




PATRICK HENRY
CREATIVE PROMOTIONS



In the LOOP

APRIL - JUNE / Q2 2021

BASEBALL & BREWS

Imbibing from the Bleachers

OMNI OKC OPENS

A LOOK BEHIND THE CURTAIN

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ACT AS IF WHAT
YOU DO MAKES
A DIFFERENCE.
IT DOES.

William James



PATRICK'S CORNER

Summer is right around the corner and none too soon! I'm looking forward to this being a summer to remember, in a very good way: I truly think we are seeing the light at the end of the tunnel. Families are beginning to travel together again, have picnics on the lake or along a favorite river, and enjoy camping under the stars and visiting our wonderful state parks again.

We will still need to be responsible and respectful of others; COVID-19 is not yet in the rear-view mirror. We do not need scenes like we saw from Miami with overcrowded streets and jam-packed beaches. We live in the greatest country in the world and have more freedom than anywhere else, including the freedom to be thoughtful and considerate of one another.

Let's be respectful, kind, and generous (and drive like we just earned our learner's permits.) Let's show the world we can lead by example here in America and be an inspiration to others.

Enjoy your Summer.

— Patrick

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If you are viewing the digital version of our newsletter, you have access to even more with enhanced content! Click on the orange symbols to plus your experience, as well as email and web links throughout our features and articles.

 **Playlist**

 **Extra Content**

 **Survey**

 **More Info**

COVER PHOTO
Kevin Barber, Donna James and Grace Marlin toasting the return of Happy Hour

Photo credit: Linda Alvarado



Kevin Barber
Assistant Director, Beverage Innovation



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Kurt Moody
Director of Beverage Operations



Britney Smith
Senior Account Executive

HOW DID WE LIVE WITHOUT:

Written by: Tony Garcia

A COLD RINSE SYSTEM

A clean beer glass every time – it removes all dust and oils, and ensures the glass is beer clean which is *super* important for reducing the chance for flat beer and improving the quality of draft beer.

Beer frosters hold beer at around 0°F to 10°F which causes beer to foam. A Cold Rinse System quickly chills, bringing room temperature glasses down to 25°F to 30°F giving the beer a nice cold glass without pouring foamy, since beer pours around 34°F to 38°F. As foam is about 5% actual beer, this saves both beer and money over time. Cost-effective and easily installed next to any tap system, it also eliminates the need to try to keep frosted glasses stocked or fit a beer froster into your setup.

It can also be used to quickly rinse mixing tins or rinse and chill cocktail glasses. If cocktail glasses are chilled before adding any ice, it can up to double the shelf-life of the cocktail, keeping it picture-perfect (and Instagram-ready) even longer.

OPENING AT



O*mn***i Hotels & Resorts** is a well-known luxury brand with over 40 locations and an incredible team, who has put the soul in hospitality every day since 1958. According to their website, Omni Hotels & Resorts exists to give guests an authentic feel for the local flavor in leading business gateways and leisure destinations across North America, Canada and Mexico. Their dedication to leaving a lasting impression with every guest, through award-winning, personalized service, while sustaining environmental stewardship, spans across all sectors too. From exceptional golf and spa retreats, to dynamic business settings, each Omni property blends seamlessly into the local culture, while featuring four-diamond services, signature restaurants and unique wellness options.

Written by: Britney Smith

Recently our **PHCP** Teammates, **Britney Smith**, *Senior Account Executive*, and **Rebecca Dowda**, *Director of Beverage Innovations*, had the opportunity to work alongside **Devin Burns**, *Vice President of Rooms and Food & Beverage* at **Omni Hotels & Resorts**, on the beverage program for their newest location, which opened in Oklahoma City (OKC) January of 2021. This location has a total of seven dining outlets, that range from formal concepts, like Oklahoma's only **Bob's Steak & Chop House**, to more casual concepts, like their retro-classic inspired diner, **Seltzer's**, that will transport you back to the 1950's. While conducting an on-site training for the OKC servers and bartenders back in December of 2020, our team sat down to chat with Devin in more detail about his vision for the new property's beverage programs. Keep reading to find out all the exciting details we learned about this new property, and what we can expect in the future from Omni Hotels & Resorts:



Photo credit: Britney Smith

Q: What was the Vision for the Oklahoma City (OKC) location's program/menu?

A: The vision was to create a relevant, locally inspired, fun, interactive, and "Omni-fitting" cocktail program for Omni OKC. We loved the work done by Rebecca and Britney at our Viking Lakes Minnesota property last Fall and knew that going into this project, we had the right team to make the magic happen again.

Q: How does this program differ or what is unique about it from your other locations?

A: We strive to create "local flavors" at each of our locations with a beverage program that synergizes with the local scenography, people, culture, etc. Brand-wide menus are great, but we really hang our hat on local product and programming.

Q: What is your favorite cocktail or presentation from this program?

A: I am most excited about "The Big Carrot" mocktail on our new Bob's Steak and Chop House menu. Inspired by Bob's famous carrot, it is part fun, part healthy, and all carrot-glory-greatness! And mocktails continue to be a hot choice, taking up more and more of our menu "real estate."

◀ Basin Bar's 'Flavor Origins' featured cocktails line-up



Photo credit: Britney Smith

Q: What guest responses are you most looking forward to?

A: The shareable cocktails in Tap House, including the "Thunderade" and "Tap House Rita," served in a Gatorade thermos or Growler, are show-stoppers. And, how refreshing coming out of COVID to enjoy shareable cocktails?!

Q: How has COVID impacted new property openings for Omni Hotels & Resorts?

A: We are very fortunate that our Ownership has remained committed to our new builds and openings. With COVID, our hotel operations have been impacted by how we clean our spaces and serve our guests. We do everything possible to operate safely, while still offering our guests our high level of Omni service and hospitality.

Q: While others have decided to pause their programs and pause on expansion, why is Omni Hotels & Resorts choosing to forge ahead during these unprecedented times?

A: We are doubling down on a hotel and restaurant industry rebound post pandemic. Specifically, that there will be pent up demand for travel and dining out. We want to be top of mind and ready to welcome our guests back into our properties as soon as they are ready.

- ▲ Whether you are hosting a business conference, social event, or just want to relax by the fire in the foyer, the **Omni Oklahoma City Hotel** provides an experience for everyone.
- ▼ From upper left to lower right: *Omni Corporate Executive Chef, David Harker; Bob's Steak & Chop House Corporate Director of Operations, Bryan Hantes; Omni Beverage Committee Chairman, Wayne Kirsten; Omni OKC Director of F&B, Jamel Taggart; PHCP Sr. Account Executive, Britney Smith; Omni VP of Rooms and F&B, Devin Burns; PHCP Director of Beverage Innovation, Rebecca Dowda.*



Photo credit: Britney Smith



Photo credit: Britney Smith

Omni Oklahoma City Hotel is a true entertainment and culinary-forward destination while paying homage to the heritage and modern progress of the city. The hotel features 7 different dining concepts, 605 luxurious guest rooms, inclusive of 29 suites, with dramatic views of the 70-acre Scissortail Park and the downtown skyline. Discover the rich culture, vast sights, and attractions designed to bring you closer to your next Oklahoma City adventure. It is the perfect destination for your getaway or staycation, click here and book your stay!

- ◀ Hands on cocktail menu training at the **OKC Tap House** outlet, led by **PHCP's** Director of Beverage Innovation, **Rebecca Dowda**
- ▶ **OKC Tap House** featured cocktails line-up
- ▼ **Bob's Steak & Chop House** new concept-wide cocktail menu training and brand immersion led by **PHCP's** Director of Beverage Innovation, **Rebecca Dowda**



Photo credit: Britney Smith

Q: What program/industry innovation(s) are you anticipating seeing most in 2021?

A: I expect to see more beverage programs that feature sustainably sourced, traceable ingredients that [also] support economic transparency as well as ethical business practices for the “farmers” and communities from where they come. The general consumer is more thoughtful than ever and has a thirst to know the story of what is in their glass and if there is a chance to give back, then that is “icing in their glass!”

Q: What else can we expect to see from Omni in 2021?

A: 2021 will include our new hotel opening in Boston Seaport, a new brand-wide cocktail menu, and a lot of fun! Cheers to what's to come and to our beverage partners and partnerships!



Photo credit: Britney Smith



DEVIN BURNS

serves as Vice President of Rooms and Food & Beverage at **Omni Hotels & Resorts**.

Devin joined the brand in 2012 as *Director of Food & Beverage* for the **Omni Dallas Hotel**, running the property's dynamic, multi-faceted operation for two years. He then served as the hotel's *Director of Rooms*. Devin then went on to serve as *Director of Operations* for **Omni La Costa Resort & Spa** and after his tenure, he was promoted to *General Manager* of **Omni Dallas Hotel at Park West** in 2016.

Devin is originally from Boise, Idaho. He attended **Washington State University** where he earned a bachelor's degree in *Hotel & Restaurant Management*. Prior to joining Omni, Devin served as *Director of Events* for Houston's **Hotel Derek** as well as *Director of Food & Beverage* for **The Ritz-Carlton New Orleans** and the **W New York Downtown**. Devin was also an *Area Director of Food & Beverage* for **Talisker Club/Canyons Resort** in Park City, Utah where his team's **The Farm Restaurant** was awarded **Restaurant of the Year**.

TIPS AND TRENDS

Written by: Bradie Bowen

Understanding the Shift to Digital

We have officially passed the one-year mark since COVID-19 forced hundreds of thousands of restaurants and businesses to shut down across the world. I've noticed several industry publications are taking a look back at the last year – which, of course, led me to do the same. As I thought about the amount of takeout I've consumed while I re-watched “Rent” on my living room couch, I wondered to myself, “How do you measure a year?” For a restaurant or bar, it might be sales, the number of guests served, locations that remained opened, or the percentage of employees that returned once restrictions were lifted.

For many restaurants and bars, the last year was measured by one simple metric: survival.

When the pandemic hit the U.S. last March, forcing restaurants and bars across the country to close their doors, many operations had to shift quickly and adapt to keep up with a quickly changing industry. This is when we saw the transformation begin. As restaurants and bars began to realize their new reality was one that heavily relied on online ordering and touchless payments, in addition to delivery and to-go, we saw a shift towards the prioritization of digital channels.

Hospitality Insights note technology and digital innovation are what helped, even saved, some restaurants and bars during the pandemic. A number of our favorite spots transformed how they operate to not just survive, but thrive, in this new connected and contactless era. Therefore, we can no longer afford to ignore the trends that are helping businesses reinvent themselves to remain relevant and competitive during this time.

So, what digital trends and tools should we keep top of mind?

1. Optimized online menus for ordering systems and delivery apps.

As the industry was dealing with government mandates and restrictions, strict sanitary regulations and even closures, online ordering and contactless pickups and home-deliveries came to the rescue. These services are here to stay and will only grow as more states approve legislation to legally allow alcoholic beverages to go. Third-party food delivery apps like UberEats and Door Dash will continue to be an important solution for those who are not able to offer in-house ordering and delivery services. But as many diners report a preference for ordering directly from restaurants, we can expect to see restaurants following the lead of larger fast-food chains and investing in the development of their own integrated online platforms and apps. Despite the ‘distance’, this digital proximity enables the restaurant industry to stay closely connected with their customers.

PHCP Tip: *If you're planning a photo shoot, consider adding a few additional individual shots or videos of food and beverage items to include on these digital platforms. Including craveable content will further entice guests to place an order!*

2. Contactless payment becomes mainstream.

Contactless technology is going mainstream, and it's not just about placing an order online, but also about paying with a smartphone, smartwatch or smartcard via an app or touchless device. New payment technologies have been slowly gaining momentum within the global restaurant industry, but this trend has only accelerated due to the pandemic. Hospitality Insights estimates that contactless payments will triple from \$2 trillion to \$6 trillion worldwide by 2024, and having such options are reportedly extremely important for 34% of customers. With no cash hand-off, no human contact is required, which equals a more hygienic and safer experience that is quick and convenient for everyone involved. From a cash flow point of view, it's also more efficient.

PHCP Tip: Consider connecting contactless payments to a Customer Loyalty Program where guests can receive points for food purchased without the fuss of uploading a receipt. Reward guests with fun, rotating, redeemable items like seasonal branded swag or a free appetizer!

3. QR codes are a necessity!

QR codes are already a staple in mobile-first societies like China, but they are going global and popping up at restaurants and bars around the world. In this 'no-touch' era, auto-scanning bar codes on posters, tables, coasters, doors, websites, etc. with smartphone cameras allows guests to access online menus, order and pay – without contact – keeping diners and employees safe. This technology, which doesn't necessarily require downloading an app, has also played an essential role in helping restaurants with data tracking. In some cases, QR codes can show the total number of scans and even provide specific details like metrics based on scans for a certain city or period of time. Offering a number of convenient benefits at relatively low costs for restaurants, QR code technology is going to be a 'must' moving forward.

PHCP Tip: When designing your online menu, consider designing them inclusively, with consideration to users who don't necessarily fit the prototype of the average website visitor. It's important to ensure that we're creating experiences that everyone can equally benefit from and enjoy. Not sure what this means, reach out to hello@phcp.com, and we can set up a call to discuss ADA features and best practices!

While, for the most part, the road to recovery remains a long journey ahead, there is definitely hope for 2021. With so much development and innovation that took place over the last year – especially in the digital space – we have the unique opportunity to embrace the change, enhance the experience for our guests, and be better than we were before. 2020 may have been all about surviving, but let's make sure 2021 is all about transforming.



THE PERFECT PAIRINGS FOR BALLPARK, SPORTS BAR, OR LIVING ROOM

As the 2021 Major League Baseball season is underway, fans across the nation are looking forward to live sports with fans in attendance. From Miami to Seattle, there is something majestically American about watching baseball with a hot dog and a cold beer. While the argument of proper hot dog toppings is a heated discussion, I only acknowledge the classic Detroit Coney, the decision of which beer to enjoy with each Major League team can be equally as difficult.

Written by: Kurt Moody

LET YOUR FANS KNOW YOU'RE ROOTING FOR THEM!

A kit with a little personalization can go a long way toward strengthening those relationships with your favorite fans!

Contact **Erica Poole** at erica@phcp.com to get the ball rolling with your sports-themed promos!

BASEBALL & BREWS⁺

In honor of team spirit, here are our favorite bleacher beer selections for each of the 30 Major League Baseball teams. Find your team and raise a glass!

TEAM	BLEACHER BREW
Arizona Diamondbacks	SanTan Juicy Jack Hazy IPA
Atlanta Braves	Creature Comforts Classic City Lager
Baltimore Orioles	National Bohemian Lager
Boston Red Sox	Night Shift Nite Lite Lager
Chicago Cubs	Dovetail Helles Lager
Chicago White Sox	Lagunitas DayTime IPA
Cincinnati Reds	Mt. Carmel Blonde Ale
Cleveland Baseball Team	Platform New Cleveland Hybrid Pale-Pilsner
Colorado Rockies	Blue Moon Light Sky Citrus Wheat
Detroit Tigers	Founders All Day IPA
Houston Astros	8th Wonder Dome Faux'm Cream Ale
Kansas City Royals	Boulevard KC Pils
Los Angeles Angels	Firestone Walker 805 Blonde Ale
Los Angeles Dodgers	Mumford Material Element Pilsner
Miami Marlins	M.I.A. 305 Golden Ale
Milwaukee Brewers	Miller High Life
Minnesota Twins	Michelob Golden Light Lager
New York Mets	Rockaway Into the Light Lager
New York Yankees	Captain Lawrence 6th Borough Pilsner
Oakland Athletics	Temescal Pils
Philadelphia Phillies	Yards Philadelphia Pale Ale
Pittsburgh Pirates	Iron City Light Lager
San Diego Padres	Mother Earth Cali Creamin' Vanilla Cream Ale
San Francisco Giants	21st Amendment Hell or High Watermelon Wheat
Seattle Mariners	Elysian Zephyrus Pilsner
St. Louis Cardinals	Bud Select
Tampa Bay Rays	Tampa Bay Reef Donkey APA
Texas Rangers	Deep Ellum Dallas Blonde Ale
Toronto Blue Jays	Left Field Ice Cold Beer Ontario Ale
Washington Nationals	Right Proper Senate Beer

What's Shakin'

WITH BEX & KB

Did you know, on average, our Mixology Team builds over 1,000 cocktails per year?

In an industry that's constantly evolving it's important to have Team Members like ours who can spot trends and adapt them to a brand. We sat down with **Rebecca Dowda (Bex)**, *Director of Beverage Innovation*, and **Kevin Barber (KB)**, *Assistant Director of Beverage Innovation*, to see what they've been shakin' up lately. . .

Photo credits: Linda Alvarado



What are you into right now? Let's start with cocktails first...

Bex: I've been playing with daiquiris lately, but more of a traditional Hemingway-style. It's a fun, up-style cocktail that has a lot of citrus in it. We recently did a twist on a Brown Derby, which is usually bourbon, honey, and grapefruit – but we did bourbon, Cointreau, and grapefruit with a spiced brown sugar, so it was almost like a bourbon Hemingway Daiquiri.

KB: Any variation of an Old-Fashioned is really my go-to. That's what I have the most fun making, not only for myself, but even for drink development. So, any kind of riff on an Old-Fashioned is quite fun for me. Simple, but very tasty. We actually made a variation of this cocktail recently using ultra-premium rum, some homemade falernum and black walnut bitters. **Bex:** To Kevin's point, it's not really a "drink style," but we've been trying to use all of the parts of the fruit more, so for example,

we made that homemade falernum syrup by using pineapple rinds. Another example is a regal shake, where we shake a drink with the lime husk in it, so the oils and the flavor of the spent citrus adds to the flavor of the cocktail. So, instead of just throwing the "unused pieces" away, we've been trying to use them for other things in the cocktail that will add to its flavor and complexity.



Let's talk more about flavors. Have there been any flavors you've been using more of lately? OR Have there been any flavors you're surprised haven't broken out onto the "scene" and become more popular yet?

Bex: I'm surprised that there aren't more ready-to-use or readily available tamarind syrups or purées. Sometimes the availability of the product is what limits the flavor from being popular or recognizable, so that's one thing that comes to mind for me. Then, there's banana. I always want to see more cooked banana in things, like caramelized banana

or flambéed... I find it interesting when ingredients can also be used in culinary, so when you have those it's not just a raw fruit flavor, but something that's been caramelized or cooked or something like that.

KB: Going back to talking about making Old-Fashioneds, right now I've been exploring bitters and the different flavors and different styles of bitters and seeing how those play with different spirits. That's something that's interesting to me right now, because Angostura and Peychaud's were the two that I was most familiar with. But now, after innovating within the Old-Fashioned world behind the bar, I've become very familiar with the chocolate bitters, black walnut bitters and such. I'm really interested in playing around with the Mole bitters and familiarize myself with those and other bitter flavors in the upcoming year.



Switching gears, a bit. What do you do to keep yourself creative?

KB: I think my perspective is a little different, because I have gained so much knowledge from being around Rebecca and being in this division. Just seeing her work on a daily basis really inspires me to think outside of the box, because there are certain things that I'm good at and sometimes I might get stuck in that same thought process. So, seeing something that she might be working on for a different project, that has nothing to do with what I'm doing, definitely helps. It could be a single ingredient, or a single technique that can be transferred into what I'm doing and elevate it. It may sound crazy, but just being able to be around each other and bounce ideas off one another, or just see something in a different head space, kind of keeps me on my toes, depending on what I'm working on.

Bex: We definitely motivate each other to try new things or techniques... I think that our clients keep us creative, too. I also

spend a lot of time looking at bars in London and Japan to see what they're doing. I think different parts of what we have to do, can end up inspiring us in unexpected ways. Sometimes when I think of drink names, I'll look at paint companies and look at the paint colors. I might see one that's like, "Oh, that would be an amazing name for a drink with guava in it" or something like that, so I'll jot stuff ideas down on post-it notes and stick them under my desk and come back to them later. Then, every once in a while, I'll grab a post-it and it's like okay, finally, it's the perfect time to use Petal to the Metal for this rose-flavored cocktail.

Do you have a ritual behind the bar that prepares you for drink tastings? If so, what is it?

Bex: So, for 10 years now I've kept a poker chip from my husband's company in my back pocket for drink tastings.

KB: Time. Get everything prepped as early as possible. I have to feel as if I'm waiting for a tasting to start. I don't like rushing to prepare and then having to go right into it. So, if there's anything I try to do, it's make sure that I've

given myself plenty of time to go over everything and ensure everything we'll need for the drink tasting is there so all I have to do is wait for it to start. Also, we've got to have music. Music is a must.

Bex: We've done so many drink tastings that we know every single box that needs to be checked, and Kevin makes sure that everything runs super smooth. There have been times that we had to do drink tastings with over 60 drinks before, and if you miss one thing during prep, it can throw the entire tasting off. It's really the most strategic setup out of any bar that I've ever worked in before I came here. We generally always finish out the tastings with a shot, just to celebrate it going well. Well, like 99% of the time. We also try to keep each other laughing because there is a lot to remember while it's going, especially when you're doing hero drinks, and samples during a tasting.

KB: When you really break it down, it is a lot, and I think we have figured out a system and found a way where we balance each other out to where it just works.

Introducing our cocktail and recipe database that does it all.

nectar

Network of Electronic Cocktail Trends And Recipes

Schedule your demo today!
Reach out to mixology@phcp.com

Want more?

Come back every quarter to see **What's Shakin' with Bex & KB!** Until then, check out their curated playlist on **Spotify** while your shakin' up your own drinks!

Have questions for PHCP Mixology? Reach out to mixology@phcp.com

EMPLOYEES OF THE MONTH!

FEBRUARY



BRADIE BOWEN

Account Executive

"Bradie goes above and beyond for her clients and team members," one of the many accolades Bradie received on her winning EOM nomination. Although constantly in motion, she never refuses to handle a task nor delegates something that needs attention. A ready smile and an eager laugh are her trademarks as she makes everyone she encounters feel like a friend. And if classic country music is your thing, you couldn't be in better company!

FAVORITE DRINK? "AGH this question is so hard, because it really depends on my mood, what season we're in or what restaurant/bar I'm at! My favorite at-home drink will always be a glass (or bottle) of Cabernet Sauvignon, but I LOVE a well-made Old-Fashioned or Dirty Martini while I'm out and about."

WHAT DID YOU WANT TO BE WHEN YOU GREW UP? "Up until I was around 18 years old I fully imagined myself becoming the next big Broadway Star (my anxiety had different plans. ;))"

WHAT WOULD YOU ADD TO THE PHCP PLAYLIST? "9 to 5 by Dolly Parton"

MARCH



RYAN BROUSSARD

Project Manager

Watching Ryan work is rather like an event: "The man is a dynamo! Insane how much he can juggle!" T's crossed and i's dotted, there is no doubt that when you work with him everything is done to the utmost. How does he find time for his extracurricular charity work and the patience to always recognize and be thankful for those around him? We don't know, but we're so happy for it! There is a petition out to change his title to "Supreme Project Wrangler." Go Bearkats!

FAVORITE DRINK? "Negroni or Boulevardier, depending on the spirit-base I have on-hand."

WHAT'S YOUR FAVORITE MOVIE AND WHY? "*The Hunt For Red October*. This is a movie my husband and I can either be enthralled with again and again, or even a movie we can fall asleep to because we have seen it probably close to 150+ times ... in the last year."

WHAT WOULD YOU ADD TO THE PHCP PLAYLIST? "What about *Fire and Rain* by James Taylor? I think that would shake up the playlist quite a bit, what do you think?!"

Photo credits: Amy Schraub

Strap in, it's going to be a busy fall!

In preparation for this year's event season, PHCP would love to know if you're planning to attend the following events:

PHCP Supplier Showcase
Aug. 4 - 5

Aspen Food & Wine
Sept 10 - 12

VIBE Conference
Sept. 27 - 29

Click here to let us know!
This helps us tailor your amazing experiences!



PATRICK HENRY
CREATIVE PROMOTIONS

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PHCP Book Club Picks

join us in
reading:



The Lost Apothecary

Author: Sarah Penner

Hidden in the depths of eighteenth-century London, a secret apothecary shop caters to an unusual kind of clientele. Women across the city whisper of a mysterious figure named Nella who sells well-disguised poisons to use against the oppressive men in their lives. But the apothecary's fate is jeopardized when her newest patron, a precocious twelve-year-old, makes a fatal mistake, sparking a string of consequences that echo through the centuries.

Meanwhile, in present-day London, an aspiring historian spends her wedding anniversary alone. When she stumbles upon a clue to the unsolved apothecary murders, lives collide in a stunning twist of fate

With crackling suspense, unforgettable characters and searing insight, *The Lost Apothecary* is a subversive and intoxicating debut novel of secrets, vengeance and the remarkable ways women can save each other despite the barrier of time. . .

(Amazon.com)

Available in hard copy, ebook and Audiobook

THOUGHTS ON

The Four Winds

Author: Kristin Hannah

Most of us agreed that this book was difficult to get through, primarily because of the bleak circumstances the characters had been written into. Although inspiring a lot of research around the Great Depression and the food eaten at the time, we chose something a little less emotionally trying for our next read. At the meeting, we were comforted by bruschetta, pasta salad, deviled eggs, peanut butter and pickle sandwiches, fried bologna sandwiches and dirt cake.

"This was not my favorite Kristen Hannah book. I found it hard to connect with any of the characters. However, I did take away from it a greater understanding of the devastation and hardship faced by so many during the Great Depression - a time in our history I have never really explored." — Michelle Fossett

"Favorite quote from the book: 'You are of me, Loreda, in a way that can never be broken. Not by words or anger or actions or time. I love you. I will always love you.'" — Christy Sevier

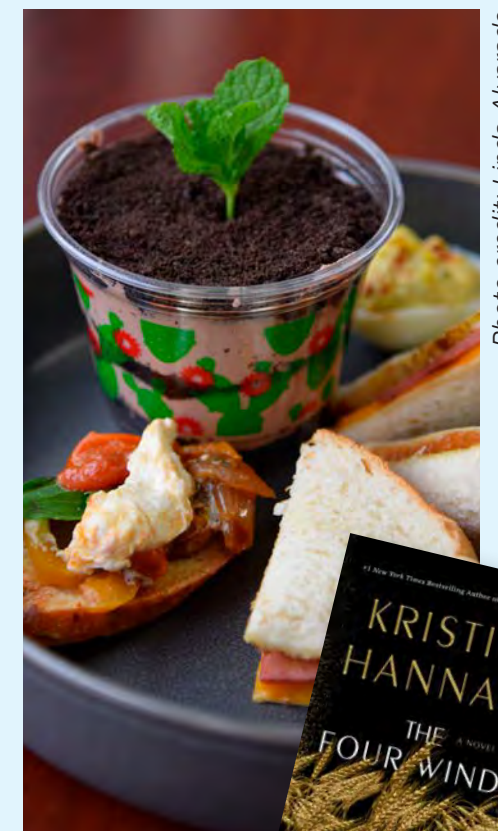


Photo credit: Linda Alvarado



PATRICK HENRY
CREATIVE PROMOTIONS

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DO YOU KNOW THE WAY TO

Monterey

PEBBLE BAY BEACH

2
0
2
1



SCENES FROM PEBBLE BEACH

1. Picturesque Monterey Bay

2-3. Riveting insights from speakers **Patrick Kirk**, Vice President of Bar & Beverage at **Applebee's** and **Jamie Carawan**, Vice President of Brand Menu and Culinary at **Buffalo Wild Wings**.

4. **Rebecca Dowda** with **PHCP**, **Lacey Lauderdale**, Beverage Manager at **Walk-On's Enterprises** and her fiancé **John McElligot** enjoy a beautiful evening prior to the MAB dinner in Monterey.

5.



6.



7.



8.



9.

SCENES FROM PEBBLE BEACH (cont.)

5, 7, 9. Event design assets courtesy of the *PHCP Creative Services Team*.

6. Outdoor luncheon at *The Perry House*, event styling courtesy of the *PHCP Events Team*.

8. Gerald and Will from *Gallo* enjoy time with Bruce Skala from *Hooters*.

WHAT'S A MUST HAVE at your Football Watch Party?

Chips and queso

Rotel + Velveeta Cheese. YUM!

Beer, cocktail pigs in a blanket, Chips and Dip, Bloody Mary's, Fireball or Deep Eddy Lemon for Shots

HEALTHY SNACKS AND LIGHT BEER OR WINE.

Wings!

GUAC

Wings & Beer

Time! We prep everything before the game so we're not stuck in the kitchen when the action is happening.

Wings, buffalo chicken dip, veggies & dip, wine, beer!

COLD BEER/HARD SELTZERS, FINGER FOODS, SOMETHING SMOKING ON THE GRILL

LOTS of tiny bowls and a vacuum cleaner. In all the excitement, SOMETHING is going to hit the floor!

clean options with both food and cocktails/bevs
CUBANOS. TEQUILA SHOTS.

A HANDLE OF VODKA, TOPO CHICO AND BURGERS! (PRONOUNCED "BOIGAS")

Bloody Mary's, great snack food, micheladas, beer
HARD SELTZERS

Anything and everything made of BACON!

Vodka, beer, chips

an assortment of dips - hot and cold. Just like to munch on lots of different things. It is like a Tapas's of dips

Wings

Wings: hot buffalo, flats only, bleu cheese on side.

COWBOY CAVIAR!!

Wings, Queso + Guac

Mexican or salty beers, vodka

7 LAYER DIP

CHIPS AND DIP

CLIENT *Love*

A HEARTFELT CONGRATULATIONS!



MILLENNIUM ADVISORY BOARD ANNOUNCES
2021 MAB ICON AWARD RECIPIENT:

KEN RUFF

After a roller coaster year for the hospitality industry, we are happy to announce something to celebrate. . .

The Millennium Advisory Board has announced its annual MAB ICON Award recipient, Mr. Ken Ruff.

Ken is *Beam Suntory's* Vice President, National Accounts On-Premise and has been with the company for 33 years. Ken joins the ranks of past recipients and industry legends **Stan Novack, Patrick Henry, Laddie Weiss, Joe Smith, Dale DeGross, Jim Koch, Gina Gallo, Paul Avery, Magic Mike Warner, Jimmy Skeadas, Doug Brooks** and our industry mentors and angels the late **Don Stanczak** and **Jim Flaherty**.

Ken will be recognized by the board and a group of his peers during a special reception on Monday, September 27th at the annual VIBE conference.



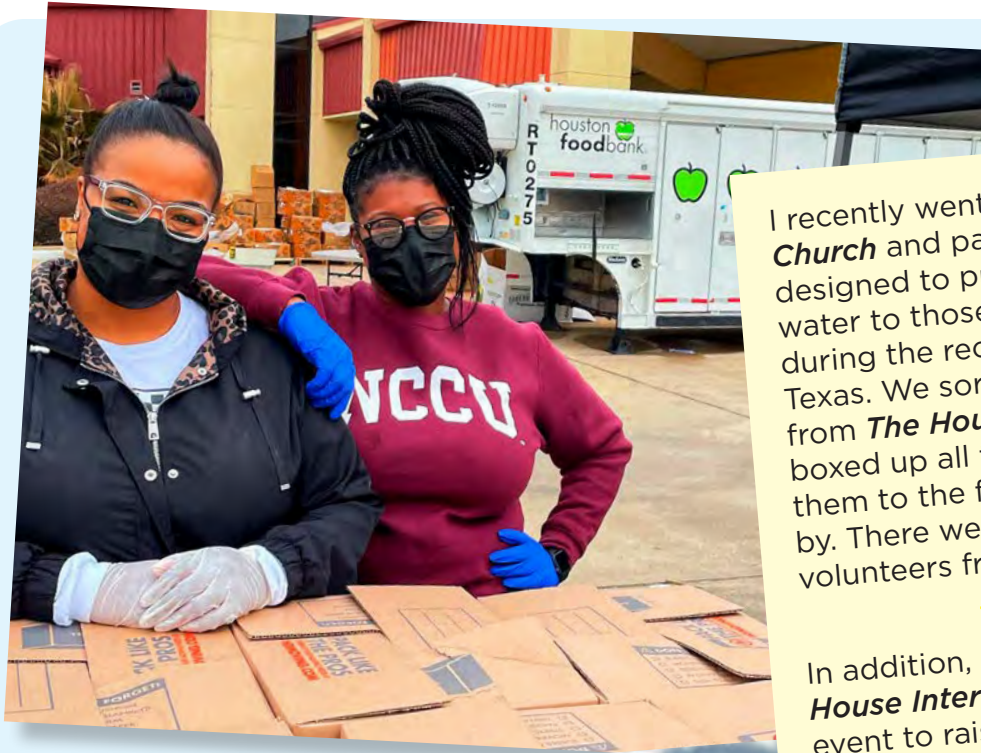
▲ Left to right: *PHCP's* Donna James, *PF Chang's* Elisa Cordova, *Omni Hotel's* Devin Burns and *Beam Suntory's* Ken Ruff.

Gurney's
RESORTS

NEW CLIENT ALERT!

We are so excited to announce that we are officially on-board with **Gurney's Resorts**. Our newest client owns and operates high end resort properties in New York & Rhode Island with more locations coming soon! We're talking, serious "lifestyles of the rich & famous" type places!

Our very own **Donna James** will lead the charge with this account!



I recently went to **Higher Dimension Church** and participated in an event designed to provide food and water to those that were without during the recent winter storm in Texas. We sorted through food from **The Houston Food Bank**, boxed up all the items and provided them to the families that came by. There were over 150 cars, and volunteers from all over Houston!

In addition, each year **Covenant House International** organizes an event to raise awareness of homeless youth. A friend and I slept outside on her balcony in an act of solidarity for the many homeless youth and individuals across the country. This is my third year sleeping out, and normally we are on **Covenant House Texas** campus but due to COVID, this year, other arrangements had to be made. Covenant House Texas was able to raise over \$60,000 alone.

Giving back is so important to me because I could be any of these individuals. My mom always taught me the art of giving back and helping those in need. I love being involved in the community and being able to support others in their times of need.

Kierra Bonner



ACTS OF *Kindness*

PHCP teamed up with **Union Pacific** and **UP Vets** for a special **TOYS for TOTS** delivery by train of 15,000 gifts to children in the Clear Lake area of Texas. UP Vets presented PHCP with a framed plaque surrounded by medallions and photos from the event as a "thank you" for our support.



FIND OUT MORE:

Covenant House:

<https://www.covenanthouse.org/>

Houston Food Bank:

<https://www.houstonfoodbank.org/>

The Marine Corps Reserve Toys for Tots Program (Houston):

<https://houston-tx.toysfortots.org/local-coordinator-sites/lco-sites/default.aspx?nPageID=100&nPreviewInd=200&nRedirectInd=3>

Union Pacific Veterans (UP Vets):

<https://up.jobs/military/index.htm>

BEHIND THE SCENES



1. Support for The Home Team by the home team!

2-3. Two Golden Egg winners emerge victorious at the annual **PHCP Employee Easter Egg Hunt**, earning them the generous prize hidden inside and a visit from the **Easter Bunny** himself!

4. Our three young'un's, **Emily Plocheck, Jessica Treviño and Angela Thompson** on their maiden voyage with the train, a PHCP rite of passage.

5. **Dave Ward**, a **KTRK, ABC 13** favorite, on the train for research for his **Dave Ward & Friends** podcast.



Photo credits: Linda Alvarado, Patrick Henry