and effervescent options** with a healthy twist for your next summer promotion! Fill gaps on menus by offering **low-ABV options**, like a Spritz, a Beer'mosa or even a Spiked Kombucha and **pair it with lighter food options** for a guilt-free experience guests will love!



COOL OFF THIS SUMMER WITH FROZEN FAVORITES!

Get creative with your cocktail presentations this summer by adding **frozen treats** to the featured lineup, helping guests cool off and beat that summer heat! Utilize frozen treats in enjoyable ways like a **popsicle garnish or a scoop of sherbet** added to a glass of sparkling wine for a fizzy and delicious drink. If you're not looking to feature wine, consider adding these items to cocktails currently listed on the menu, like a Spritz or Margarita, for an added burst of flavor. Drive excitement and interest even further by adding a finishing touch, like **edible glitter or luster dust**, to make the drink even more Instagrammable.



Written by: Bradie Bowen and The Think Tank

3

SUMMER'S INFINITE PLAYLIST

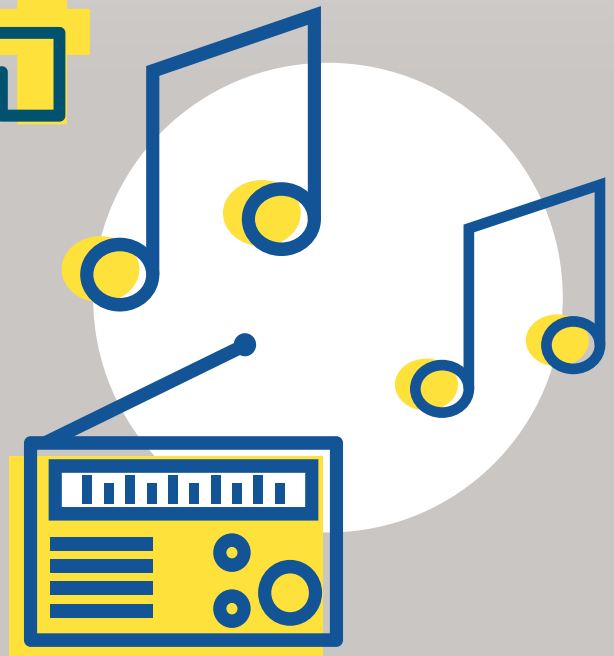
Take a page out of Nick & Nora's book and create the **perfect playlist** to pair with your summer promotion this year! With more modern takes on beverage pairings, like **podcasts** that dedicate each episode to pairing different wines with crime stories for their listeners (*yes, it's a thing!*), the days of traditional food and beverage pairings are over. Utilize popular **subscription-based music platforms** to build curated playlists for your customers and pair a few songs with the featured drinks – or name the featured cocktails after some of the songs on the playlist. Don't forget to **market your Summer Playlist via QR Codes** on point-of-sale materials around your restaurants or in hotel rooms as well as digitally via e-blasts! Having something that **guests can access at any time** will keep you top of mind and add to their overall experience, whether that be during their visit or while they're on the go. For an additional component, tie your playlist into a **virtual summer concert series** where guests can obtain access codes to view the virtual concerts on their designated streaming days.

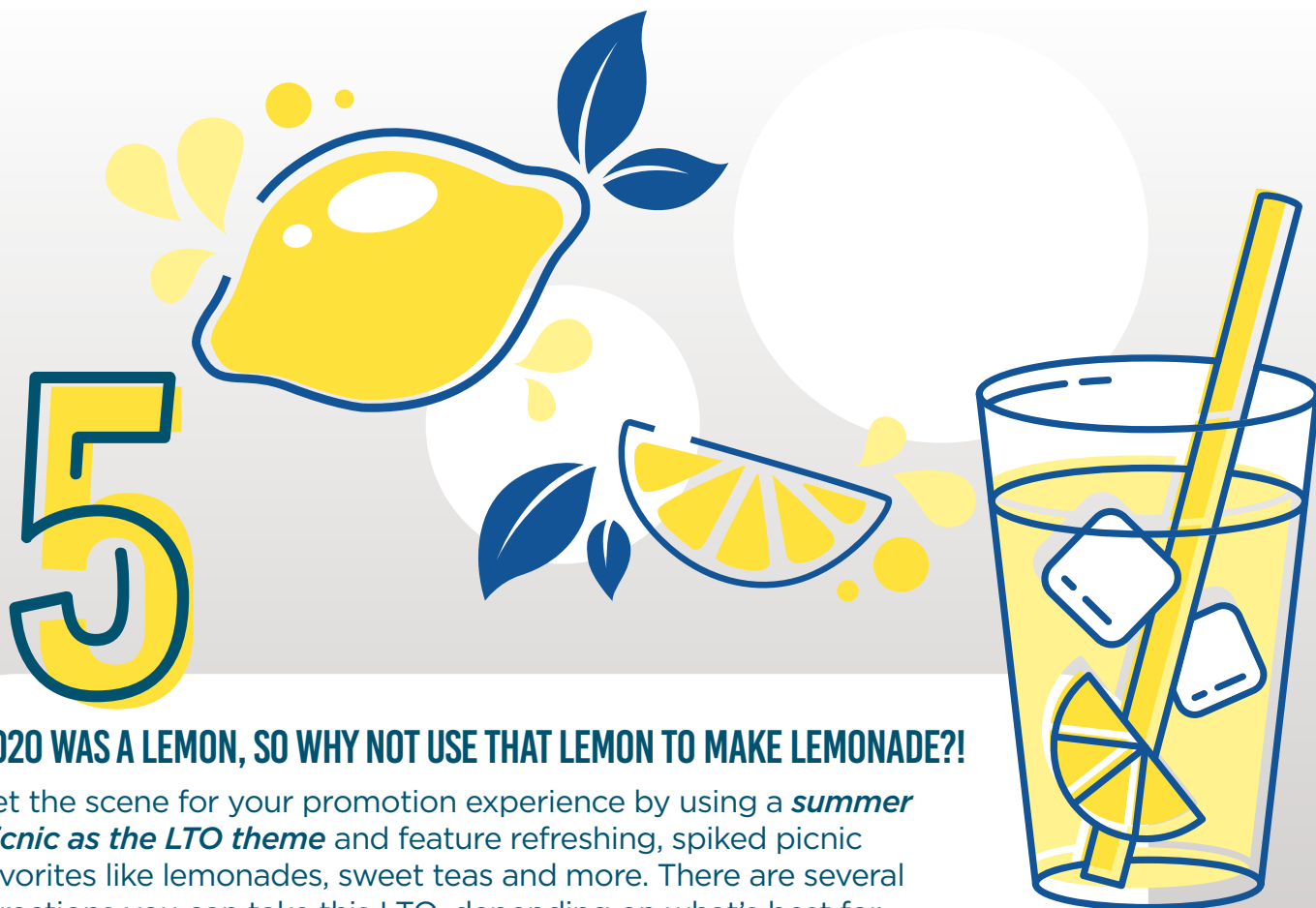
COLOR OF THE YEAR

For over 20 years, **Pantone's Color of the Year** has influenced product development and purchasing decisions in multiple industries. This year, **Leatrice Eiseman, the Executive Director of the Pantone Color Institute**, noted on their website, "*The union of an enduring Ultimate Gray with the vibrant yellow Illuminating expresses a message of positivity supported by fortitude. Practical and rock solid but at the same time warming and optimistic, this is a color combination that gives us resilience and hope.*" After a hard year, guests want to feel that **everything is going to get brighter in 2021**, so let's consider incorporating these colors in summer promotion programming! This can be done via **cocktail colors**, like a bright yellow tropical cocktail, or via

different **Facebook and Instagram filters** that bring Illuminating and Ultimate Gray into an augmented reality experience.

4






2020 WAS A LEMON, SO WHY NOT USE THAT LEMON TO MAKE LEMONADE?!

Set the scene for your promotion experience by using a **summer picnic as the LTO theme** and feature refreshing, spiked picnic favorites like lemonades, sweet teas and more. There are several directions you can take this LTO, depending on what's best for your concept! A few things to consider for this theme:

- *Batch and offer the featured cocktails in sealed to-go vessels (where legal).*
- *If certain locations have ABV restrictions, consider featuring a Hard Seltzer-based Lemonade or Tea instead of a spirit-based cocktail.*
- *For a more elevated feel, include garden-inspired garnishes like edible flowers, mint leaves or dehydrated fruit!*



Let us help you achieve your goals this summer! Reach out to your direct point of contact at PHCP today for more promotional ideas specific to your concept and target guest. In the case that you aren't sure who to reach out to, please contact **Michelle Fossett** (hello@phcp.com).

SUMMER

Shopping





Ask Our Mixologists!

If you were to go on a picnic, what all would you pack?

Rebecca D: “I love Lillet & Club Soda with fresh strawberries! It’s super refreshing and pairs well with just about anything (but my picnic is most likely cheese and... cheese). It’s low ABV too so I can still go about my day after the picnic is over.”

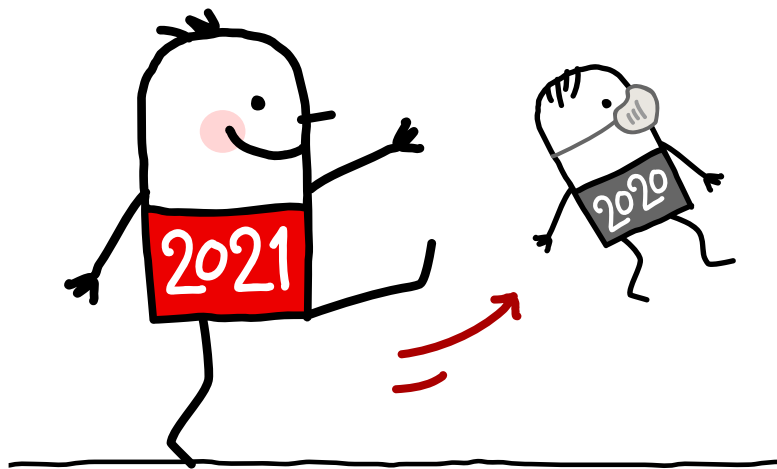
Kevin B: “I’m all about something easy – so I would pack stuff for a Kentucky Mule in my picnic. I’ve got to have my favorite Kentucky Straight Rye Whiskey, fresh lime juice, high-quality ginger beer and a little simple syrup. I also have to have my favorite snacks as well – Haribo Gummy Bears and Hot & Spicy Cheese-its. — P.S. don’t forget the cigar!”

TAKE YOUR SUMMER PROMOTION TO THE NEXT LEVEL

With more people at home and craving connections, kits can be like care packages to your customers. Cover all the bases with salty and sweet, healthy and indulgent, a little something to keep and something to share – and don't forget to keep it fresh with theming for each new occasion!

Contact **Erica Poole** at erica@phcp.com to kick up your kits and make your summer promos hot!

Photo credit: Linda Alvarado



TREND WATCH

2020 came and went in the blink of an eye, but with everything changing so quickly, beginning last March, there was a “ripple effect” that will be felt for some time to come. Buzzwords we heard the most last year were:

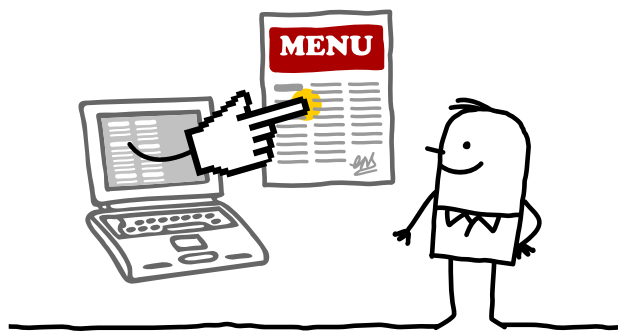
UNPRECEDENTED • PIVOT • ADAPTABILITY • INNOVATION • REIMAGINED

Although there are no words that can truly sum up the impact that 2020 had on our industry, these are the words that stick with us, especially as we pick up the pieces and look ahead into the new year. In a recent *Technomic webinar*, it was noted that **as of January 2021 only 38% of foodservice occasions are dine in, which is down from 45% in Q1 2020.** With occasions shifting towards off-premise consumption, we have seen quick decision making from restaurants – especially when it comes to food and beverage to-go – as well as a huge transition towards digital marketing in place of printed marketing materials.

Consumers’ spending habits were also affected in 2020. In mid-March, the word “*quarantini*” felt depraved, like a craven attempt to offload booze onto a panicked public. But as Americans started to realize that bars in many areas would be closed for months and that they’d be stuck at home for just as long, ***the Quarantini, in all its varied forms, became a liquid salve for a bitter spring.*** **Stanley Tucci** shared his controversial shaken Negroni, and **Ina Garten** poured herself a massive Cosmo using a full bottle of vodka. Bars and restaurants combated this with ***To-Go Cocktail Kits and Pre-packaged Family Meals*** to fill sales gaps, and we saw a new take on

the traditional wine dinners – where they went completely virtual with the winemakers ‘Zooming’ in to educate those participating.

In addition to the shift toward at-home drinking last year, we also saw an **increased demand for comfort offerings and a preference for familiarity**. 2020 was not the year of the nine-ingredient cocktail. With our brains busy trying to make sense of epidemiology and social upheaval, Americans wanted comfort food and drinks. Because of this, we saw **streamlined Old Fashioneds, Margaritas and Highballs** emerging on nearly every corner, not to mention on the menus of some of the country’s best bars and national chains.



SO, WHAT’S HERE TO STAY?

First and foremost – convenience! According to Technomic, consumers are adopting a preference for **new order and payment methods**:

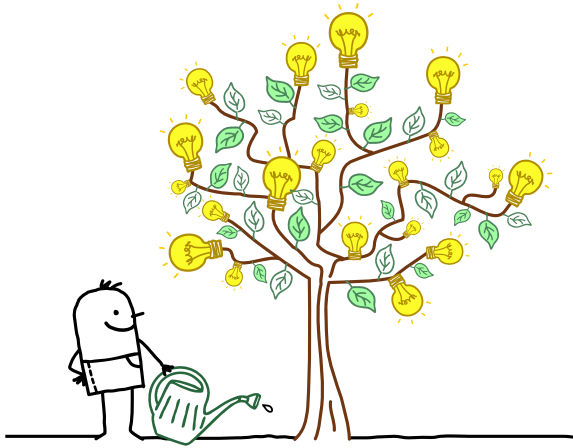
- **55% prefer contactless payment**
- **44% prefer contactless delivery**
- **22% prefer curbside pickup**

Last summer the drinking public lined up, took over sidewalks and drank (often illegally) in the streets. They also took to what **AF&Co’s 2021 Trend Report** dubbed as **“walktailing,”** which is a phenomenon once reserved for nights out in New Orleans. While bar and restaurant owners faced unpredictable city mandates and policing, the to-go format

unleashed innovations in packaging, batching, service and delivery that we expect will outlive the pandemic, especially since the convenience factor has dramatically changed how consumers shop for wine and other alcoholic beverages. Complex liquor laws, which vary state-to-state, were also altered during the pandemic to boost business, and it is likely many of these laws will be re-examined, which opens up great potential for restaurants to continue their creativity and innovation as it relates to cocktail delivery.

Ghost kitchens will also continue to be a revenue generator for accounts – and we expect **social media will be the primary marketing tool** to generate public excitement. Not to mention, as people continue to work from home, there will be an abundance of availability to lease out a space. AF&Co noted in their recent trends webinar that we should **expect creativity like never before** as chefs embark on solo passion projects, and restaurants embrace new ways of attracting guests. Many on-premise retailers are using Instagram and other **social media platforms to publish to-go menus and presell orders online** for specified pick-up or delivery. Likewise, established restaurants are embracing this change and trying things they never would have tried before, including drive-in movies screened in a parking lot, virtual cooking classes, and so much more.

Although we did see a comeback of comfort food and beverages, don’t expect the health and wellness trend to go anywhere anytime soon. Based on recent trend reports, **consumers still want “functional first”** – according to Technomic **54% of consumers agree they are eating more foods associated with boosting their immune system**. The health and wellness trend is also expected to affect hotels and resorts. According to AF&Co’s **2021 Trend Report**, **providing both convenience and safety for guests, hotels are expected to offer rooms with integrated wall-mounted home gyms** like *Mirror* and *Tonal* for a way to work out without going to the gym. Others are likely to partner with companies like *Peloton*, taking advantage of their dedicated user base and offer not just Peloton-equipped gyms or in-room equipment, but also digital memberships to provide guests access to the wide range of fitness classes to follow even without special equipment.



from restaurants. That being said, **sustainability is continuing to gain awareness with the younger Gen X and Gen Z consumers.** Since to-go and delivery are here to stay, the only question is how restaurants will operate to meet this increasing demand. That demand will spur innovation for sustainable food and beverage packaging, which will then lead to higher performance products as well as more efficient and thoughtful delivery systems. According to the **U.S. Environmental Protection Agency** statistics reported by **MarketWatch**, food and packaging make up about 45% of items in U.S. landfills, so any changes here can make an enormous impact.

As working from home takes widespread hold, hotel companies and tourist destinations are aiming to capitalize on the fact that people can work from anywhere. Hotels are eager to replace business traveler revenues by **appealing to locals with special day-working packages.** They are also marketing to newly identified “digital nomads” with **discounts on long-term stays.** As stated by **AF&Co**, **family-oriented services that provide remote learning or childcare opportunities for children while parents are working** are also growing in appeal, especially in the luxury market where high-end private schools have created livestream learning programs for students. We are interested in tracking this trend and seeing if WFH = Work From HOTEL in the upcoming year.

2021 TRENDS TO WATCH

Virtual experiences are expected to become even more mainstream this year. For example, virtual tastings and educational dinners are attracting fans, which offers a huge potential to build long-term relationships as consumers seek entertainment and education. Producers know that a personal connection can help build a long-time sales relationship, so we anticipate seeing even more virtual-based customer experiences offered in restaurants this year.

To-Go & Delivery isn't going anywhere, considering *Technomic's* recent report that consumers are continuing to primarily seek out prepared foods

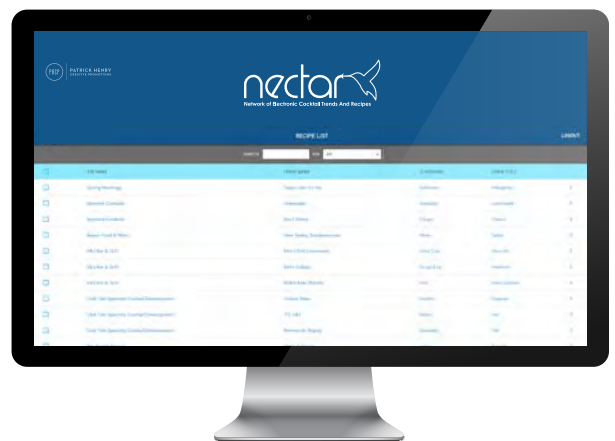


Cutting-edge cocktails meet first-class formatting.

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

Featuring:

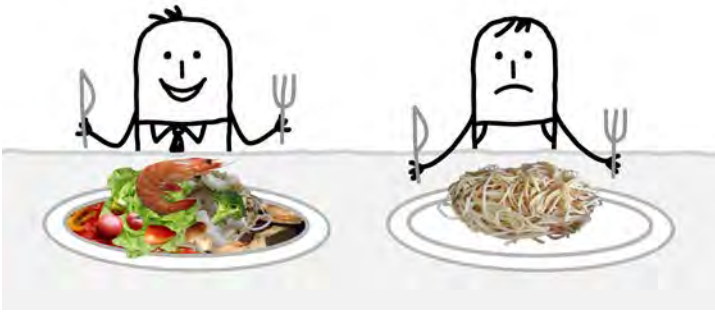
- Real-time updates
- Web-based technology
- Modifiable fields
- Full-color photography
- User support
- Pricing and cost margins
- Ability to add notes & flag recipes



menu engineering top of mind too with the shift towards more digital POS (like QR Menus).

4. More At-Home Mixology means restaurants need to offer what guests can't make at home.

With people getting more comfortable with mixology, we expect to see many will be upgrading their bar tools. This means it's going to become more important that bars and restaurants offer items guests can't make themselves at home, with an emphasis on bespoke products.



THINGS TO THINK ABOUT

Want some actionable takeaways to ponder over your morning coffee – or afternoon glass of Champagne? Here are four items *Technomic* identified in a recent webinar as key opportunities for success, and PHCP's take on what this means for you.

1. Brands who best adapt to shifting consumer behavior will have the greatest chance of success.

Operators must stay nimble and will need to work harder to drive traffic. Proper sanitation protocols are a non-negotiable, and beyond this, brands can look to their own brand identity to find ways to drive traffic through thoughtful promotions, programming, visible signage, etc.

2. Technology will become more mainstream and expectations will continue to rise.

Brands can focus on a select few technologies that most enhance or personalize the experience based on their concept positioning and guest demographics. Think of who you are as a brand and choose whether a post on Tik Tok or Instagram will better speak to your target consumer.

3. Operators will likely need to update menus with an eye on innovation and health, keeping in mind the advances in digital POS over the last year.

Investing in menu innovation that aligns with behavior shifts may help to drive incremental sales in the upcoming year. In addition to consumer trends, it will be important to keep

There is **A LOT** to look forward to in the upcoming year! If you're interested in more specific trends, or curious how you can make these into a program fit for your brand and/or target consumer, reach out to **Michelle Fossett** (michelle@phcp.com), or your direct point of contact!



PRO TOOL TIP:

You can add key words to **NECTAR** that are searchable in the database but don't show up in the recipe. Key words can be anything: a month, a season, a client's name or a color.



QUICK TIPS

EMPLOYEES OF THE MONTH!

NOVEMBER



GRACE MARLIN

Account Executive

From the beginning, Grace has made such an impact at PHCP, she's been promoted every one of her years! Truly unsinkable, she can always be counted on to brighten anyone's day, but don't let that fool you, her work ethic is as dedicated as they come.

FAVORITE DRINK? *"Depends on the occasion - curled up on the couch with a load of laundry and Sex & The City on? For sure a glass of Cabernet Sauvignon! Out with friends... I'd have to say any sort of margarita, bonus if there's a tajin rimmer!"*

FAVORITE HOBBY/ACTIVITY? *"With so many friends' bachelorette parties, I've learned I have a passion for pole fitness! It truly is one of the most fun workouts I've personally ever tried. I invite you to any of the classes I attend on Monday near UH (go Coogs). See you there! :)"*

NOVEMBER



LINDA ALVARADO

Senior Designer

Although responsible for her share of the esoteric baked treats that make their way through the doors, Linda rounds that out with over 25 years experience in design for the food and beverage industries. Always curious, her background includes UH and USC and several fields of study that span from the sciences to visual communications, creative writing and most recently UX/UI. When asked about the Houston heat and humidity? "It's not such a big change for me, I grew up in the jungle."

FAVORITE DRINK? *"Anything creamy, coffee-ey or one I haven't tried yet! I love that Mixology at PHCP always gives me an opportunity to explore!"*

HARDEST PROJECT? *"My family, for sure! That's what happens when you have kids with personality!"*

JANUARY



KIERRA BOHNER

Project Manager

Kierra had everyone captivated the moment she walked through the door. Coming to PHCP from North Carolina with a strong background in hospitality and events, she actually holds degrees in Hospitality Management, Behavioral and Social Sciences, and even a minor in Business Administration. Although she's super smart, it's her big smile, big heart and go-get-'em attitude that people notice most!

FAVORITE DRINK? *"I absolutely love Whiskey & Ginger beer with a lime. It is my go-to drink at home or any local bar/restaurant."*

CHILDHOOD MEMORY? *"My most memorable childhood moment was getting a 3-story Barbie house and Easy Bake Oven for Christmas! My mom had actually told me I wasn't getting anything because of my behavior in school, but she ended up getting it anyways. Perks of being the only child lol!"*

Photo credits: Linda Alvarado, Amy Schraub



PATRICK HENRY
CREATIVE PROMOTIONS

Q1 2021 | 20

2020

EMPLOYEE OF THE YEAR!



DONNA JAMES

Senior Account Executive

If you've been keeping up with PHCP on social media, you'll already know all about Donna! Having won Employee of the Month and Year more than once, what is there left to say other than she's just amazing?

IF YOU WERE A WINE, WHAT WINE WOULD YOU BE? *"Cabernet Franc. Idealistic, loyal, and an understander."*

IF YOU WERE ASKED TO GO TO THE MOON, WOULD YOU? *"Maybe, but I'd like to visit Hobbiton in New Zealand first."*

ANY SUCCESSES YOU'D LIKE TO CALL OUT AT PHCP OR OTHERWISE? *"Does winning Employee of the Year twice in a row count?"*

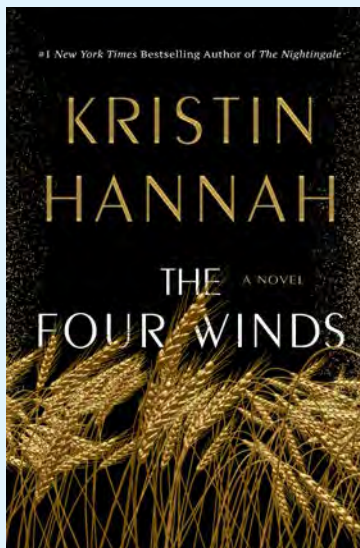
Photo credit: Linda Alvarado



PATRICK HENRY
CREATIVE PROMOTIONS

PHCP Book Club Picks

join us in
reading:



The Four Winds

Author: Jonas Jonasson

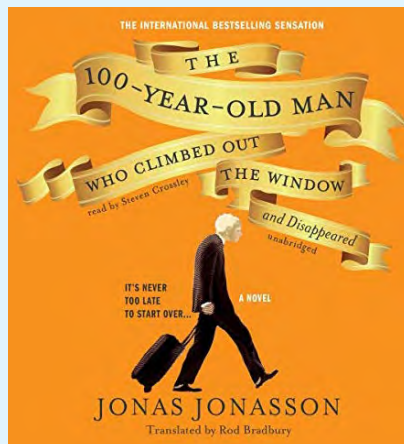
From the number-one bestselling author of ***The Nightingale*** and ***The Great Alone*** comes a powerful American epic about love and heroism and hope, set [in Texas] during the Great Depression, a time when the country was in crisis and at war with itself, when millions were out of work and even the land seemed to have turned against them.

The Four Winds is a rich, sweeping novel that stunningly brings to life the Great Depression and the people who lived through it the harsh realities that divided us as a nation and the enduring battle between the haves and the have-nots. A testament to hope, resilience, and the strength of the human spirit to survive adversity, The Four Winds is an indelible portrait of America and the American dream, as seen through the eyes of one indomitable woman whose courage and sacrifice will come to define a generation.

(Amazon.com)

Available in hard copy, ebook and Audiobook

THOUGHTS ON



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

Author: Jonas Jonasson

This book has generated more side conversations and behind-the-hand giggles than any book we've read recently. Although we skipped the green banana liqueur, we enjoyed the meeting with Swedish Gummies, Swedish Meatballs, Lingonberry Jam and a plethora of other treats!

"My 2 cents, I loved the book, it was ridiculous and hilarious! And I actually learned a thing or two about history --- if the general political facts were true." — Michelle Fossett

"It's like when you suddenly realize you're in a crazy situation, but no one else has noticed." — Linda Alvarado

"I liked it! I thought it was imaginative, witty, and historically interesting, even if some of the history was a little hard to believe!" — Courtney Kratz

ACTS OF

Kindness

I have a group of friends that I've been close with since college, who gets together every year for a Secret Santa Gift Exchange. With everything that happened in 2020, we all agreed that buying each other gifts just didn't feel right. We all still had our jobs, thankfully, and there were so many other ways we could use that money to help someone in need - or put it towards supporting local restaurants! The only question was, which do we choose? We ended up getting in contact with a family of 5 who was living in a one bedroom apartment, and everything fell into place from there. We put our money together and made the trip together to purchase \$200 worth of groceries and even had a little bit of money left over to purchase a couple boxes of diapers, wipes as well as a small gift for each child. It wasn't until we dropped everything off that I truly understood what this meant to that family. Something that seemed like a "small act of kindness" to me truly turned this family's entire holiday around. My friend group decided then and there that we would support a family every holiday season moving forward, and our annual gift exchange would turn into an annual trip to the grocery store instead.

Bradie
Bowen



In December, I participated in the 18th annual **"Freeport to Port O'Connor Toy Run,"** sponsored by the **Houston Big Game Fishing Club**. The "Santa boats" were loaded up with toys in Freeport, then headed down the Intercoastal to Port O'Connor. Once in Port O'Connor, we formed a parade for the locals to enjoy and tossed out candy and other treats as they watched from the jetties. Then all the toys were unloaded and donated to the **Adopt-An-Angel Program** who distributes the toys to over 3000 children in over 11 Texas Counties each Christmas.

Melissa Salbert

FIND OUT MORE:

Freeport to Port O'Connor Toy Run:

<https://pocoyrun.net//>

Adopt-an-Angel Program:

<https://hylf.org/program/hyhf-adopt-an-angel/>

BEHIND THE SCENES



1. Paying respects to the passing of a close friend and one of the great ones

2. KPRC 2 featured PHCP's own **Rebecca Dowda** and **Kevin Barber** presenting Mocktails on **Great Day Houston** for **Derrick Shore** and **Courtney Zavala**

3-4. **Kurt Moody** starring in bar training videos covering topics like: pouring draft beer, opening/pouring wine, garnish prep, drink making techniques and suggestive selling



Photo credits: Terry Graham, KPRC, Laura Nepveaux