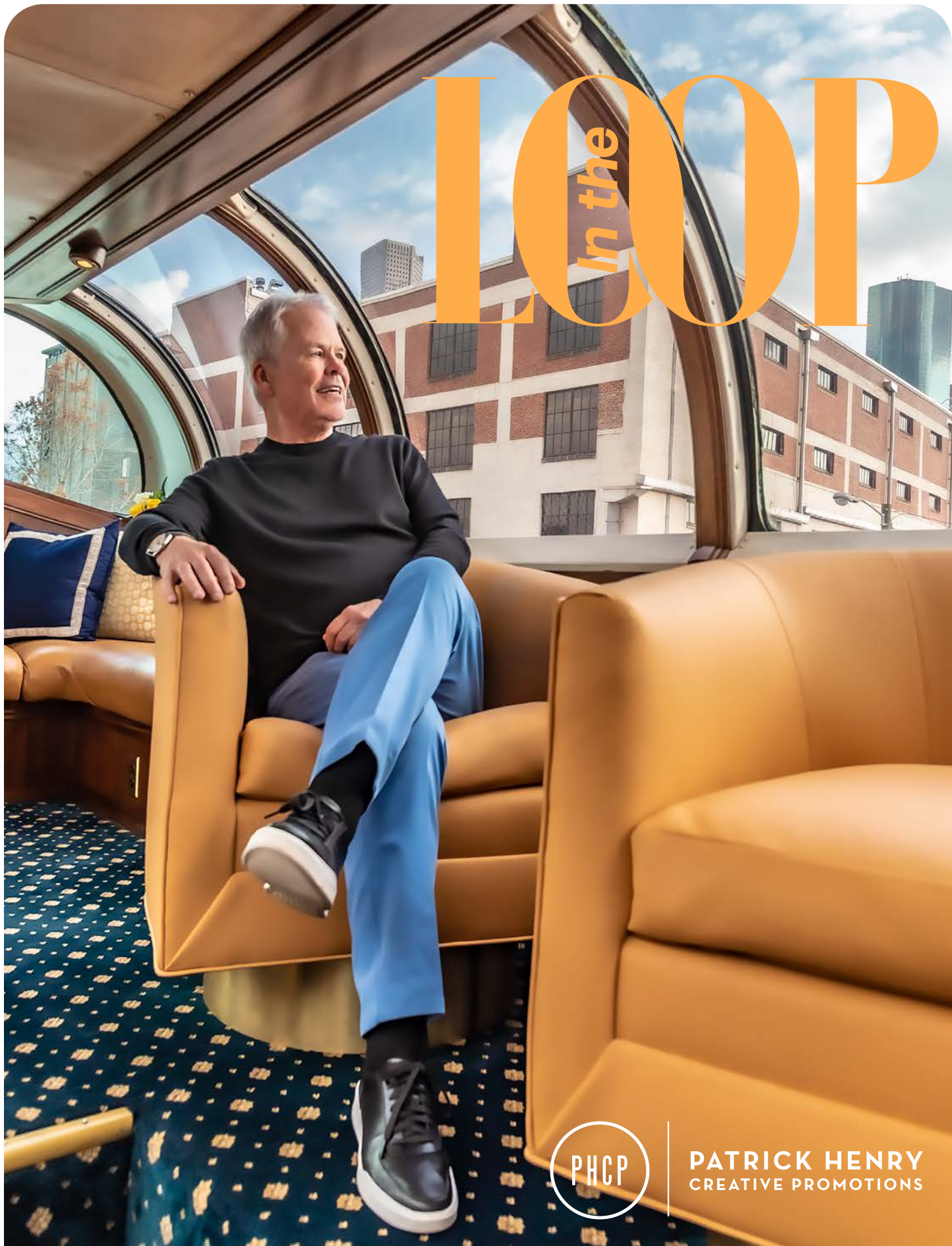


# In the LOOP



PATRICK HENRY  
CREATIVE PROMOTIONS

# THOUGHTS TO LIVE BY

NOTHING GREAT WAS EVER ACHIEVED  
WITHOUT ENTHUSIASM

—

WORK HARD, PLAY HARD, DON'T COMPLAIN  
ABOUT NOT ENOUGH SLEEP

GOD WILL GIVE YOU AN ETERNITY OF REST SOMEDAY

—

GET RID OF TOXIC PEOPLE

—

SET UNREALISTIC GOALS  
ONCE YOU ACCOMPLISH THEM, SET EVEN  
MORE UNREALISTIC GOALS

—

ASSOCIATE YOURSELF WITH “SMART” PEOPLE

—

SERVICE TO OTHERS IS THE RENT  
YOU PAY TO GO TO HEAVEN

—

INVEST IN YOUR FUTURE

Patrick Henry



PATRICK HENRY  
CREATIVE PROMOTIONS

Q1 2022 | 2



## PATRICK'S CORNER



Looking back, it was a mere two years ago that our country was, for all intents and purposes, shut down. Most restaurants were either closed, severely limited, or offering to-go only; hotels were running at less than 25% capacity with limited service, the public was hesitant, and things looked dire. Still, our country remained strong and continues to survive this terrible pandemic. Best of all, the hospitality industry is back almost 100%. Airports are bustling, hotels are full again and baseball season is alive and well upon us. So much credit goes to the owners and operators of restaurants and bars who refused to give up, even during the darkest times. Americans should be proud of coming together during an uncertain and very difficult time.

Our cover this month features a photo in our private train, which traveled over 41,000 miles in 2021. President Harry Truman once said, “The best way to see how great America is is from a window of a train.” When we pass children playing football in their backyards or family picnics along the Mississippi River and the beautiful snow capped mountains as we cross the Rockies, I could not agree more. With the pandemic waning, we all have a great deal to be thankful for. America the beautiful is open again!

— Patrick



PATRICK HENRY  
CREATIVE PROMOTIONS

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# CONTRIBUTORS:


NEWSLETTER STAFF


- Erica Poole**  
Managing Editor
- Linda Alvarado**  
Design, Editor, Copywriter
- Patrick Henry**  
Writer


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 **Playlist**






 **Extra Content**

 **Survey**

 **More Info**

COVER PHOTO  
*Patrick in the Warren R. Henry dome car, prior to embarking on his newest adventure!*

Photo credit: Linda Alvarado

- **Tony Garcia**  
*Assistant Director,  
Beverage Operations*
- **Courtney Kratz**  
*Senior Designer*
- **Kurt Moody**  
*Director of Beverage Operations*
- **Mary Cate Opela**  
*Assistant Account Executive*
- **Jessica O'Sullivan**  
*Senior Director*

# HOW DID WE LIVE WITHOUT:

Written by: Tony Garcia and Jessica O'Sullivan

## THE ROXY ICE MACHINE

Let's talk about ice, ice baby! Although a large cube or sphere may seem like it's just there to look cool in your glass, there's actually a method to the madness and science to back it up. Bigger *can* be better, especially if you enjoy a nicely aged Scotch or a small batch bourbon. Essentially, a larger cube has less surface area than the equivalent amount of small cubes, so it's going to melt more slowly, which slows down the dilution of the drink.

The ongoing issue is how to make crystal-clear, large format ice cubes or spheres that are also operationally friendly. Up until now you would have to use a silicone mold, and there was no guarantee they wouldn't come out clouded.

Thanks to Hoshizaki, an industry leader, there now exists a small footprint ice machine that fits easily under a counter or in a corner. It produces 180, 2-inch cubes per day, and its sister machine will make 480, 1.8-inch spheres per day. Getting cold feet when making ice cubes is now a thing of the past!

<https://www.hoshizakiamerica.com/product/im-50baa-lm/>  
<https://www.hoshizakiamerica.com/product/im-50baa-q/>





## TIPS AND TRENDS

Written by: Mary Cate Opela

# A Walk Down MEMORY LANE

### *Nostalgic & Comforting*

Like the coined term, “food memories,” there are also drink memories in which with one sip, you can be reminded of a particular time, place, or person.

We all have memories of childhood, and many of these memories include tastes and smells. Drinking cold lemonade on your grandma’s front porch, making s’mores around the campfire, or popsicles that left you sticky and happy. These familiar treats bring us feelings of nostalgia and remind us of a simpler time. The tastes, smells, and textures evoke good feelings and relieve stress. Dessert, baking inspired, and mood enhancing flavors will continue to be rising trends throughout the year, as consumers want to reach for those nostalgic, comforting, and familiar profiles.<sup>1</sup>

**TRY** A Frozen Hot Choco-tail:  
Cool, rich, and chocolatey, this  
elevated hot chocolate revives cozy  
and tasty childhood memories.  
Don't forget to add whipped cream  
and marshmallows!

Drink styling: Rebecca Dowda/Drink photography: Linda Alvarado



**TRY A New Old Fashioned:**

Take a traditional old fashioned and make it new with cinnamon, anise, clove, or cardamom!

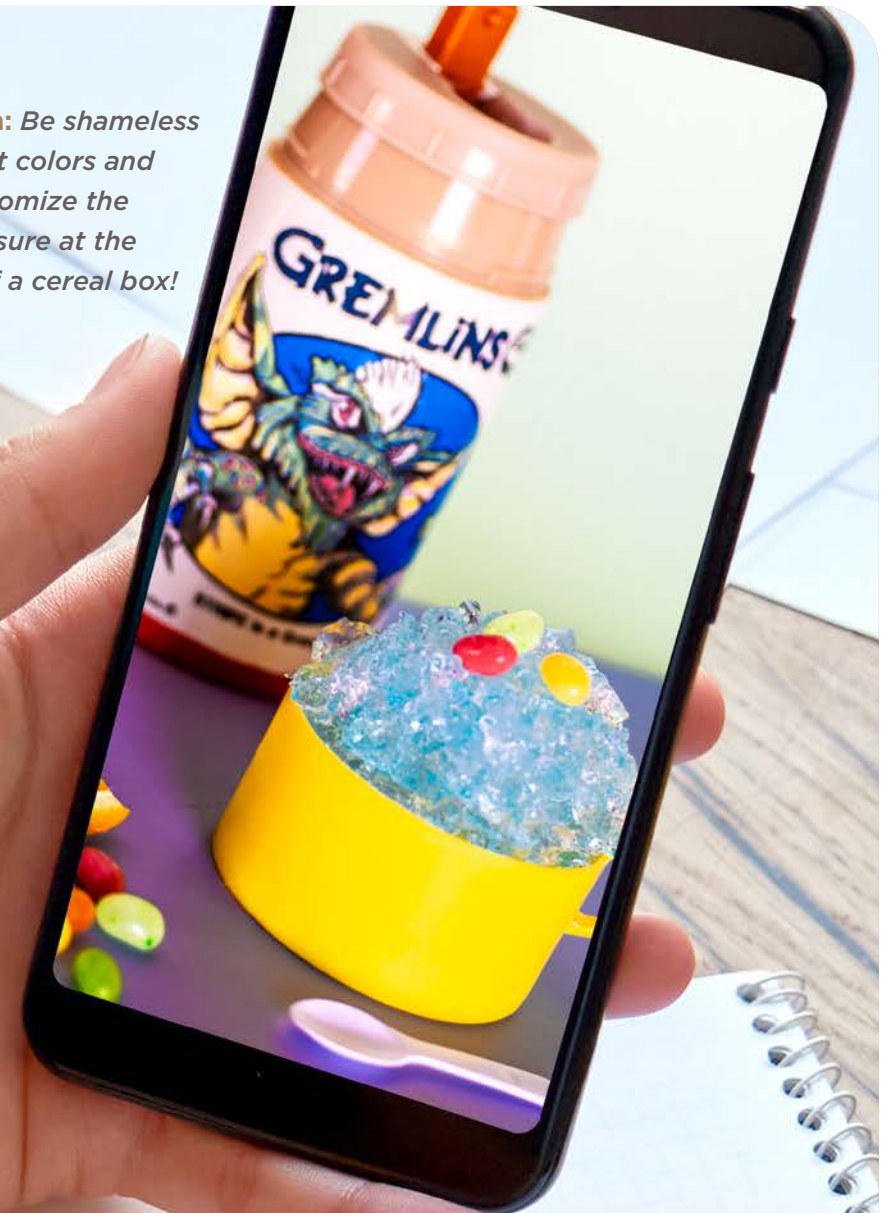


*Spice Up Your Life*

Cocktail-inspired desserts or dessert-inspired cocktails, nothing tastes more like home than freshly baked goods! Cookies, cakes, and pies have mood enhancing flavors such as vanilla, chocolate, and apple and are usually paired with baking spices like cinnamon, nutmeg, or clove. These cozy and nostalgic flavors remind us of happy memories and transport you back in time to family gatherings, holidays at home, and beloved birthdays.

Spices are making their way into a variety of cocktails throughout the year, not just during the fall and winter seasons. Exploring your spice rack and using simple kitchen staples can add a bright, bold kick to a variety of drinks. These baking spices can be used to accentuate flavors in your favorite barrel-aged spirits.

**TRY A Boozy Ocean Slush:** Be shameless when it comes to bright colors and garnishes that epitomize the joy of the treasure at the bottom of a cereal box!



$$y = \sqrt[5]{8 + 27 + 3}$$
$$y = \sqrt[6]{16 + 0,0001}$$

*Childhood Favorites*

Before the health-conscious bento boxes filled with quinoa and falafel, school lunches were a sticky, sugary dream filled with favorites like Capri Sun®, Dunkaroos®, and Jell-O®. The best part of lunch was seeing what your friends brought, making a trade, or showing off your officially licensed lunchbox with your favorite character!

You can enjoy grown-up versions of these today and relive those metal lunch box feels by elevating this childhood staples into boozy treats! From to-go cocktail pouches and Jell-O shots to cookie cocktail garnishes, there are several ways to offer guests a tasty shot of nostalgia. Bonus points for style if you serve these drinks in a retro lunchbox!



## Sweet Tooth

Attention all candy lovers! If you have a sweet tooth, these candy cocktails will be sure to satisfy your cravings. With its bright colors and fun shapes, candy just makes you smile. From chocolatey to sweet and sour treats, candy has a universal appeal.

So many of our childhood memories include candy... going to the movies and getting your favorite boxed treat, a trip to the candy store, or trick-or-treating with friends. Candy bars

given as gifts and are popular attractions at weddings and birthday parties. People give candy to the people they love. Candy just makes us feel good and can be a pick me up when feeling down.

Jellybeans, Starburst®, bubble gum syrup, chocolate covered espresso beans, cotton candy, or a rock candy swizzle stick... there are countless ways to incorporate sweets into your drinks!



## Retro Revival

Knock, knock, it's the 90's! The fashion, the music, or the new Sex and the City reboot; whatever your flavor, the trends are coming back, including this era's favorite cocktails. Cosmopolitans and Espresso Martinis are finding a permanent home on 2022 menus. For many, it satisfies the need for stability in a constantly evolving world, and often with a modern twist, but the bones of these cocktails will continue to remain as consumers value their familiar and memorable flavors.



### TRY Going Back to Nature:

Add fresh apple juice or premium apple purée to an Appletini.

#### SOURCES:

1. 2022 Flavour Trends | A Complete Guide | Condensed Edition Adding flavour to your success ([novotaste.com](https://www.novotaste.com))



# ON THE ROAD AGAIN



## 2022 Industry Events at a Glance

As we look toward the months ahead, we see quite a few industry-focused events on the horizon. Let us take you through an overview of a few noteworthy hospitality events where you will find PHCP. It's time to mark our calendars, dust off our luggage, and get back on the road in 2022!



### VIBE CONFERENCE (Very Important Beverage Executives)

**When:** April 25-27, 2022

**Where:** Omni La Costa Resort & Spa, Carlsbad, CA

**What:** One of the most widely attended hospitality industry conferences with a heavy national account focus, featuring high-level content, product tastings, and networking opportunities. **VIBE** includes the "who's who" of beverage decision makers for national on-premise accounts and a robust representation from all sizes of alcoholic and non-alcoholic beverage suppliers.

<https://www.vibeconference.com/>

### PHCP MAB RECEPTION AT VIBE

**When:** April 25, 2022

**Where:** Omni La Costa Resort & Spa, Carlsbad, CA

**What:** The **MAB Reception** is a highlighted event that piggybacks off the **VIBE Conference**. Hosted by the **Millennium Advisory Board**, a group of renowned industry leaders and visionaries, and produced by **PHCP**, this reception provides an additional opportunity to mix and mingle over premier cocktails before the **CORE Happy Hour** event on Monday evening. This year's event includes a charity component to benefit CORE with a \$100 donation for each attending operator and recognition of this year's industry icon honoree **Tony Abou-Ganim**, "The Original Modern Mixologist." Contact: [cheryl@phcp.com](mailto:cheryl@phcp.com)

### MEG (Marketing Executives Group)

**When:** May 18-20, 2022

**Where:** Radisson Blu Aqua, Chicago, IL

**What:** 2022 marks the first year of PHCP's sponsorship and attendance of **The Marketing Executives Group (MEG)**. This 3-day event, preceding the **National Restaurant Association Show**, provides an opportunity for participants to connect and learn from other marketing experts in the industry and help to collaborate by sharing ideas, solutions, and best practices with operator attendees.

<https://restaurant.org/events-and-community/conferences/marketing-executives-group/>

### NRA SHOW (National Restaurant Association)

**When:** May 21-24, 2022

**Where:** McCormick Place, Chicago, IL

**What:** Returning this spring is the National Restaurant Association Show, which offers an extremely robust representation of industry purveyors and products – from food and beverage to equipment and beyond. After a 2-year hiatus,

we are hoping that 2022 brings a new level of innovation and an increased focus on beverage! Additionally, this will include a fan-favorite, private stadium experience from **Wrigley Rooftops** on Sunday afternoon, as sponsors and guests watch the Chicago Cubs take the field against the Arizona Diamondbacks. This year's NRA festivities are sure to be a home run!

<https://www.nationalrestaurantshow.com/>



### CHEERS BEVERAGE SUMMIT

**When:** June 13-15, 2022

**Where:** Caribe Royale Orlando, Orlando, FL

**What:** The **Cheers Beverage Summit** provides a platform for networking, product/resource discovery, and educational content, curated by **Cheers' Industry and Operator Advisory Boards**, which consists of key players in the on-premise sphere. This conference focuses on current hot topics within the industry via keynote speakers, breakout sessions, discussion panels, and more.

<https://cheersbeveragesummit.com/>

### ASPEN FOOD & WINE CLASSIC

**When:** June 15-19, 2022

**Where:** Grand Tasting Pavilion in Wagner Park, Aspen, CO

**What:** The **Food & Wine Classic** in Aspen is an incredible opportunity to sample a wide array of established and emerging products from around the world while brushing elbows with culinary leaders and beverage industry experts. Aspen also provides a breathtaking landscape for operators and beverage suppliers to attend a variety of impressive and exclusive events ranging from small, intimate gatherings to over-the-top, cutting-edge brand activations. Among these notable weekend events includes **PHCP's Kick-off Party**, late-night **After Dark** thematic production, and our signature **Hangover Brunch**, all featuring unmatched, innovative beverage features to pair with each unique setting, made possible by our amazing beverage sponsors.

<https://classic.foodandwine.com/>

### TALES OF A COCKTAIL

**When:** July 25-29, 2022

**Where:** New Orleans, LA

<https://talesofthecocktail.org/>

**For more information on PHCP's 2022 events, please reach out to The Events Team and Cheryl Stanko ([cheryl@phcp.com](mailto:cheryl@phcp.com)).**



### PHCP SUPPLIER SHOWCASE

**When:** August 3-4, 2022

**Where:** The Post Oak Hotel, Houston, TX

**What:** The 6th annual PHCP Supplier Showcase is a multi-day event where the best in our industry gather to connect and showcase or experience a wide selection of beer, wine, spirits, non-alcoholic beverages, bar products, and promotional item vendors in a grand tasting format. Attendees include local and national account beverage decision makers and executives, MAB members, as well as all account-facing PHCP team members. One of the event features includes a highly anticipated Q&A discussion panel with key on-premise buyers, answering questions submitted by our beverage supplier sponsors. Contact: [cheryl@phcp.com](mailto:cheryl@phcp.com)

### FLAVOR EXPERIENCE

**When:** August 15-18, 2022

**Where:** San Diego InterContinental Hotel, San Diego, CA

<https://www.flavorexperience.com/>

### GREAT AMERICAN BEER FESTIVAL

**When:** October 6-8, 2022

**Where:** Colorado Convention Center, Denver, CO

<https://www.greatamericanbeerfestival.com/>

## CAPRICORN

**December 22-January 19**

Reliable, responsible,  
ambitious, trustworthy

### Green Tea Gimlet

This ambitious Earth sign makes hard work look effortless! This cocktail has a soothing effect Capricorn will be able to appreciate, leaving them calm, cool, and collected!

### Moscow Mule

The perfect balance of spicy, sweet, and strong with a hint of earthiness... This cocktail is the liquid version of a Capricorn.

### Old Fashioned

Loyal to tradition, Capricorns are drawn to many classic cocktails. This trustworthy bar staple is seen in the hands of many Capricorns as it's tasty, reliable, and has the perfect amount of strength to fit in with their ambitious and determined attitudes.!

## AQUARIUS

**January 20-February 18**

Independent, honest, friendly, humanitarian

### Hemingway Daiquiri

Aquarians love individuality and want a drink that's true to their nature. This rum based cocktail is full of eccentricity and personality that shines as bright as they do!

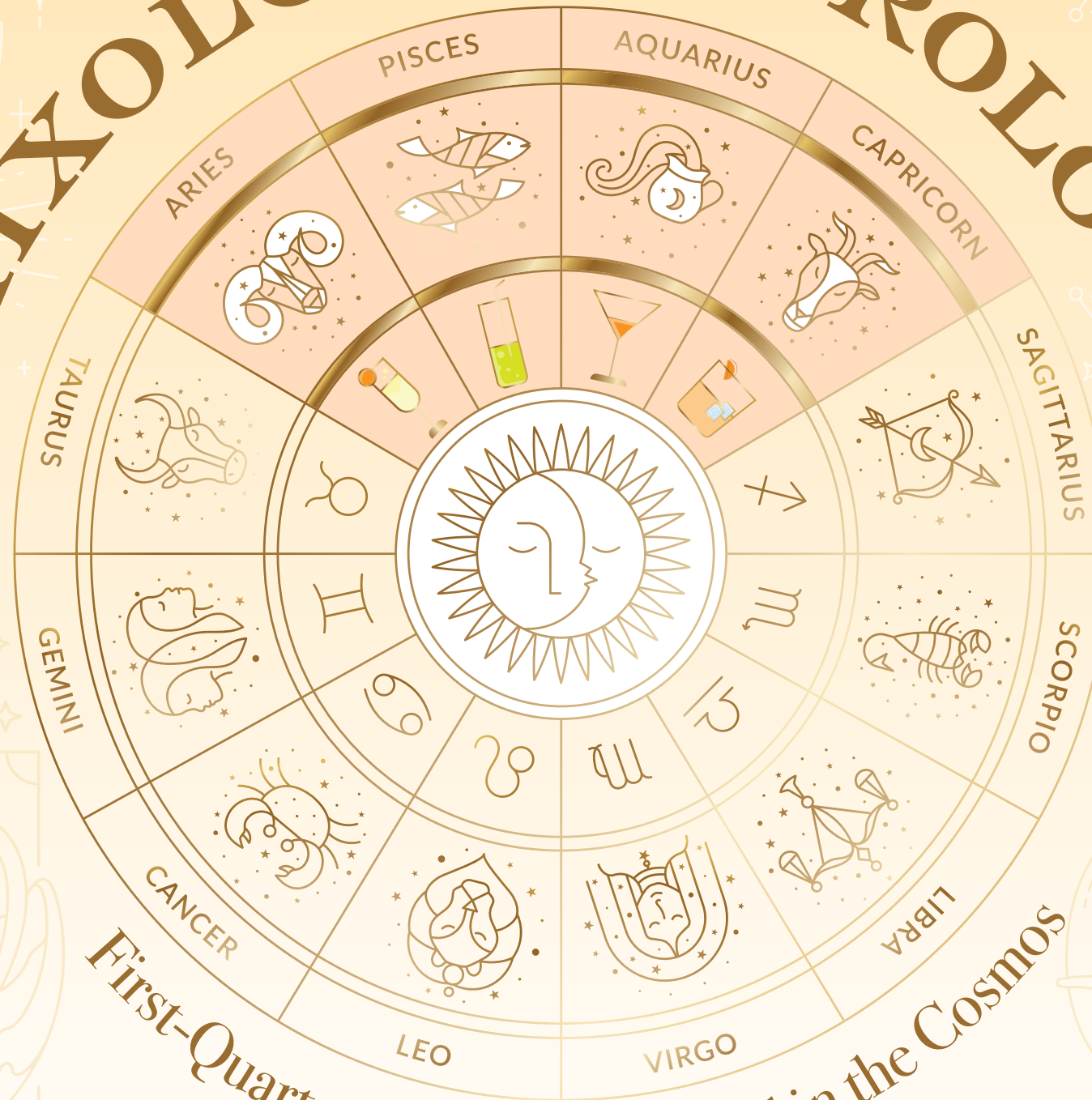
### Blackberry Bourbon Smash

Try a muddled blueberry bourbon smash. Bold and fruit forward, this unique cocktail is a perfect pairing for Aquarians, as they have a strong desire for originality.

### Aviation

Served straight up, this crème de Violette and gin based cocktail is the perfect concoction for air sign Aquarius. Sophisticated and classic with the perfect amount of flare, Aquarian blue hued beverage will take this sign to new heights!

# MIXOLOGY ASTROLOGY



First-Quarter Cocktails Curated in the Cosmos

## PISCES

**February 19-March 20**

Dreamy, affectionate, compassionate, kind

### Mojito

Creative, compassionate, and intuitive, this sign includes strong believers of collaboration and teamwork. Mint and white rum are the perfectly paired duo, making this cocktail a favorite for this water sign.

### Ranch Water

Refreshing and simplistic, this tequila forward cocktail has a hint of lime that makes for a thirst quenching and tangy cocktail that the creative and imaginative Pisces will appreciate.

### Cucumber Collins

An elevated twist on a classic, this delicious cocktail is full of fresh flavor. Pisces will go to great lengths to make sure those around them are happy and so will this cocktail.

## ARIES

**March 21-April 19**

Competitive, confident,  
enthusiastic, adventurous

### Spicy Paloma

Known as the warrior of the zodiac, this confident and competitive sign needs a cocktail as fiery and fierce as they are. The Spicy Paloma has the perfect amount of punch for this fire sign!

### Mai Tai

Aries appreciates the practicality of this rum and Curaçao paired cocktail. It's simple, fun, and tasty with the perfect amount of eccentricity and fruity essence to please adventurous Aries.

### French 75

Unique, confident, and adventurous... this fiery cocktail is the epitome of an Aries. Festive and fresh, this gin forward Champagne cocktail is perfect for bold and enthusiastic Aries.



## ROAD WARRIOR DEPT.

Written by: Kurt Moody

# PERFECTING THE 'ROADIE'

As the beverage industry continues to pivot (half of you will read that word in a Ross Geller tone and volume), conferences and RFP season have put more and more of us back on the road. The year 2020 taught a lot of us to Work From Home. For some, 2021 morphed into Work From Hotel! And 2022...

Navigating the travel world was already an ever-changing experience before the arrival of the coronavirus, so I wanted to share a few of my travel tricks. Some are just fun tips, but others maintain my physical health and *somewhat* normal mental health.

### HYDRATE OR DRY

Everyone has heard this yelled at them at least once in their lives: from parents, coaches, doctors, spouses, etc. The U.S. National Academies of Sciences, Engineering, and Medicine determined that an adequate daily fluid intake is about 15.5 cups (3.7 liters) of fluids a day for men and about 11.5 cups (2.7 liters) of fluids a day for women – that's a lot of fluid!

As much as I want to convince myself otherwise, 10 cans of diet cola is not the best way to consume my 3.7 liters. This year, I was introduced by a close friend to CIRKUL. CIRKUL combines the water bottle most of us carry around with the ease and deliciousness of a flavor cartridge that can be dialed to different intensities. It doesn't have me carrying around messy powders and squeeze bottles, and there are products with vitamins, electrolytes, and even caffeine. (Find more info at <https://drinkcirkul.com/>)

### MIXOLOGY AT 35,000 FEET

In the best Samuel L. Jackson voice I can type, "Enough is enough. I have had it with these monkey-fighting snakes plus ones on this monkey-fighting plane." With the increase in business and leisure travel, many airlines have returned to full beverage service in all cabins. This brings a smile to many of our faces, both because we are the primary consumers, and many of you readers are the suppliers.

But why settle for a simple Whiskey & Cola or Vodka & Soda? Many airlines have trendy products and flavors in their product lineup, and all it takes is a simple cocktail build to get a 'First Class' cocktail... sorry for the amazing Dad Joke! My favorite combinations are:

#### United Airlines

1 50mL Wheatley Vodka  
3 oz. AHA Orange Grapefruit Sparkling Water  
1 oz. Minute Maid Orange Juice

#### American Airlines

1 50mL Woodford Reserve  
3 oz. Canada Dry Ginger Ale  
1 oz. Minute Maid Apple Juice

#### Southwest Airlines

6 oz. Dos Equis Lager Especial  
1 oz. Mr & Mrs T Bloody Mary Mix  
1 oz. Mr & Mrs T Margarita Mix

The ticket, seat, or loyalty tier on these airlines will determine what price one of these cocktails carries with it, but remember this: Please, thank you, yes Sir, no Ma'am, and a smile will get you far in life. Be courteous to those flight attendants who are there to serve you and keep you safe.

### SUPERMARKETSWEEP

Sometimes traveling entails lunch meetings, client dinners, or special events where food and beverages flow freely. Other times, we find ourselves at the mercy of the hotel breakfast or fast food that is within walking distance from the hotel. Both of these options make my spine tingle and heartburn start to kick in just thinking about it.

When I'm conducting a market study or new program training lasting more than a couple of days, I go grocery shopping. Not only do I find myself spending less of my per diem on food and beverage, but I also find myself eating better and on my own schedule. It is easy to eat a Fluffernutter sandwich, Hot Cheetos, string cheese, and an apple (yes, I'm aware I make lunches suitable for a 7-year-old... deal with it) without missing an email, dropping off a Zoom meeting, or having the client hear my drive-thru order.

Those are just a handful of my trade secrets when it comes to beverage industry travel. Find something that reduces the stress of work travel, then "rinse and repeat." These might not work for everyone, but who asked you anyways?!? If you have great travel tips related to beverage, I'd love to hear some of them. Safe travels, friends!



You can contact Kurt to send in your travel tips, complain about his dad jokes, or even start a Beverage Operations project at [kurt@phcp.com](mailto:kurt@phcp.com).



**M**ichelle Fossett has risen to become **President of Patrick Henry Creative Promotions** – a position that is richly deserved based on her experience, knowledge, and dedication over the past 19 years. She entered the hospitality industry, at the youthful age of 16, as a hostess at **Good Eats**, a concept that is owned by one of our clients – **Consolidated Restaurant Operations, Inc.** Two days into that new store opening, she discovered that the hospitality industry is where she was meant to be.

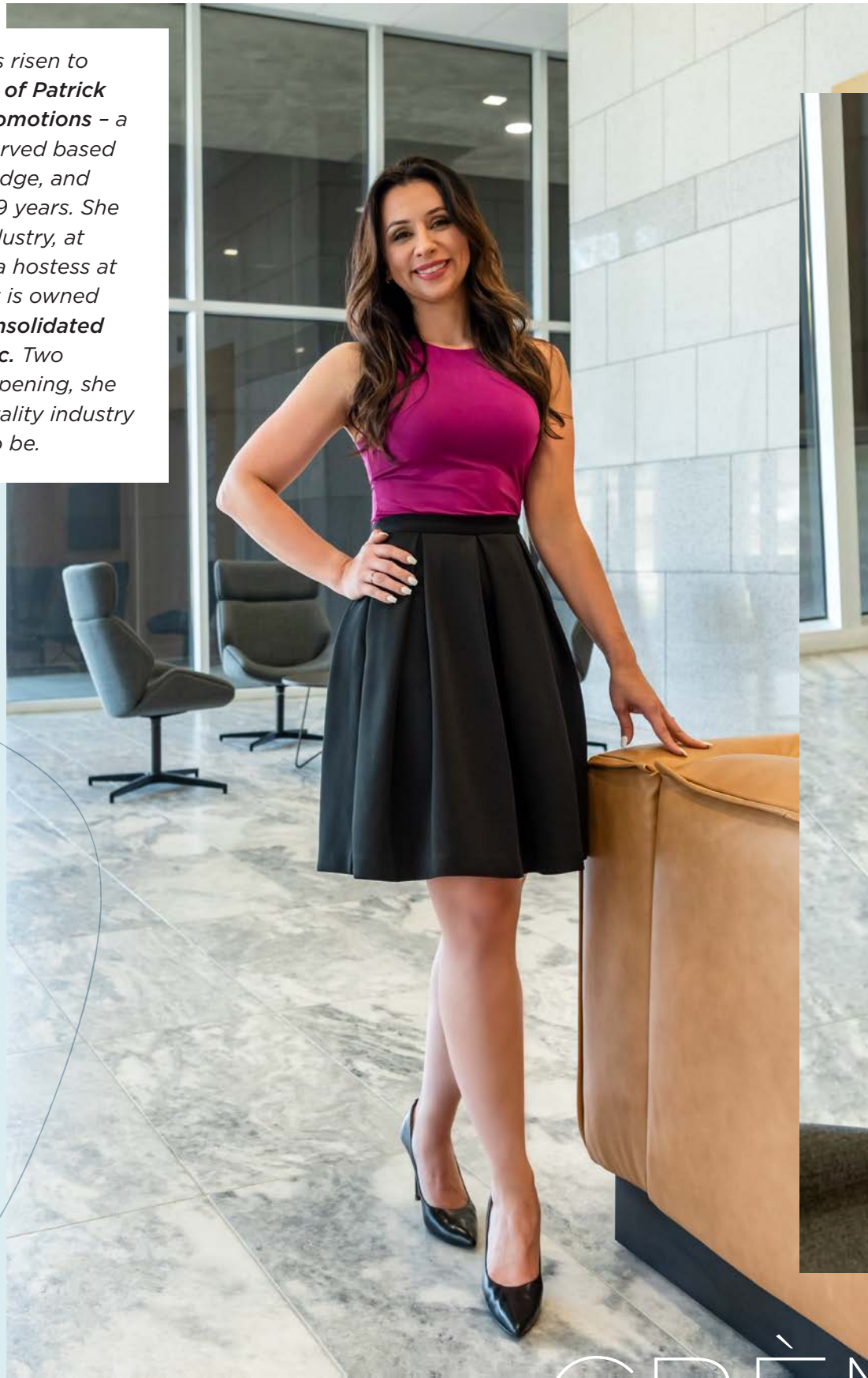


Photo credits: Linda Alvarado

**K**evin Pehlman has recently been promoted to **Executive Vice President of Patrick Henry Creative Promotions**, alongside his existing title of **Chief Operating Officer**. He is lovingly known as both “KP” and “The Hammer” in our office. In addition to these job titles and nicknames, various unofficial roles have been bestowed upon him like in-house IT guru and unlicensed legal consult – and he takes on all these responsibilities adorned with his signature smile.



CRÈME DE LA CRÈME





Circa 2005 - Michelle and Patrick

**M**ichelle attended the **University of Houston's Conrad N. Hilton College of Hotel & Restaurant Management** program, among the top programs in the nation, while working in management at various **Pappas Restaurants** concepts. Fresh out of college, she was ready for a career with more normal working hours, and one that didn't require checking in seafood at six in the morning. After being referred to **PHCP** by another Pappas manager and friend to Patrick Henry himself, she opened a phone book and cold called to see if Patrick was hiring. She spoke with Patrick's right-hand, Judy Burciaga, and left a voicemail. An hour later, she received a call back from Patrick, asking her to come in the next day for an interview, and the rest is history!

Michelle is known for her grace, humility, and level-headed leadership here at PHCP and amongst colleagues in the industry. When asked about her secret to success, she answered

ever so gracefully, "Surrounding myself with people who are smarter than I am. Knowing when to listen, asking tons of questions, and allowing other people the chance to provide input and shine. Loving to serve other people and being truly hospitable at the core."

In addition to being a strong leader in our company, she is a devoted wife and mother to two talented daughters and loves spending time with family. In her free time, she enjoys cooking, reading, traveling to new places (especially overseas), horseback riding, swimming, and working out.

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*"Don't ever be afraid to make mistakes."*

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Michelle is kind-hearted, honest, and always looking to encourage and empower those around her. For those of us who are taking notes or younger in our careers, here are a few words of wisdom from our President: "Never go anywhere without a pen and piece of paper. Even if you don't know the answer, follow up and let someone know you are working on it. Don't be afraid of the phone – relationships can't be built over email. Don't ever be afraid to make mistakes."

As we look ahead to the future, she hopes to continue fostering a culture of teamwork and hospitality at PHCP while helping our clients build the best, most successful beverage programs possible, and seeking out additional areas in the national accounts' world, like cruise lines and airports. However, we cannot look forward without looking to those beside us, acknowledging our valued clients, partners, and friends who we work with today, and many of whom we have worked with for decades. It is with many thanks and great appreciation for all of you that we can continue this journey, pushing ahead in the industry we all know and love.



Kevin alongside Tim McGraw

**A**lthough everyone knows Kevin, many don't know his story. He got his start in the hospitality industry at **McDonald's** around the age of 15 or 16. Shortly after, he had the unique opportunity to work in a fine dining French restaurant where he wore a tuxedo to work. He began as a back waiter and later rose to captain, where he cooked menu items tableside like filet mignon and bananas foster flambé. It was a fun gig and where he first discovered his passion for helping and serving others. He too attended the **University of Houston Conrad N. Hilton College of Hotel & Restaurant Management** while working part time to pay for school, waiting tables at **Pappas'** concept **The Strawberry Patch**.

Fast forward to 1990, when Kevin had the pleasure of meeting Patrick for the first time. He was a manager at the **Yucatan Liquor Stand** where, together, they executed the

**National Homemade Bikini Contest**. Three years later, Kevin joined the PHCP team part time. In 1999, he was managing partner of the **Daiquiri Factory and Crawfish Café** in Houston and left PHCP to set up his own corporation where he managed events and tradeshow on behalf of **Brown-Forman** for 10 years before returning to PHCP in 2009.

Many may be surprised to learn that Kevin's background includes a large emphasis in special events! He planned the University of Houston's homecoming one year, and during his time with the **Jack Daniel's** brand, he had the opportunity to manage and attend countless events across the country. Some of the most memorable experiences include the **George Strait** stadium tour, **NASCAR**, bull riding, **National Finals Rodeo**, motorcycle rallies, and various concerts, for a total of 50-60 events per year!

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*"You have to have an inner drive and passion for what you do."*

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With his diverse, professional background and range of experience, it should be no surprise that Kevin is known by his colleagues as ambitious, determined, disciplined, hardworking, and loyal. His devotion to PHCP runs deep, naming the relationships he has developed over the years with clients, partners, and co-workers as his favorite part of this company. When asked about his recipe for success, Kevin explained, "You have to have an inner drive and passion for what you do. If I won the lottery tomorrow and became independently wealthy, I would still come into work every day and do what I'm doing. I enjoy it that much." Lucky for us, it sounds like he isn't going anywhere, and we look forward to continued success on the path ahead.



PHCP Book Club Picks

join us in  
reading:



Available in print, e-book  
and audio book.

**The Last thing He Told Me**  
Author: Laura Dave

A “gripping” (*Entertainment Weekly*) mystery about a woman who thinks she’s found the love of her life—until he disappears.

Before Owen Michaels disappears, he smuggles a note to his beloved wife of one year: Protect her. Despite her confusion and fear, Hannah Hall knows exactly to whom the note refers—Owen’s sixteen-year-old daughter, Bailey. Bailey, who lost her mother tragically as a child. Bailey, who wants absolutely nothing to do with her new stepmother.

As Hannah’s increasingly desperate calls to Owen go unanswered, as the FBI arrests Owen’s boss, as a US marshal and federal agents arrive at her Sausalito home unannounced, Hannah quickly realizes her husband isn’t who he said he was. And that Bailey just may hold the key to figuring out Owen’s true identity—and why he really disappeared.

Hannah and Bailey set out to discover the truth. But as they start putting together the pieces of Owen’s past, they soon realize they’re also building a new future—one neither of them could have anticipated.

With its breakneck pacing, dizzying plot twists, and evocative family drama, *The Last Thing He Told Me* is a riveting mystery, certain to shock you with its final heartbreaking turn.

From Amazon.com.

THOUGHTS ON

**Billy Summers**  
Author: Stephen King

Never before has our book club been so divided over a book. Some members loved Billy Summers, some not so much, and some, anticipating unpleasant subject matter, chose not to read it. Snacks were suburban-yummy, like Strawberry Shortcake and Chocolate Chip Cookies, and we found out that our members feel there are times when a hired assassin may need to be more ruthless. . .

“I loved Billy Summers; once I started reading it, I couldn’t put it down. The book started off a bit slow, but the character development was worth it, and once it picked up the reader was in for a wild ride right up to the excellent ending!”

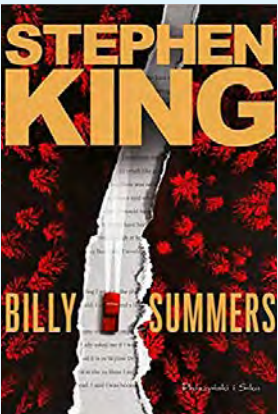
– Rebecca Dowda

“A very easy read: it was easy to engage with the writing and the story moved along at a good pace, rather like reading a movie. A little funny in that it seemed like several books in one, and the author’s references, I thought, were a little pretentious, but not too bad overall.”

– Linda Alvarado

“Unpopular opinion, I’m just not a big Stephen King fan. After reading the summary, it didn’t peak my interest and I knew I had a busy month ahead, so I decided to sit this one out.”

– Courtney Kratz



PHCP WOULD  
LIKE TO  
WELCOME

We are so excited to have three enterprising new team members joining us, and know it is only a matter of time before they make their marks!

**Mary Cate Opela** joins us from *Texas Roadhouse* where she worked for 5 years. She is a graduate of the *University of Houston Hilton School of Hotel and Restaurant Management*. Mary Cate has an incredible eye for interior decoration and has already offered to help team members spruce up their offices. She loves learning new languages and now speaks Mandarin. Mary Cate is the newest member of our Brand Marketing team and already has made an impact in the department.

**Erica Bailey** is another graduate of the *University of Houston* who joins us in the accounting department. She is married and has two lovely daughters. She also has two miniature parrots and loves to collect sea shells along beaches that she visits. In less than two months she has already done an incredible job for PHCP and is proving to be a valued team member.

Please welcome all the way from upstate New York, **Garren Weaver**. He could not wait to become a Texan and so recently moved to Houston. He studies and practices Jiu Jitsu in his spare time, so you may want to think twice before messing with him. Garren will be part of our growing accounting department and we are so happy to have him with us.

— Patrick



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Taxi
 Bus
 Arrivals

# 2021

# EMPLOYEE OF THE YEAR!

## KURT MOODY

Director of Beverage Operations

It's difficult to wrap your head around how Kurt manages to be in two places at once, whether training on the East Coast, mixing drinks in Mexico or singing show tunes in Texas. Whatever he does, and however he does it, he does it with gusto! Well deserved, Kurt, well deserved.

**CURRENT DRINK OF CHOICE?**  
*"Miller High Life and a shot of Jameson"*

**ANTICIPATED FASHION REVIVAL?**  
*"The 70's Mustache"*

**PHCP PLAYLIST ADD?**  
*"Sabotage by Beastie Boys"*

Photo credit: Linda Alvarado



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CREATIVE PROMOTIONS

# EMPLOYEES OF THE MONTH!

## JANUARY

### COURTNEY KRATZ

Senior Designer

No, this is not a typo, in the last three months, Courtney has landed on the favorite list twice! Is it her A) Go get 'em attitude, B) Kick butt design style, C) Willingness to go above and beyond? It's D) All of the above!

**WHAT'S YOUR CURRENT DRINK OF CHOICE?**  
*"Tequila Mule with a splash of Topo Chico, maybe some fresh basil or cilantro for a lil sumpin sumpin extra."*

**FASHION ADVICE?**  
*"JUST SAY NO to low-rise jeans!"*

**DO YOU HAVE ANY HIDDEN TALENTS?**  
*"I'm quite handy building furniture. I built our kitchen island as well as our coffee table. Next up, my bathroom vanity!"*

**WHO WOULD PLAY YOU IN YOUR FEATURE MOVIE?**  
*"Cameron Diaz"*

## FEBRUARY

### GRACE MARLIN

Account Executive

Around Grace, it's impossible to be unhappy. Her bubbly demeanor and solution-oriented outlook make work anything but. Although she may claim otherwise, we can tell you it's not just the caffeine!

**WHAT'S YOUR CURRENT DRINK OF CHOICE?**  
*"Aperol Spritz! It's like sipping joy out of a glass... cures anything and everything!"*

**DO YOU HAVE ANY HIDDEN TALENTS?**  
*"Some people know, but I can make some great coffee! I absolutely love the coffee field and getting to learn new recipes, playing around with my machine at home, and pretending to be a barista in the morning for my fiancé."*

**WHAT WOULD YOU ADD TO THE PHCP PLAYLIST?**  
*"Ooooh. That's tough! If I'm thinking on the spot, it would be anything with Taylor Swift. Blank Space or Shake it Off!"*

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 Reach out to [mixology@phcp.com](mailto:mixology@phcp.com)

### Want more?

Every quarter new songs get added to our PHCP Playlist on **Spotify**. Click the yellow note above to feel the PHCP vibe!

Have questions or interested in seeing how these stellar individuals can assist with your next project? Reach out to [hello@phcp.com](mailto:hello@phcp.com)

Photo credit: Amy Schraub

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Q1 2022 | 25



# SHOOTING STARS

A good, professional photographer produces high quality images uniquely tailored to fit with your brand, which will help target the right customers. Done well, they help your products and services stand out from your competitors. Stock photography has a place in advertising and marketing, but it can also portray a lack of originality of the product or service. Poor use of photographs and pictures can weaken or destroy a campaign because it does not have real impact. It's simple, choosing photography brings that Impact.



*"Photography" comes from the Greek, meaning to draw with light.  
The earliest known use of the word photograph as we know it was in  
1839 by the astronomer Sir John Herschel.*



*Drink photography created by PHCP for:  
The Space Bar in Titusville, FL  
Photography and styling: Ralph Smith Studios  
Art Direction: Courtney Kratz  
Written by; Design/layout: Courtney Kratz*





"Valentine's Day is a time when we show the ones we love just how much they mean to us. This year, PHCP wanted to help spread joy beyond our own circle. Oftentimes, our elders can go forgotten. Feelings of loneliness and isolation are quite common among seniors across the country, especially those living in care facilities, who may be removed from their family and friends. This has been heightened the past two years since COVID stuck our lives."

"This past February, groups of us got together to create handmade cards with joyful messages for the seniors living at The Forum in Houston, Texas. On Valentine's Day, a handful of PHCP members ventured over to deliver them along with some sweet treats. This was extra special as Patrick Henry's mother was a long time resident of the facility. Not only were we able to help spread some cheer, but this also gave us an opportunity to honor the former Mrs. Evelyn Henry on a day filled with love."

*Amy Schraub*

*HAPPY VALENTINE'S DAY*

Monday, February 14th  
Join Mr. Patrick Henry and His Staff  
As They Spread Love To Our Residents  
With Cookies, Cupcakes And Cards  
At 3:00PM  
In The Living







## BEHIND THE SCENES

1. Team PHCP supporting *Hooters* Houston Kirby location on March 18 for live March Madness broadcast by *Sports 610 Radio*.
2. Amy Parham with *The Greene Turtle* Executive Team at *The Greene Turtle GM Conference and Vendor Show* at the *Wisp Resort* in McHenry, MD.
3. Laura Nepveux catching up with *Fogo de Chao* Chief Marketing Officer, Janet Gieselman and valued beverage partners Dirk Langford with *Winebow*, Julie Lannon with *Zamora*, Jeffrey Koch with *Shaw Ross*, and Fogo wine consultant Dave Pennachetti.
4. PHCP team members at a *Garrison Brothers 'Flights & Bites'* event hosted by Charlie Garrison at the *Four Seasons Hotel* in Houston.
5. Kevin Pehlman and Patrick Henry after accepting *Landry's National Sales Vendor of the Year Award* for PHCP.
6. OTG's VP of Supply Chain, Alison Singer, PHCP's Michelle Fossett & Britney Smith-Dell, Breaking Bad at the *OTG Evolution Conference* with Bryan Cranston & Dos Hombres Mezcal.





# LOOP

*In the*

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