

LOOP

In the



PATRICK HENRY
CREATIVE PROMOTIONS



THE MOST
IMPORTANT THING
PEOPLE DID FOR ME
WAS TO EXPOSE ME
TO NEW THINGS.

Temple Grandin





PATRICK'S CORNER

Dreams do come true. When I graduated from high school, I wanted more than anything to go to the University of Houston, but my grades were so poor, I ended up instead at South Texas Jr. College. After one year, I dropped out and took on various jobs: convenience store clerk, railroad messenger driver, hotel security officer at a Ramada Inn, restaurant server, and finally working in sales for a liquor distributor. Not exactly the life I was hoping for in my 20s. Although I wasn't considered book smart, friends always told me I was creative and suggested I try my skills in the hospitality industry. As a result, for years I did promotions for nightclubs, restaurants and bars.

Fast forward to 1987. I started PHCP with little business sense and less money, and somehow, with incredible support from family and friends, by the grace of God I made it.

I mentioned that dreams do come true, and here's how I know. This past Spring I had the honor of being named to the Dean's Advisory Board at the University of Houston Conrad N. Hilton College of Global Hospitality Leadership. I was nominated by a wonderful friend whom many of you know: Former President, CEO & Chairman of the Board of Brinker International, Doug Brooks. Among the Advisory Board Members are also executives from Hilton and The Venetian, Chris Pappas, CEO of Pappas Restaurants, and John Rydman, President & Owner of Spec's.

When the Dean of the school asked me if I had gone to U of H, I said, "No, but I've been trying for 50 years." He laughed and said, "Congratulations, you've finally made it."

— Patrick



NEWSLETTER STAFF

Erica Poole
Managing Editor

Linda Alvarado
Design, Editor, Copywriter

Patrick Henry
Writer

Want More?

If you are viewing the digital version of our newsletter, click on the orange symbols to access our enhanced content, as well as email and web links throughout our articles for additional features.



Playlist



Extra Content



Survey



More Info

COVER PHOTO

Mary Cate explores the wonders of the Metaverse.

Photo credit: Linda Alvarado

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Social Media Manager*



HOW DID WE LIVE WITHOUT:

Written by: Heather Lloyd

FINEST CALL ESPRESSO MARTINI MIX

Nostalgia can offer up a bit of comfort in uncertain times, even in our cocktails!

Whether you fancy shimmery drinks with edible glitter, a cereal garnish from your childhood breakfast table, or classic revivals from the 80's, these retro favorites are leaving patrons sipping a whole lotta love. An honorable mention, created in 1983, is making a big and bold comeback – The Vodka Espresso, now hailed as The Espresso Martini. Thanks to said creator Dick Bradsell, and world-famous model Kate Moss, we now have a cocktail that stands its ground in the world of Mixology.¹

It seems by now that this libation has found a home on almost every menu in America, but how do we create something so delicious without the burden of extra labor and operational challenges? Bring in Finest Call Espresso Martini Mix, a smooth and strong solution to the headaches of an espresso machine, made with ~80% espresso straight from Columbia. This gives operators the freedom to create more profitable, consistent, and easy to execute espresso cocktails with true espresso flavor. Whether you try it in cocktails, martinis, frozen or coffee drinks – this mix does not disappoint.

<https://www.finestcall.com/product/espresso-syrup/>

SOURCE:

1. *The TASTE cocktails Magazine, "The Story of the Espresso Martini"*



TIPS AND TRENDS

Written by: Mary Cate Opela

THE

FUTURE

OF BRANDING IS

“The metaverse is here, and it’s not only transforming how we see the world but how we participate in it.”

--- SATYA NADELLA, CHIEF EXECUTIVE AT MICROSOFT

HERE

ENTERING THE METAVERSE

What if you could look any way you want while participating in activities you've only dreamed of? You're suddenly taller or skinnier, muscular and tan, or freckled with red hair. You could be bald, tattooed, or even have a mohawk while learning to salsa or attending a concert or art exhibit. Maybe you've always dreamt of being a Samurai and showing off your Katana skills, or you prefer to throw the dice as you play Craps in a luxury casino. In the metaverse, the possibilities are endless. . .

Photo credits: Linda Alvarado

DEFINED BY *Oxford Languages* as “a virtual reality space in which users can interact with a computer-generated environment and other users,”¹ the metaverse allows you to mingle with friends, visit exciting places, work, shop, date, and do all the “normal” things people do every day.

YOU CAN EVEN get in on a sneaker drop and get the latest kicks from **Nike®** or **Adidas®** for your personalized avatar. Imagine spending hundreds or thousands of dollars for luxury goods from **Balenciaga®**, **Gucci®**, and **Burberry®** that you will never actually wear in real life. **Morgan Stanley** has said that the market for virtual luxury goods could reach a staggering **50 billion dollars** by 2030.² Other brands are already making forays into this space: join your friends for a virtual meal at **McDonald's®** or buy collector goods from **Coca-Cola®** in the form of NFTs (*non-fungible tokens*).



FOR MILLIONS OF PEOPLE, this space is nothing new, as this platform has already existed in the world of gaming for some time. The metaverse is currently becoming mainstream for people of all ages, and those who haven't jumped on board are busy trying to figure how to get their product and brands into this virtual world as quickly as possible.

WTF IS AN NFT?

BY NOW, you've most likely heard the word NFT thrown around, but what exactly does it mean? An NFT or “**Non-Fungible Token**” is a digital asset that represents real-world objects such as art, music, videos, designer apparel, collectibles, real estate, or even alcohol, and is bought or sold online using cryptocurrency. “*Think baseball cards of the digital era.*”³

ALTHOUGH they've been around since 2014, NFTs are gaining popularity, with the 2021 market alone reaching a staggering **\$41 billion dollars**. The simplest way of describing an NFT is that it is essentially a collector's item, only digital, so instead of getting an actual oil painting to hang on a wall, the buyer gets a digital file instead.⁴

THE VIRTUAL AGE OF COCKTAILS

BOTTLES OF WINE,

whiskey, and other spirits are commonly sought after by collectors within the alcoholic beverage industry, selling for big bucks with their value appreciating over time as they become rarer and more valuable. In the near future, we will begin to see these wines and spirits being "minted" and sold as NFTs, a nascent asset class, which is predicted to take the alcoholic beverage industry by storm.



BESIDES NFTs,

we will also see the metaverse as the industry's next key marketing frontier, with big name wine and spirit brands

already announcing their presence into this "new world."

The metaverse can be simplified as a virtual space focused on social connection. Wine and spirits in the metaverse will serve as social accessories for digital avatars or exist as digital products in their virtual spaces. For example, you can buy a 3-D branded whiskey cask as an NFT. You can then save that asset on your device, place it inside your room using Augmented Reality, share it with your friends, post it on social media, or even resell it to someone else using crypto.⁵

SELECT LEVEL

1 2 3 4 5 6 7

As trailblazers in the beverage industry, PHCP is actively researching and making plans to dive headfirst into this innovative and unique digital world. Let our creative services team help you design and create your own NFT and brand's digital platform!



WORD BANK

METaverse: A universal and immersive virtual world that is facilitated by the use of VR (*Virtual Reality*) or AR (*Augmented Reality*) headsets and promotes social connection.

NFT: A non-fungible token (*or NFT*) is a financial security consisting of digital data stored in a blockchain, a form of distributed ledger.

AR: Augmented reality (*or AR*) is an interactive experience of a real-world environment where the objects that reside in the real world are enhanced by computer-generated perceptual information often on a smartphone or camera.

VR: Virtual reality (*or VR*) is the computer-generated simulation of a three-dimensional image or environment that can be interacted with in a seemingly real or physical way by a person using special electronic equipment, such as a helmet with a screen inside or gloves fitted with sensors.

CRYPTOCURRENCY: Cryptocurrency or “crypto” is an encrypted data string such as Ethereum or Bitcoin that denotes a unit of currency.

AVATAR: A digital figure that represents a person in video games and other digital platforms such as the metaverse.

MINTING: Converting digital data into crypto collections or digital assets recorded on the blockchain.

BLOCKCHAIN: A system of recording information in a way that makes it difficult or impossible to change, hack, or cheat the system. A blockchain is essentially a digital ledger of transactions that is duplicated and distributed across the entire network of computer systems on the blockchain.

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RFPs need some TLC?

LET US HELP YOU
WITH BRAND STRATEGY
& CUSTOM IDEATION!

STRATEGY DEVELOPMENT

MENU GAP ANALYSIS

PROGRAMMING + PLATFORM
DEVELOPMENT

CONSUMER ENGAGEMENT
OPPORTUNITIES

STAFF TRAINING RESOURCES

DRINK IDEATION & DEVELOPMENT

PRESENTATION + SPEC ART DESIGN

CONTACT:

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BRAND MARKETING

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PHCP





Written by: Grace Marlin

Layout Design: Amy Schraub

COFFEE COCKTAILS & MOCKTAILS:

All Day, Every Day!

We're having deja brew when it comes to the espresso martini trend. Studies show that the rate of mentions for 'Espresso Martini' online is up nearly 300%!¹ With the spotlight being on Espresso Martinis, this opens the door for other coffee cocktails. Below are some to consider when working on drink ideation:

- **CARAJILLO**

*Licor 43 and a shot of espresso**

- **COLD BREW NEGRONI**

Cold brew, gin, sweet vermouth, and an orange twist

- **THE CASTAWAY**

Dark rum, coffee liqueur, pineapple juice

**The Carajillo is a Mexico City inspired cocktail that shows to be picking up speed in the United States.² Give it a try during your next visit to restaurants*

such as:

Fogo de Chao, Vic & Anthony's, and Del Frisco's Double Eagle!



The beauty of coffee is it can be enjoyed by itself, in a cocktail, or even a mocktail. Research shows non-alcoholic beverages have spiked 33% since 2021.³ Consider expanding your beverage menu by including coffee-based drinks like:

- | | |
|-----------|--|
| 01 | COLD FASHIONED
Cold brew, simple syrup, orange bitters, ice |
| 02 | COFFEE ORANGE
Orange, honey, drip coffee (or espresso) |
| 03 | COFFEE MINT JULEP
Cold brew, fresh mint leaves, simple syrup |



Pro Tip:

Espresso Martini Garnishes

Looking to plus up your Espresso Martini or other coffee-based cocktails? Go above and beyond by featuring unique, Instagrammable garnishes like a chocolate-covered strawberry, toasted marshmallow, or even dehydrated raspberries!

One key ingredient that can save time, money, and make a tasty cocktail is cold brew. Cold brew is extremely versatile and offers a fun way to explore innovative mocktails! Reach out to your local distributors to see what cold brew they offer.



Research and trends show no sign of the coffee craze slowing down. With that being said, we believe it'll continue making its way onto beverage programs, even penetrating new dining segments like casual and fast casual, due to the increased demand and accessibility. We highly encourage being innovative and adventurous when it comes to coffee applications – don't forget, coffee can be enjoyed all day, every day!

SOURCES:

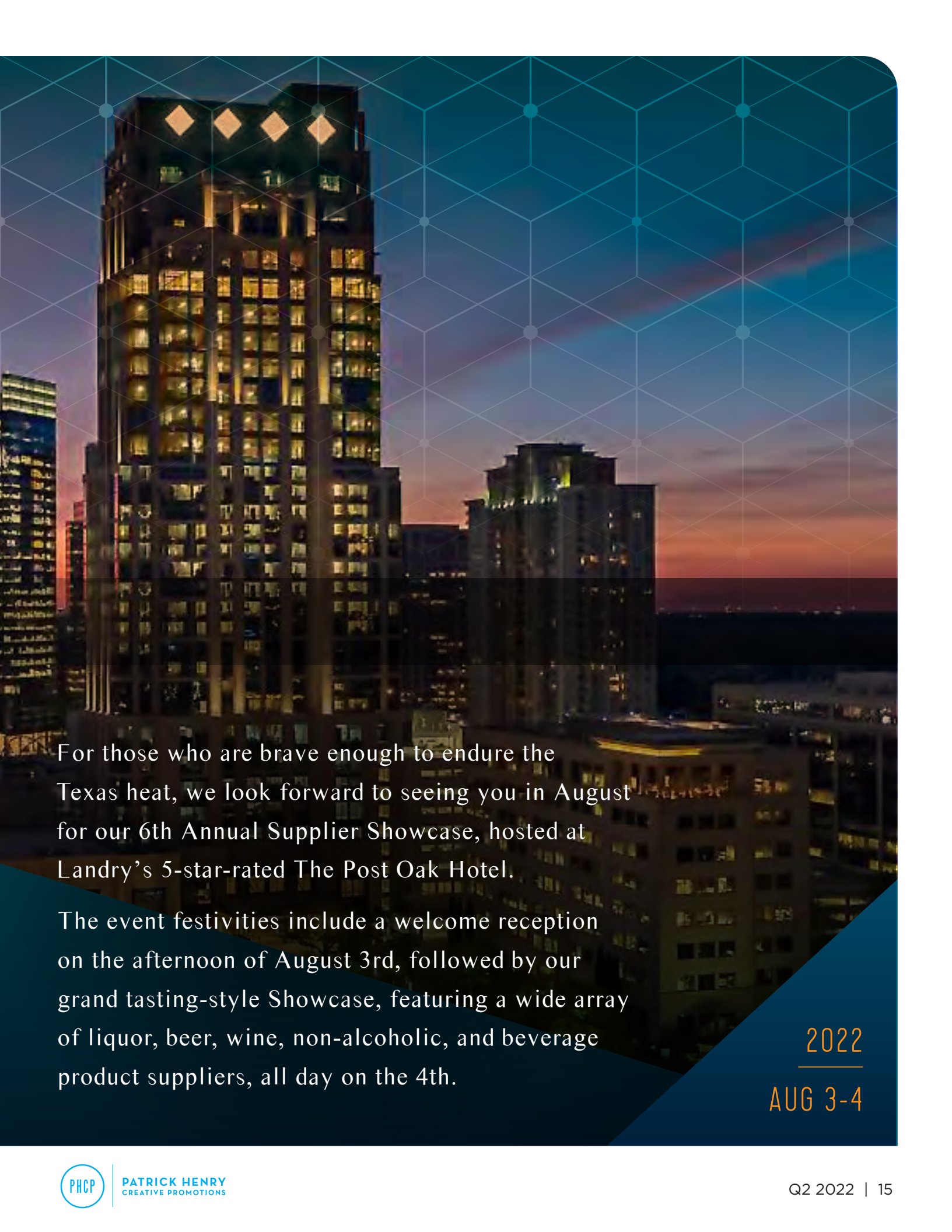
1. "How the Espresso Martini Took Over...", InsideHook, February 14, 2022
2. Jessica Sulima, "Forget the Espresso Martini and Choose...", Thrillist, Thrillist, November 16, 2021
3. Amanda Little, "Mocktails are 100 Proof Millennial Focused...", Washington Post, January 21, 2022

*Summer is in
full force in Houston!*

SHOWCASE BUYER PANEL

Layout Design: Courtney Kratz



A nighttime photograph of a city skyline, featuring a tall, brightly lit skyscraper on the left. The image is overlaid with a teal geometric pattern of interconnected lines and dots. The sky is a mix of blue and orange from the sunset.

For those who are brave enough to endure the Texas heat, we look forward to seeing you in August for our 6th Annual Supplier Showcase, hosted at Landry's 5-star-rated The Post Oak Hotel.

The event festivities include a welcome reception on the afternoon of August 3rd, followed by our grand tasting-style Showcase, featuring a wide array of liquor, beer, wine, non-alcoholic, and beverage product suppliers, all day on the 4th.

2022
AUG 3-4





Devin Burns

OMNI HOTELS & RESORTS
Vice President, Rooms, Food & Beverage



Richard Garcia

REMINGTON HOTELS
Senior Vice President of Food & Beverage



Allison Kafalas

AMERICAS at HILTON
Director, Beverage



Scott Marshall

LANDRY'S SIGNATURE GROUP +
GOLDEN NUGGET FOOD & BEVERAGE
Senior Vice President & Chief Operating Officer

WED, AUG 3

3PM-4PM

HOTEL INDUSTRY INSIGHTS
PANEL DISCUSSION

The Post Oak Ballroom, 2nd Floor

5:30PM-7:30PM

WELCOME RECEPTION

The Post Oak Hotel Grand Ballroom Foyer



Bradley Moore

AIMBRIDGE HOSPITALITY
Vice President, Food & Beverage Operations

If you have any questions that you would like to submit for consideration and potential discussion during either panel, please submit to hello@phcp.com.

RESTAURANT



Becky Boyd

BLOOMIN' BRANDS, INC.
Outback, Carrabba's, Bonefish
Director, Food & Beverage Innovation



Tylor Field, III

LANDRY'S, INC.
Divisional Vice President, Wine & Spirits



Patrick Kirk

APPLEBEE'S
Vice President of Beverage Innovation



Bruce Skala

HOA BRANDS/HOOTERS
Chief Marketing Officer

THUR, AUG 4

8:30AM-9:30AM

RESTAURANT INDUSTRY INSIGHTS
PANEL DISCUSSION

The Post Oak Ballroom, 2nd Floor

9:45AM-12PM

GRAND TASTING I, Grand Ballroom

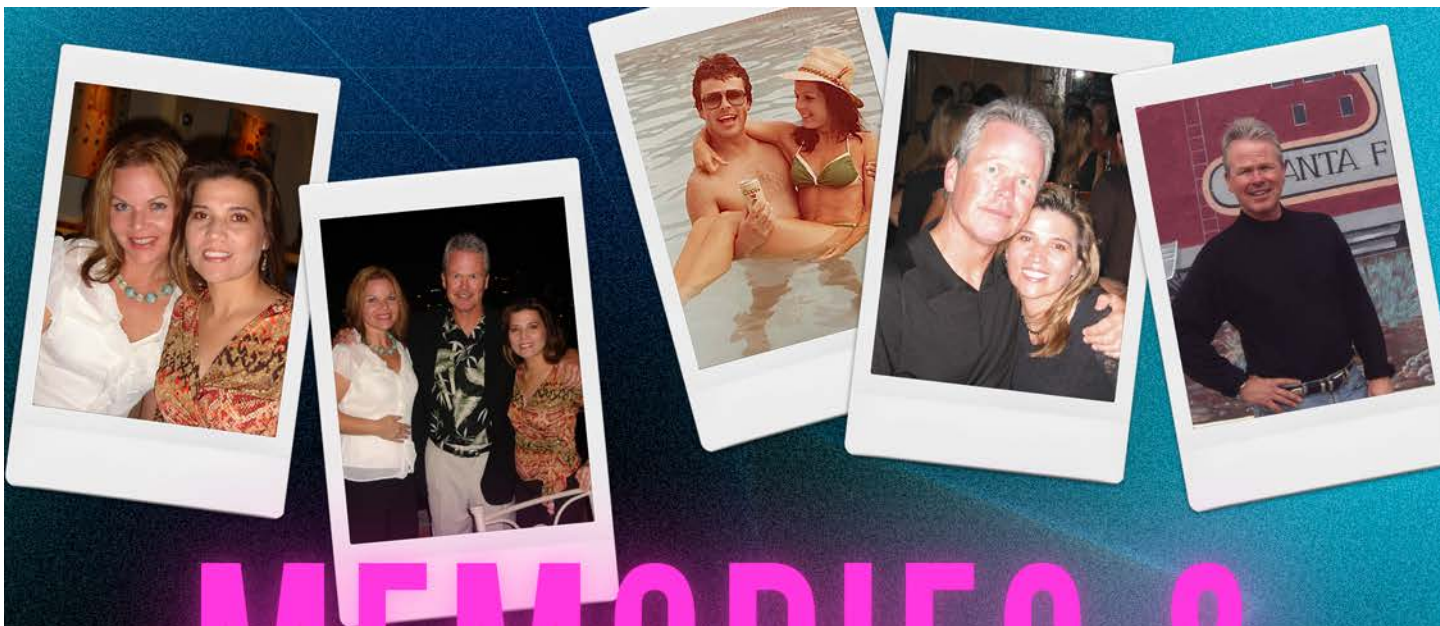
12PM-1PM

NETWORKING LUNCH,
The Post Oak Ballroom, 2nd floor

1PM-4PM

GRAND TASTING II, Grand Ballroom





MEMORIES &

Milestones

There are numerous occasions that are worth celebration each year. Whether a birthday, anniversary, or favorite holiday, these notable dates are ones we look forward to, and they become more special as each year passes. 2022 brings forth a few exceptional milestones for our company and three very dedicated, outstanding team members – Patrick Henry, Laura Nepveux, and Judy Burciaga – who are respectively celebrating 35, 30, and 25 years with Patrick Henry Creative Promotions! In commemoration of these special people and their remarkable work anniversaries, we look back in history to the year they each started.

Patrick, Laura, and Judy – We thank you for your hard work, years of service, and your commitment to this company and industry. Cheers to you!

*Written by: Erica Poole
Designed by: Kelli Janell Vara*



PATRICK 1987



AVERAGE COST:

First-class Stamp: \$0.22
Dozen Eggs: \$0.78
Gallon of Gas: \$0.90
Gallon of Milk: \$1.98
Movie Ticket: \$3.91
New House: \$92,000



IN STYLE:

Member's Only Jackets
Acid Washed Denim
Parachute Pants
Converse Chucks
Reebok Hightops
Swatch Watches
Wayfarer Sunglasses



ON TELEVISION:

A Different World
Cheers
The Golden Girls
Growing Pains
Who's the Boss



Laura

1992



MOVIES:

Batman Returns
Basic Instinct
Home Alone 2: Lost in New York
Sister Act
Aladdin
The Bodyguard

BORN THIS YEAR:

Miley Cyrus
Demi Lovato
Nick Jonas
Odell Beckham Jr.
Cardi B.



HISTORICAL EVENTS:

The first SMS text message ever sent was on December that message simply read "Merry Christmas".

Compact discs surpass cassette tapes as the preferred medium for recorded music.

President George H. W. Bush and Russian President Boris Yeltsin jointly announced the end of the Cold War.

The Maastricht Treaty is signed, founding the European Union.

Turner Broadcasting System launches Cartoon Network, the first all-animation television channel.

**CARTOON
NETWORK**



Judy

-1997-



"AS IF!"



POPULAR SONGS:

- "Candle in the Wind" - Elton John
- "You Were Meant for Me" - Jewel
- "I'll Be Missing You" - Puff Daddy ft. Faith Evans & 112
- "Un-break My Heart" - Toni Braxton

SPORTS HIGHLIGHTS:

- Tiger Woods at 21 years old became the youngest golfer to win the Masters in the history of golf.
- Mike Tyson bites Evander Holyfield's ear during a match and is suspended from boxing.
- The Women's National Basketball Association (WNBA) plays its first game at The Great Western Forum in Los Angeles.
- Green Bay Packers beat the New England Patriots in Brett Favre's only Super Bowl Championship of his career.

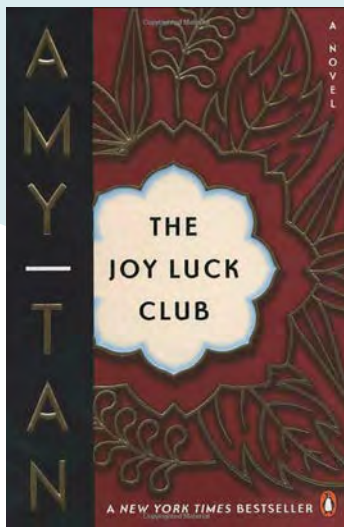
SLANG:

- Va Bomb! - Really Cool
- As if! - Lack of Interest
- Word - In Agreement
- Boo ya! - In your Face
- Dope - Something Cool



PHCP Book Club Picks

join us in reading:



The Joy Luck Club: A Novel

Author: Amy Tan

“The Joy Luck Club is one of my favorite books. From the moment I first started reading it, I knew it was going to be incredible. For me, it was one of those once-in-a-lifetime reading experiences that you cherish forever. It inspired me as a writer and still remains hugely inspirational.”
—Kevin Kwan, author of *Crazy Rich Asians*

Four mothers, four daughters, four families whose histories shift with the four winds depending on who’s “saying” the stories. In 1949 four Chinese women, recent immigrants to San Francisco, begin meeting to eat dim sum, play mahjong, and talk. United in shared unspeakable loss and hope, they call themselves the Joy Luck Club. Rather than sink into tragedy, they choose to gather to raise their spirits and money. “To despair was to wish back for something already lost. Or to prolong what was already unbearable.” Forty years later the stories and history continue.

From Amazon.com. Available in print, e-book and audio book.

THOUGHTS ON



The Last Thing He Told Me

Author: Laura Dave

Although the author made a clear attempt to show how the characters developed over time, most of us felt this development felt a little forced, and their choices and relationships rather unbelievable. Since much of the book was set in Austin, it was fun to reminisce about familiar settings in between the, “They did **WHAT?!?**” moments.

Pairs well with companions you trust and brown butter pasta.

LET US HELP YOU PUT YOUR BEST WORK FORWARD

THIS RFP SEASON!

Tap into the PHCP Beverage Innovation Team for your drink recipe needs:

- ▶ Custom drink development
- ▶ Recipe vetting to fit program mandates
- ▶ Cost margins and ingredient cost breakdowns
- ▶ Drink photography for recipe cards
- ▶ Mixologist meeting assistance

CONTACT REBECCA DOWDA
Director of Beverage Innovation
rebecca@phcp.com | 281.983.5500



PATRICK HENRY
CREATIVE PROMOTIONS

PHCP WOULD LIKE TO WELCOME

PHCP is growing, and we are so excited to introduce our newest superstar team members!

Our Account Services team welcomes two amazing Account Executives: **Angelica Batard** and **Brandon Phelps**. Angelica comes to us from Club Corp and Brandon most recently hails from Orlando, Florida, where he spent time in Food and Beverage at Walt Disney World Resorts. Both are graduates of the University of Houston.

Michelle Custer eagerly joins our Events team and came to us from Kansas City, Missouri. Her optimism and enthusiasm are unmatched! We are thrilled to have her with us.

Jax Laverde was recruited by PHCP from her position as GM of Hard Rock – Chicago. She is stepping in as one of our key trainers and has already been exceeding all expectations in travelling for Delaware North and the new Hudson concept in Minnesota.

Shannon Pritchard has been a “friend of the family” over the years and is a great new addition to our Mixology team. You may recognize her behind the bar!

Our Creative team is happy to welcome **Trang Le**, who comes to us from Farouk Systems.

We hope you have the opportunity to meet all of our new team members and know they will have an immediate and lasting impact on our business!



— Patrick

MIXOLOGY ASTROLOGY

★ *Your Astrological Ambrosia* ★

TAURUS

April 20 – May 20

Loyal, affectionate, determined, patient

Classic Martini

This sign values all things luxury. With their impeccable taste, they appreciate the finer things in life such as a classic dry gin martini.

Sazerac

Powerful and sometimes stubborn, these Earth signs are determined, loyal, and want a cocktail they can trust head-on like a Sazerac.

GEMINI

May 21 – June 20

Sociable, communicative, lively, intellectual

Mint Julep

Known as the life of the party, this social sign needs a social drink to keep up with them. This bourbon-based cocktail is light, refreshing, and lively just like this Air sign.

Whiskey Sour

Just like Gemini, this cocktail is the perfect balance of sour and sweet.

CANCER

June 21 – July 22

Intuitive, imaginative, protective, romantic

Last Word

Hard shelled, like their spirit animal the crab, Cancers are ready to reveal their gentle nature and tender side to those they love. Romantic and nurturing, this gin-based, Prohibition era cocktail is the perfect beverage for Water sign Cancer.

Brandy Alexander

Rich in taste and history, imaginative and intuitive Cancer will appreciate this shaken, brandy-based dessert cocktail.

EMPLOYEES OF THE MONTH!

APRIL



NICK YEAGER

Controller

A little known fact: Nick has been *almost* voted Employee of the Month more than any other PHCP'er! "Tireless," "dedicated," and intensely "accurate," Nick has been referred to as a "treasure" by his colleagues. His cool, calm demeanor keep him from getting flustered even during the most harried times, and if his performance in the escape rooms is any indication, he is definitely someone you would want in your corner when the going gets tough!

FAVE AIRPLANE SEAT?

"Aisle seat for the extra room since the window seat is always taken by my son"

FICTIONAL DOPPELGANGER (IN SPIRIT)?

"I love fantasy series so it's definitely a tough choice! Attending Hogwarts would definitely be high on the list."

POTENTIAL ALIAS?

"I have been told I look like a Chris by many people over the years, and during my wedding vows the Pastor called me Chris on accident, so to correct my parents apparent mistake I have to go with Chris."

WHAT WOULD YOU ADD TO THE PHCP PLAYLIST?

*"Since We are the Champions is already our company anthem, I will go with **Bohemian Rhapsody**."*

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



MAY



Photo credits: Amy Schraub

AMY PARHAM

Senior Account Executive/Client Relations

How often do you meet someone about whom it can be said that their love of their job shows through every day? Well, meet Amy. She has also been described as a valuable resource to the PHCP team, and the number of exclamation points used in her accolades definitely backs this up! She nurtures her smile like she nurtures her garden, so it's no wonder a forté is client relations. Amy is a stalwart member of the PHCP book club, so when you have a minute, ask her about what we're reading next!

FAVORITE AIRPLANE SEAT?

"Window most of the time! I have room to lean away from the person next to me, especially if they failed to shower that morning or they take off their shoes, and of course not to get hit by the cart."

FICTIONAL DOPPELGANGER (IN SPIRIT)?

*"Elizabeth Bennet in **Pride & Prejudice**"*

AGE INDUCTED INTO THE HOSPITALITY INDUSTRY? "15"

WHAT WOULD YOU ADD TO THE PHCP PLAYLIST?

*"I Gotta Feeling - **The Black Eyed Peas**"*



PATRICK HENRY
CREATIVE PROMOTIONS



BEHIND THE SCENES

1. Reunited in breathtaking Aspen – **Megan Herman** (*Marketing Manager of Out West Restaurant Group*) with **PHCP** Director **Donna James** and **Colleen O’Connell Soto** (*Vice President of National Accounts for Q Mixers*).

2. **Dr. John Busi** and **Cindy Busi** (*VP of Darden Enterprise Beverage & Innovation*) pictured with industry veteran **Matt Borgard**, enjoying our featured **Hangover Brunch** cocktails.

3. **Matt Wells** (*Taco Mac*), **Michelle Fossett**, and **Colleen O’Connell Soto** (*Q Mixers*) enjoying a Patrón Margarita at **VIBE’s** opening night **Spring Sips and Samples** reception.

4. **PHCP** Aspen Team dressed to impress in their space cowboy best for **Aspen After Dark**. Pictured (left to right): **Patrick Henry**, **Michelle Fossett**, **Kevin Pehlman**, **Alison Bowie**, **Kevin Barber**, **Erica Poole**, **Rebecca Dowda**.

5. **Campari America** Team letting loose at **Aspen After Dark**. Pictured (left to right): **Sherrie Berdecia** (*Channel & Customer Marketing Manager, National Accounts*), **Patricia Murphy** (*Sr. National Account Manager*), **Carley Dunavant** (*Regional Accounts Sales Manager*) **TJ Green** (*State Manager for Colorado*), **Todd Schuessler** (*Director, On-Premise National Accounts*), **Alyson Anderson** (*Strategic Accounts Manager - Hotels & Resorts*), **Rick Monkarsh** (*General Sales Manager National and Regional Accounts*).

6. **PHCP’s** **Alison Bowie** and **Patrick Henry** pictured with **Red Bull’s** **Jonathan Smith** (*On Premise National Account Manager*) and **Brooke Loeb** (*National Account Manager - Hotels & Entertainment*).



7. Patrick Henry and Scarlett, Pearland Hooters Girl/Miss Congeniality/Top 10 Finalist, enjoying the beautiful weather and views in Lake Tahoe at the **2022 Miss Hooters International Pageant & Conference**.



8. Congratulating Jeffery Bartfield on his **Spirit Supplier of the Year Award** at the **Smokey Bones 2022 General Manager Conference** at the **Hard Rock Seminole Hotel & Casino** in Hollywood, FL (left to right) **Britney Smith** (PHCP Sr Account Executive), **Jeffrey Bartfield** (Proximo VP NAOP), **Nicole Milnthorpe** (Smokey Bones CFO), **Patrick Henry** (PHCP CEO/Chairman).



9. **Remington Hotel's Rich Garcia** (Senior Vice President of Food & Beverage) and his beautiful wife **Marina** alongside **PHCP's Kurt Moody** (Director of Beverage Operations), watching the **Chicago Cubs** at our **Wrigley Rooftops Baseball Event** during **National Restaurant Association**.



10. Patrick Henry and Rebecca Dowda pictured with **The Modern Mixologist** and **2022 Millennium Advisory Board Icon Honoree, Tony Abou-Ganim** at the **MAB Reception** during **VIBE**.



11. **Choctaw Casinos & Resorts Team** enjoying cold brews and unbeatable views of **Wrigley Field** during **NRA**. From left to right: **Chris Weller** (Corporate F&B Operations Director), **Brent Hinz** (Executive Director F&B), **Leonel Ducharme** (Corporate Executive Chef), **David Dell** (Corporate F&B Operations Director), **Fernando Lopez** (Supply Chain Director), **Scott Hall** (Director Pricebook/POS), **Brian Owenby** (Corporate Executive Chef).



ACTS OF

Kindness

PHCP's own **Laura Nepveux**, together with her son, **Kyle** (a.k.a. the Easter Bunny), are active members of **YMSL (Young Men's Service League)**, an organization that supports mother/son teams in charity and service to their communities. Through this organization, they, along with the YMSL Class of 2026 (pictured here with friends Thuy & Nathan Flosser and Terri & Cade McKeever) have participated in the **Keep Sugar Land Beautiful** initiative, (YMSL Sugar Land "adopted" Eldridge Park to clean), the **Gigi's Playhouse Set Fit** fundraiser at Constellation Fields in Sugar Land, TX, and at the **Gigi's Playhouse Spring Fling**, where guests of all ages with Down Syndrome enjoyed games, arts & crafts, an Easter Egg Hunt and photos with the Easter Bunny.

Laura Nepveux

Photo credits: Laura Nepveux, Gigi's Playhouse

FIND OUT MORE:

Young Men's Service League:

<https://ymsl.org/about-ymsl>

Gigi's Playhouse: <https://gigisplayhouse.org/>

Keep Sugar Land Beautiful: <https://kslb.org/>

