

SMILE. THE PERFECT PUNCTUATION MARK.



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the Menu

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Cover Picture:
Providence Point Server Anna Mueller

the Appetizer

A Brand New Newsletter!

Dear Team Members,

I’m proud to write the first letter in the inaugural issue of our brand new Eat’n Park Hospitality Group newsletter! *Smile. The Perfect Punctuation Mark.* was chosen as the title of our new companywide newsletter because a smile is universal and is more than just a symbol for Eat’n Park Restaurants. We want everyone reading this new newsletter to learn about all of the exciting things happening within our company. As you’ll see inside this issue, we recently launched a new Eat’n Park Hospitality Group website and won many honors and awards in 2011 across all brands. The possibilities for growth within our company have never been better and we can’t wait to share with you all of the great and exciting opportunities that are available to our team members. We’d love to get your feedback on our new newsletter; please email your comments to our editor **Christy Sebastian** at csebastian@eatnpark.com.

2011 was a year of a few challenges including skyrocketing food costs, but more importantly, some significant milestones. On the restaurant side of our business, we once again improved our guest satisfaction scores. Year after year, we continue to satisfy our guests more than the year before. We also now have 30 pick-up windows open across our chain with more to come. Not only have we seen improved sales from these but our guest satisfaction scores inside our restaurants increased dramatically as well. On the Onsite Brands side of our business, which includes Parkhurst Dining Services and Cura Hospitality, we had tremendous success with both our client retention and our new account acquisition strategies. Our number one goal continues to be to retain all current business...congratulations on almost 100% again. I was also pleased to see good guest satisfaction and client satisfaction scores. Yes, we can always get better in some areas, but in general, our guests and clients seem very happy. Thanks for a job well done during some very challenging times in 2011.

Looking Ahead It’s a brand new year and 2012 looks to be an exciting one for all of our brands that make up Eat’n Park Hospitality Group. We ended the year with the addition of our newest restaurant in Oakland, PA – The Porch. This neighborhood bistro has only been open a few months, but is receiving great reviews (see a sample in the Mailbag section). Executive Chef Kevin Hermann and his talented team are wowing guests with fresh, local foods and unique, tasty cocktails. Our Eat’n Park Restaurant division will undergo one of the most extensive capital improvement plans in our company’s history. Four to six restaurants will be completely remodeled and we’ll add 15-20 additional pick-up windows to existing restaurants. These exciting changes will continue to refresh our brand. In addition, we recently broke ground on our first Hello Bistro in Oakland and look forward to the grand opening of the restaurant later this year.

Our Onsite Brands division is positioned for success as we continue to grow with the help of our strong sales team. In just the first month, we have already announced the addition of The Rock School of Dance Education in Philadelphia, PA and The Washington Hospital in Washington, PA. We’ll implement town hall meetings at Parkhurst, talk to our hourly team members about what’s going on, and spend quite a bit of time thinking about the overall brand image of Parkhurst and tweaking it. In addition, nutritional information and better allergen labeling will be very important in 2012. On the Cura side, we’ll continue to grow our core business, including the hospital market, and strengthen our retail marketing programs in all aspects of our business. We will also roll out an exciting new menu management system.

In closing, I’d like to thank each of you for your contributions to our success. It’s your hard work and dedication in our locations, Corporate Support Center, and Distribution Center/Cookie Factory that have allowed us to remain a strong and successful brand in the communities we serve. Here’s to a great 2012!

Cheers,



Jeff Broadhurst
President & CEO



We care



Introducing Smile PlusTM Delivering Hospitality Excellence.



Annie DelDuca, server (Library Road), delivering iced tea and great service to a guest.



Training is a key element in the development of our team members. Whether you are a Corporate Support Center team member or you serve guests, college students, staff members, residents, corporate

employees, or hospital patients, you know we must always provide great service to each person who visits our locations.

This year we're proud to introduce a new training and development program *Smile Plus*TM: "Delivering Hospitality Excellence!" This new training program reaffirms our company's commitment to delivering true hospitality excellence across all of our company brands.

For more than 25 years, one of our core classes has been our Service Plus[®] class. This class focused on understanding service steps, how to make people feel special, how to handle difficult situations, and helps many hundreds of our team members strengthen and improve their service skills. According to Director of Training Marti Wiseman, "Our new customer service class has been updated, refreshed, and renamed to expand and to reflect our core company values and hospitality imperatives. Learning these key steps will ensure that we always make our fellow team members, clients, and guests feel welcomed and appreciated."

This year, all of our managers will be invited to a *Smile Plus*TM training program where they will learn to be leaders in their locations and reinforce the messages taught in *Smile Plus*TM. We will begin training our hourly team members with Onsite Brands in 2012 and our restaurants in 2013. Look for more information on a *Smile Plus*TM class coming to a location near you!

Scholarship Reminder



Just a reminder that Eat'n Park Hospitality Group scholarship applications must be completed and returned with appropriate transcripts by **March 2, 2012**.

For more information, contact **Crystal Maki** at cmaki@eatnpark.com (Eat'n Park Restaurants, The Porch, or Distribution Center) or **Christine Turkal** at cturkal@parkhurstdining.com (Parkhurst or Six Penn Kitchen).

2011 Guest Satisfaction Scores Soar.

Top 10 for Guest Satisfaction	Top 10 Most Improved
Mentor, Ohio	McKnight Road
North Huntingdon	Erie
Sewickley	Pittsburgh Mills
Morgantown, WV	South Hills
Uniontown	Waterworks
McKnight Road	Whitehall
Austintown, Ohio	Squirrel Hill
St. Clairsville, Ohio	Bridgeville
Erie	Latrobe
Steubenville, Ohio	Dormont



McKnight Road – Bottom row (l – r): James Lipscomb, Luann McConnell, and Jessica Hogue. Top row (l – r): Linda Hogan, Sharon Ellis, Phyllis Sedgwick, Eric Arrow, Kathy Raymond, and Leigh Dillner.

Wow...another great year of satisfying our Eat'n Park[®] guests! Our guest satisfaction scores are continuing to soar and it's all thanks to YOU, our talented and dedicated team members! Our scores have increased year after year over the past 7 years since we started tracking guest satisfaction results. How do we do it? Simply by focusing on our key drivers: taste of food, time to receive order, and attentiveness of server. Our guest survey company has told us that our servers are by far the best in our segment!

Congratulations to the top ten restaurants for being "the best" at what they do each day and for continuing to focus on our guests and their satisfaction, as well as our top restaurants which improved guest satisfaction scores from 2010 to 2011. Keep up the great work in 2012!

According to General Manager **Eric Arrow** from the top "most improved" restaurant, "I believe communication has been the key in educating our team members on the importance of taking care of our guests. Before I came to this restaurant, our servers never knew that we were ranked number 5 in the server attentiveness category. With regular team meetings explaining the scores and how to improve them, plus treating each of them with kindness and respect, our servers realized they needed to treat our guests with the same care and respect. Our servers understand that we can't let guests leave unhappy because with McKnight Road being so competitive, the guests will go to another restaurant. Our servers responded well to the positive feedback from me and my manager, **Brandon Hall**; in the first period of 2012, our server attentiveness scores were 86% — up from 72% compared to the same period in 2011.

LifeSmilesTM in Action.



Michael Knight, Corporate Support Center accountant, exemplifies our *LifeSmiles*TM program.

At Eat'n Park Hospitality Group, one of our core values is that "We Care About People." Our *LifeSmiles*TM program demonstrates this commitment by investing in a healthy future for our children through increasing physical activity and providing volunteer hours to benefit children's health and wellness.

Michael Knight, an accountant at the Corporate Support Center and an Eat'n Park[®] team member for five years, has been making a difference in the Pittsburgh community through his own efforts and by utilizing the *LifeSmiles*TM program.

Mike grew up in the Garfield neighborhood of Pittsburgh. He participated in the Pittsburgh City League football program growing up and his love of the game carried with him as a player at the collegiate level at Clarion University. In 2010, Mike volunteered as a coach for the City League, volunteering with the North Side Steelers and logging an incredible 200 hours of his own time. In 2011, he took his participation to the next level. The North Side Steelers were struggling financially and were in desperate need of new leadership in order to remain as an active organization for the kids. Of course, Mike responded to this call by stepping up to serve as Vice President of the organization in addition



The North Side Steelers

to coaching. He made an immediate impact by applying his business knowledge as well as his motivational skills to better the program and inspire the community to get involved.

When Mike approached Eat'n Park Hospitality Group about donating unused volunteer t-shirts as practice shirts for the kids, our company decided to get involved in a bigger way. Because of our *LifeSmiles*TM program of pledging support to kids' health and wellness initiatives, Eat'n Park[®] was able to provide a *LifeSmiles*TM cash grant to the North Side Steelers. This grant helped the North Side Steelers expand their program by providing uniforms and equipment for the kids and expanded the program from 75 kids to more than 150 kids. According to Knight, "Without the *LifeSmiles*TM donation, the team would have turned away 50 kids who would have wanted to participate. Instead, all of the children who wanted to play were able to play."

The North Side Steelers program provides a positive and safe summer and after school program as well as daily fitness workouts and lessons in life skills that the kids need to be successful student athletes in the years to come.



about people.



Lobby of Waterworks/Fox Chapel restaurant which is the prototype for future remodels.

Extreme Makeover... Restaurant Edition!

2012 will be a time of change for many of our Eat'n Park Restaurants as they'll undergo the largest capital improvement project in our company's history. Last month we opened our 29th and 30th pick-up windows in Ohio at our Warren and Austintown restaurants and the renovations will continue this year as a number of our restaurants will undergo extensive remodeling projects. The following restaurants will be completely remodeled and feature community walls, bulkheads, new counters, new carpets, booths, and bakery cases: Butler, North Huntingdon, Etna, and McKeesport. The biggest remodeling project

will occur at Etna as the restaurant will get an entirely new entrance and exterior, meeting room, and full-size counter. Their freezer and cooler will be brought up from the basement and installed outside of the restaurant. According to Director of Construction **T.J. Gentile**, "Our remodel strategy will freshen up the restaurants to include our standards and branding elements which are key ingredients to our success. Our remodels are a great boost for our restaurants' and communities' morale as they show we're committed to investing in our team members and neighborhoods."

Memory Support Dining Program Helps Dementia Patients.



Connections Memory Support Dining Taskforce: Front row (l-r): Michelle Doleniak and Denise Sichler. Back row (l-r): Chris Aguillard, Drew Kendall, Josh Grandall, Richard Wagner, and Deb Santoro.

It's easy to forget things from time to time. Did I shut the iron off before I left the house? Did I remember to pay the electric bill last month? Many older people have slight memory loss, but when they have trouble completing daily activities it could be a more serious condition known as dementia.

Dementia is a loss of brain function that typically occurs with certain diseases (such as Alzheimer's) or as a result of a brain injury. Your chances of having dementia rise as you get older. After age 85, up to half of all adults have it. According to **Deb Santoro**, RD, SPHR, director of staff development, Cura's senior living clients are experiencing a growing demand for specialized services that provide care for individuals with Alzheimer's disease, dementia, or related disorders.

To address the seriousness of dementia and related problems in our senior living communities, a group of our Cura team members formed a taskforce and created a Memory Support Dining program known as Connections. The group created tools to help train our client locations and management teams on ways to help our residents suffering from dementia and Alzheimer's disease. They recently participated in a full day of training at the Alzheimer's Resource Center in Connecticut, a national leader in Alzheimer's care and training.

A few of the tools include conversation starters, easy-to-use cards that help promote meaningful conversation during or before meal times for residents, aroma therapy, and table top recommendations such as utilizing colorful serviceware

to create contrast and stimulate resident appetites. Music therapy and a walking food program are also suggested, where appropriate, to create a more calming and distraction-free dining experience.

Some of our Cura units have already begun implementing these strategies. For example, **Danielle Weber-Peters**, general manager of dining at Sherwood Oaks in Cranberry Township, PA, will begin using aroma therapy by preparing bacon just before residents arrive to eat breakfast. Studies show that real food smells increase appetites and memory activity. "The goal is for residents to connect the aroma with eating. It's also a conversation starter that encourages nursing staff to discuss what dining is preparing."

Christopher Aguillard, director of dining services at The Bridges at Bent Creek in Mechanicsburg, PA, recently replaced his dinner china with smaller "red" plates. Color and contrast have a strong impact on residents with dementia. The task force will work to source colorful serviceware to help residents in our communities differentiate food from the plate, which will help improve their appetite.

Other suggested strategies include resident involvement in food preparation, and a finger food program for residents who lose the ability to feed themselves with utensils.



We embrace



Cura cooks Sarah Smith and Jonny Garinger serve residents breakfast tableside.

The Meadows Nursing Center Reinvents Breakfast.

Our Cura team is continually looking at trends for new ways to transform the way older adults live in long-term care communities. At The Meadows Nursing and Rehabilitation Center in Dallas, PA, the way that breakfast is served was recently enhanced to improve the overall residents’ dining experience. “Changing the way we serve breakfast has also improved meal quality along with increasing socialization. Our residents are really enjoying their made-to-order breakfasts, hot and fresh,” said Director of Dining Services **Arnie Black**.

Lunch and dinner programs at The Meadows received a makeover about a year ago and the staff was on board with revamping breakfast. The biggest challenge was getting residents to come to breakfast, since the majority of them ate that meal in their rooms. The second challenge was and is to maintain temperature standards. “This was a big change

for staff and residents since adjustments had to be made to the dining room process.” said **Rebecca Sims**, Cura dietitian. Because there is no set menu, residents can have their breakfasts cooked-to-order in the dining room – pancakes, eggs, waffles, French toast, bacon, sausage, and toast. Hot and cold cereals and beverages are also served. The residents are enjoying this new style of decentralized service of breakfast in the dining room and love the wonderful aromas of the made-to-order breakfasts prepared by Cura cooks **Sarah Smith**, **Jonny Garinger**, and **Drew Kempinski**. “Since we began offering this style of breakfast service, resident participation has increased by 24%,” said Arnie Black. “Many thanks to **Kate Groboski**, Cura production manager, and Rebecca Sims, who were both instrumental in organizing and launching this new breakfast program,” said Black.



Residents Ruth Searfoss and Donald McCloskey enjoy pancakes and bacon.

Visit Our Brand New Website.

Eat'n Park Hospitality Group is an organization of diverse brands with a unifying focus: people. From the thousands of guests, clients, residents, and visitors that we serve every day in each of our locations, to the nearly 10,000 team members who are at the heart of our company, we care about people. We're committed to treating our guests, team members, and clients like friends, serving outstanding food, and, above all, doing the right thing. We love what we do, and we love making people smile. Our recently launched www.enphospitality.com will allow you to learn more about our brands, community commitment, sustainability, career opportunities, and awards. Stop by soon.



innovation



PROFILE:

Parkhurst Team Member and Artist Brings His Art to Life... and to Work.

Art is David Montano's passion, so it's natural that his "day job" is at the Carnegie Museum's Fossil Fuels Café in Oakland, PA. David has worked for Parkhurst for the past three years and is inspired by the creative energy that surrounds him at the museum.

David's style of artwork creates mixed media paintings, collages, assemblages, and installations using found, collected, and personal objects and materials. A Pittsburgh native, David attended The School of the Art Institute of Chicago and The Pittsburgh High School for the Creative and Performing Arts (CAPA). He was thrilled to learn that the Carnegie Museum was interested in purchasing two of his works, Monument 1 & 2. David's artwork is currently being featured in the Associated Artists of Pittsburgh Annual Exhibition at the Society for Contemporary Craft in the Strip District and will then move to their permanent home at the Carnegie Museum once the exhibition closes. David was also very pleased to receive positive feedback from Mary Thomas, art critic at the *Pittsburgh Post-Gazette* about his "Monument 1 & 2".



New Volleyball League "Spikes" Interest.



Team members from our Cranberry Township restaurant with their 2nd place trophy. Front row (l-r): Marissa Ruggerio, Jacob Frizioni, Brian Todd, Vanessa Sensenich, and Courtney Matessa. Back row (l-r): Amanda Ray, D.J. Errera, and Alex Risch.

Following in the steps of our company's popular softball league, a new team member volleyball league was formed this past winter. Softball Commissioner Don Micheals put out the call for a new volleyball league and our team members responded! Nine teams from our restaurants and a Corporate Support Center team enjoyed some friendly competition on the volleyball court at Robert Morris University's Sewall Center. Our CSC team won the single elimination tournament against our Cranberry Township restaurant and all participants look forward to next year's league.

Survey Says...

Parkhurst Dining Services turned 15 last year and it's important to check in with clients and students to make sure that we're giving them the best service and exceptional dining experiences. Last year, Omakase, a research company, surveyed over 30 of our current college clients and prospective clients. The groups were identified as choosers (clients) and users (students) and they rated their ideal dining experiences. Here is a brief overview of the results.

My Home Base

Students surveyed said that they want:

- good quality food with lots of variety, all for a low price
- to feel valued, respected, and connected to their campus dining service
- their dining experiences to be easy, friendly, and positive
- to know that they're dining in a clean environment that features convenience and healthy dining choices
- a friendly staff and service people who have a positive attitude, say hello, and make students feel "at home"

Common Sense Cuisine

Surveyed students requested:

- freshly prepared, high-quality food
- their orders be prepared correctly the first time
- the dining area to be organized in a logical, common sense way and easy to use (e.g., a cereal station that has bowls, spoons, cereal, milk, sugar and bananas)

Our Clients Spoke

Client results showed that they want:

- a food service company to provide interactive, personal, and ever-changing programs to enhance the college experience for students
- a company that understands the changing needs of students and serves high-quality food while maintaining the highest standards of food safety

We Hear You

After reviewing these results, our general managers met with their teams to discuss ways to incorporate the above items into their dining programs. Each account chose two key areas to focus on in 2012 and created action plans on how they'll achieve the desired results. Our GMs invited other GMs to their accounts to hold "mystery shops" to review service stations and make recommendations for improvements. According to Vice President of Operations, East, Bill Albright, "The chooser/user research was very valuable and showed us key drivers that we can focus on to give us a competitive advantage in the marketplace."



Colleen Dovidio at Delaware Valley College's deli station.



Jamal Harper, Bravo® chef, at Delaware Valley College.



Providence Point residents enjoyed a holiday wine tasting with Chalise Schultz, dining room manager, along with an elegant dinner featuring passed appetizers, including Shrimp Cocktail.



Mercyhurst College's student holiday dinner featured an amazing display of homemade desserts and a beautiful table of breads and Italian meats and cheeses.



Shenango Presbyterian SeniorCare held a celebration for residents and guests in December. Featured entrées included Beef Tenderloin with a dried cranberry rice pilaf and Orange Roughy.



Google's holiday party, held at the Pittsburgh Glass Center, featured Executive Chef Lee Keener who used glass blowing to melt cheese on bruschetta. Another eye-catching entrée was the lemon poached whole salmon with cucumber "scales," red onion, capers, and diced egg with a dill sour cream.



CELEBRATING THE Season with Food.

Our talented culinary teams at Parkhurst and Cura celebrated the holidays with their creative displays of delectable foods enjoyed by our students, employees, residents, and clients.

We are passionate about food

SMILE. THE PERFECT PUNCTUATION MARK.



Sharing Talent Across Our Brands

2nd Place Honors in Brand Challenge.

Tens of thousands of votes were cast in **Pittsburgh Business Times** Brand Madness online competition. We competed against 64 well-known Pittsburgh brands such as Giant Eagle, Iron City Beer, Primanti Bros. Sandwich, Kennywood, and many more. The competition was fierce, but thanks to our loyal supporters we came in second place! In the end, we received 4,779 votes and lost to Pittsburgh's iconic black & gold legend, The Terrible Towel, by 1,839 votes. Thanks to all of our team members, family, and friends who voted for us in this friendly, neighborhood competition. We are honored that you chose us as Pittsburgh's second-favorite brand!



Left to right: Anne Scinico, Mike Shunk, Julius Ridgley, Domenic Friconi, Brendon Sheaffer, Tim Fetter, and Fred Buchanan.

Did you know that Eat'n Park Hospitality Group has 177 locations in eight states? One of our goals this year is to connect the operations teams from all of our brands to share best practices, discuss current challenges, and provide a support network for each other. To that end, we have introduced Neighborhood Meetings which will give units in close geographic proximity the opportunity to get together. Our locations have been divided into nine neighborhoods, each one containing 12-30 locations. Each neighborhood will meet one or two times a year.

The first meeting, held in the North Pittsburgh neighborhood, took place in November and brought together managers, chefs, and district managers from our Eat'n Park Restaurants in North Hills, Wexford, Cranberry Township,

Butler, Chippewa, Sewickley, Moon Township, Robinson Township, and Hampton Township; Parkhurst team members from Bayer, MEDRAD, and Robert Morris University; and Cura team members from Friendship Ridge, Sherwood Oaks, Heritage Valley Health System, and Sisters of St. Joseph. In total, 18 team members met at our Sherwood Oaks location for informal discussions around communications, team member engagement, food cost, and a survey to determine topics of interest for upcoming meetings. Those who attended the meeting said that it was a great opportunity to make new contacts within our company, and said they gained a greater appreciation for the other brands and felt a sense of pride in our company. Stay tuned for more information on future Neighborhood Meetings.

We are fiscally

Mercy Medical Center's Corcoran Café, a Destination Eatery...

“A Renewed Focus on Hospital Retail Operations to Enhance the Guest Experience.”

Upon visiting Cura-managed Corcoran Café, you might think you just stepped into a trendy street-side eatery; however, this is the Corcoran Café, located in the Bunting Center lobby, a new building inside of Mercy Medical Center in downtown Baltimore, MD. Although guests can visit any of the four cafés in the hospital, the Corcoran Café remains a popular destination for hospital staff and guests at Mercy Medical, a community hospital known internationally for The Weinberg Center for Women's Health & Medicine, and recognized as one of the top 10 centers for women's healthcare. According to Resident District Manager **Jon Norris**, during the first week of operation in late December of 2010, Corcoran Café grossed \$20,000 in sales. Corcoran continues to remain the foundation of the hospital's dining retail operations with weekly sales topping \$30,000. Mercy's other cafés include The Bistro, The Coffee Kiosk, and Baggot Street Café (located in The Weinberg Center). Taking a cue from national dining trends, hospitals nationwide are revamping their menus to include food for guests and patients more in line with restaurant fare. “Because Mercy has phenomenal outpatient services, our retail venues

are driven by outpatient activities and need to be trend-forward and healthier than neighboring restaurants,” said District Manager **Janet Schuch**. With its wide range of fresh, made-from-scratch menu offerings, Corcoran Café guests can select from a variety of made-to-order subs and sandwiches, hot entrées, soups made from stock, calzones, stromboli, and fresh-dough pizza with assorted toppings prepared in the brick oven. Hot and cold beverages are also available. Plus, digital menu boards are used for ease of ordering and keeping up with daily menu listings and specials. In addition to dine-in options with a 134-seating capacity, guests can also select from pre-packaged to-go items for breakfast, lunch, and dinner including sandwiches, entrée salads, fruit, yogurt, and even sushi. As an added benefit, all Cura-managed hospitals will be able to tap into the retail expertise of **Chris Fitz**, Onsite Brands resident district manager. Fitz has implemented successful retail programs in several of our Parkhurst accounts and is excited to offer his past experiences and ideas to our Cura hospital teams. “Our goal is to enhance service by incorporating best practices – including trend-forward



Rodney Wise, pizza maker at Mercy Medical Center.



Selection of pre-packaged to-go items.

merchandising, sustainable serviceware, on-the-go fresh food offerings, healthy products, and convenience and snack items. This will help us to achieve a full ‘retail’ guest experience,” said Fitz. In order to do so, the hospital division and Onsite Brands marketing will be developing a retail/marketing tool box where hospital retail operators can access logos and signage, retail menus, on-the-go product promotions, photography, and best practices so that everyone can learn and share what has contributed to the success of their operations. For example, Fitz notes, Healthy Interruption Points (HIP) is a successful healthy snack alternative program in Onsite Brands which can be shared with hospital retail operations. “It's all about idea sharing – whether it's cross divisionally, or by benchmarking national trends in the marketplace – we are here to succeed together,” said Fitz.



Front row (l-r): Jim Crossin (Cura district manager), Mike Galterio (Corporate Support Center), Terry Geracia (Parkhurst – MEDRAD), Katie Stauter (Cura – Pickering Manor Home). Back row (l-r): Bill Richman (Cura – Peter Becker Community), Doug Schreiber (Cura district manager), Scott Steiner (Allegheny College), Jeff Freshwater (Cura – Sisters of St. Joseph), and Kim Wilson (Cura – Phoebe Terrace). Not shown: Paul Weinberg (Parkhurst district manager) and Shane Green (Parkhurst – Capital University).

Qué PASA?

Onsite Brands and Sustainability 101

Parkhurst and Cura chefs and managers were invited to the Pennsylvania Association for Sustainable Agriculture's (PASA) 21st annual Farming for the Future Conference in State College, PA in February. They were able to learn and share their knowledge in the areas of foodservice sustainability, primarily focusing on how to partner with farms, understand new food labels, and how to incorporate more fresh and local foods on the menu. Over 2,000 farmers, processors, consumers, students, environmentalists, business and community leaders, and chefs learned more about farming, sustainability, and environmental issues.

Jamie Moore, director of sourcing and sustainability for Eat'n Park Hospitality Group and PASA board member and

organizer of the Sustainability in the Foodservice Industry session, said, "Last year, I was excited to help create and introduce these training sessions which were only offered to Parkhurst chefs and managers. This year, both Parkhurst and Cura Hospitality chefs and managers were not only invited, but key in educating others who attended these sessions." Parkhurst Executive Sous Chef **Mike Passanita** (Saint Francis University) provided a class on partnering and building relationships with local farmers. And **Mike Galterio**, food code specialist from the Corporate Support Center, offered his expertise on identifying potential food safety hazards and actions that can be taken to reduce or eliminate risks associated with using certain products.



responsible



2011 Kennywood Picnic

Team Member

2012 Calendar of Events

- April** Parkhurst & Cura Team Member Appreciation Month
- May** Eat'n Park® Team Member Appreciation Month
- May 21** Quarter Century Club Dinner (open to all 25-year team members)
- June 21** Kennywood Picnic, Pittsburgh, PA
- July 10** Softball All-Star Game, Pittsburgh, PA
- July 17** Cedar Point Picnic, Sandusky, OH
- August 4** Philadelphia Phillies picnic & game, Philadelphia, PA
- August 13** Softball Old-Timer's Game, Pittsburgh, PA

Please contact Christy Sebastian at 1-800-967-9201, ext. 1296 for more information.

Restaurateur of the Year Award

Eat'n Park Hospitality Group was honored with the Pennsylvania Restaurant Association (PRA) Western Chapter Restaurateur of the Year award. We received the award because of our extraordinary professional, operational, and community achievements and significant achievements on behalf of the restaurant industry. This award was presented to Senior Vice President of Operations **Mercy Senchur** and Senior Vice President of Food and Beverage **Brooks Broadhurst** at a recent gala held in Pittsburgh. As one of the Western Chapter award winners, we'll receive a nomination to the PRA's statewide annual awards which are presented in the fall.



Senior Vice President of Operations Mercy Senchur and Senior Vice President of Food and Beverage Brooks Broadhurst with award.

We'd Love to Hear from You.

Your ideas and opinions count! A few months ago, we asked you to submit your ideas, opinions, and any other interesting things that you'd like to share with us. Who knows, your ideas could be featured in an upcoming newsletter!

If you have something you want to share with us, please email Christy Sebastian at csebastian@eatnpark.com or mail to Christy at Eat'n Park Hospitality Group, 285 E. Waterfront Drive, Suite 200, Homestead, PA 15120.

We look forward to hearing from you. Your ideas and opinions are very important to the success of our company.

Green Thumbs Up!

Did you know that Eat'n Park Hospitality Group purchased more than \$18 million in local foods throughout the communities we serve in 2011? We're proud that our company's commitment to sustainability continues to grow and that some of our existing programs are crossing brands. Our company-wide FarmSource® program supports local farmers, manufacturers, and grower cooperatives by creating a positive impact on the environment and on our business communities.

Jamie Moore, director of sourcing and sustainability, gives us an overview of some of our sustainable accomplishments in 2011 and a sneak peak at where we're headed in 2012.

Eat'n Park Restaurants instituted a co-mingled recycling program at 47 of our restaurants that included bottles, cans, glass, and paper products (represents 384 yards or 24 tons of material annually being diverted away from landfills). We also installed bike racks at our Waterfront, Homestead, PA and Waterworks Fox Chapel, PA restaurants to encourage physical activity and wellness. Our newest restaurant, The Porch in Oakland, PA, features many cool green construction components like a green vegetated sedum roof over one-third of the building and a rain barrel that collects water to be used to irrigate our rooftop garden.

A grower's manual was recently introduced for our Parkhurst and Cura accounts to assist them in creating and maintaining many of their backyard gardens and greenhouses that are located right on our clients' property. Parkhurst teams at our four MEDRAD locations implemented a comprehensive composting program and between recycling and composting, 90% of their waste is diverted from landfills. Also, the compost is used to fertilize their onsite gardens from which fresh produce and herbs are introduced into the daily menu features.

This past fall, Jamie hosted a farm tour in Eastern Pennsylvania. The group, which included both Parkhurst

and Cura chefs and managers, visited Smucker's Meats, King's Family Farm where they learned about hens raised in a cage-free environment, and Weaver's Orchard where they saw firsthand how ultra-violet light, instead of heat, is used to pasteurize their award-winning apple cider.

In 2012, Jamie will continue to implement and promote green initiatives for our company including developing a training video series for our hourly team members around sustainability and looking to secure a test location for on-site composting.

For more information on Eat'n Park Hospitality Group's green initiatives, or if you have ideas/suggestions on ways Jamie Moore can help your locations, visit Jamie's blog at <http://blog.eatnpark.com/search/label/Sustainability> and www.dineatparkhurst.wordpress.com.



Left to right: Executive Chef Dave DeCollo, PNC One, Executive Chef Terry Geracia, MEDRAD, Inc., and Jamie Moore.



Left to right: Executive Chef Frank Hummel, Delaware Valley College, Senior General Manager Bill Zimnoch, Philadelphia University, Executive Chef Eugene Boyle, Arcadia University, Executive Chef Sean Lockard, Gwynedd-Mercy College, Jamie Moore, and Executive Chef Stephen DePaolis, Peter Becker Community.

Parkhurst Introduces Catering Website



If you are looking for a unique location to hold your wedding, party, corporate meeting, or company picnic, Parkhurst has recently introduced a brand new catering website – parkhursteventcatering.com. The website lists popular venues including The Carnegie Museums of Art and Natural History, Carnegie Science Center, Six Penn Kitchen, The Andy Warhol Museum, The August Wilson Center, and many more. It also showcases event and food images and reviews. For more information, contact Michaelle Buskey, special venues event sales manager, at mbuskey@parkhurstdining.com.

SMILE. THE PERFECT PUNCTUATION MARK.



We believe in a culture of integrity, diversity, and accountability.

A Show of Appreciation

for the following team members with anniversaries in January through March.

Cura Hospitality

10 Years
Dea Tomsic
Kimberly Wilson

5 Years
Christopher Bergmark
Arnold Black
Bill Hockenberry
Lisa McGeary
Allison Murray
Megan Petty
George Reeger
Mishellee Worling

Jerard Dipaola
Karen Flint
Mario Flores
Troy Ford
Brendan Fullam
Caitlin Hoff
John Johnson
Kirk Kolich
Nicole McPhaul
Mike Miduri
Marcey Miller
Daniel Montell
Michelle Poole
Tanner Williamson
Teresa Yoder
Narmen Youssef

Melissa Young
Margaret Zoldos

25 Years
Joan Amity
Julie Baskal
Carol Bilger
Nancy Douglass
Sharon Ellis
Denise Glenn
Marci Gonda
Kathy Hixson
Christine Locher
David McBee
Kris Poland
Joseph Sawinski
Janet Sorber
David Urbanic
Lisa Williams

Dorothy Kresic
Christine Miller
Saundra Neurohr
Jaime Ray

10 Years
Janice Alexander
Michael Bowyer
Michele Byrdy
Nancy Callahan
June Chmielewski-Thomas
Cynthia Cline
Pamela Cronenwett
Joseph Daye
Joann Desmond
Michael DiSilvio
Nancy Donaldson
Carol Farinella
Kimberley Ford
Becky Gaskin
Sherry Gravely
Suzanne Hickie
Jerry Holzwarth
Amy Jacobs
MaryAnn Janiro
Susan Janosko
Barbara Kren
Casimira Llamas
Susan Ronan
Ashley Rosa
Jo Seivers
Matthew Sellers
Elizabeth Shuber
Thomas Somerville

Carolyn Steiner
Angela Stone
Elizabeth Young
William Young
Kristen Zickefoose

5 Years
Brett Amrhein
Sanvir Baadh
Emily Balach
Dave Beauvais
Sean Bonnett
Michael Chelton
Jason Chiappino
Lisa Cobbin
Brian Cottom
Elisha Darnell
Marjorie Didiano
Danielle Foster
Rob Garrison
Brittany Goff
Bradley Graham
Rachel Guyton
Chad Hagan
Lisa Harris
Michael Hein
Jeremy Jones
Robert Kellar
Carolyn Kimball
Kelli King
Jason Knier
Savanna Kolb
Stefani Krehlik
Crystal Maki

Steven Malinchak
Samantha Marcellus
Monica Marino
Katie McClellan
Melissa McCombs
Abbey Miller
Christopher Miskiel
Rebecca Molesky
Kathleen Nagy
Shane Pasquinnelli
Dan Pelger
Catherine Pellow
Caroline Porter
Jacob Preston
Lamar Primer
Matthew Rodgers
Matthew Samulewski
Ryan Saylor
Danielle Schrey
Angelina Sittig
Santana Starr
Kelli Stebler
Kristi Stebler
Evangeline Thompson
Tonya Ulderich
Rebekah Vild
Robert Weaver
Sheldon Williams
Catherine Wilson
Sarah Wright

Parkhurst Dining Services

15 Years
Bryan Marince

10 Years
Patricia Blake
Lenny DeMartino
Maurice Matthews
Cora McComas

5 Years
Ashley Billey
Dianna Cipriani
Richard Cuba

Eat’n Park®

40 Years
Carol Kusan
Dennis Quinlisk

35 Years
Bonnie Cromer
Jacqueline Vukovich

30 Years
Steven Altman
Susan Czajkowski
Paul Kirsch
Barbara Mansfield
Diane Moore

20 Years
Sherry Fetchak
Anna Gindlesperger
Lucille Maleski
Anna Oliver
Christine Roberts
Pete Salko
Joyce Vargo

15 Years
Jerry Bissett
Kelly Dolby
Cara Haggerty
Cheryl Hayden

And the 2011 Awards Go to...

Eat’n Park®

National Restaurant Association
Restaurant Neighbor Award

People Report ™
2011 Best Practices Award
Family Dining/Fast Casual Segment
3rd year in a row!

United Fresh Foundation
2011 Produce Excellence Award
Senior Director of Culinary Services, Regis Holden

American Culinary Federation
Achievement in Excellence Award
Senior Director of Culinary Services, Regis Holden

Westmoreland County Community College Center for Culinary Arts
Hall of Fame
Senior Director of Culinary Services, Regis Holden

Pennsylvania Restaurant Association Western Chapter
Restaurateur of the Year Award

National Hamburger Festival
2nd Place: Best Creative Burger
Texas Jack Superburger

Pittsburgh Magazine
1st Place: Comfort Food
1st Place: Family Friendly
2nd Place: Cheap Eats
2nd Place: Late-Night Fare
3rd Place: Breakfast
3rd Place: Gluten-Friendly

Sweet Sunday (Washington, PA)
Best Professional by Celebrity Judges
Best Professional by People’s Choice

Butler Eagle (Butler, PA)
Gold Award for Brunch
Gold Award for Breakfast
Gold Award for Dessert
Silver Award for All-Around Breakfast
Silver Award for Cookies
Silver Award for Health Food Menu

Washington County Southwestern Pennsylvania Human Services, Inc. (Canonsburg, PA)
2011 Family Friendly Business Award

Pennysaver (Robinson Township, PA)
Reader’s Choice Silver Award for Best Takeout

Best of the Ohio Valley (St. Clairsville, Ohio)
Best in the Ohio Valley for Coffee, Pies, and Atmosphere

Six Penn Kitchen

Pittsburgh Magazine
1st Place: Comfort Food
1st Place: Theater Dining

Parkhurst Dining Services

FoodService Director Magazine
FoodService Director of the Month
Executive Chef Jeff Shaffer (Reed Smith)

Unique Venues Magazine
2011-2012 Annual Planner’s Guide
Winner of Cover Competition – Carnegie Museums

Greater Pittsburgh Community Food Bank
Certificate of Appreciation for Commitment to Feeding the Hungry in Pittsburgh
Executive Chef Lee Keener (Google)

Pennsylvania Resource Council
Zero Waste in Pittsburgh (ZIP) Certification – Google
Taking steps to reduce waste through recycling, composting, and source reduction. Parkhurst is the first foodservice company in Allegheny County to receive this certification.

Cura Hospitality

Food Management Magazine
Best Concept Award – Cura Culture Change Guide

Montgomery News
Peter Becker Community Season’s Café
Best Buffet
Best Casual Dining
Best Burger
Best Caterer
Best Banquet Hall
Best Sunday Brunch

Eat’n Park Hospitality Group

Pittsburgh Area Jewish Committee
2011 Community Impact Award
Suzy Broadhurst

Variety The Children’s Charity
10th Annual Catherine Variety Sheridan Humanitarian Award
Jeff Broadhurst, President & CEO

University of Pittsburgh
Katz Graduate School of Business
Legacy Laureate
Jim Broadhurst, Chairman



Movin’ on Up!

Good luck to our team members who have been promoted recently.

Cura Hospitality

Paul Armiger, General Manager
Eloy Jaimes, Executive Chef
Donna Newton, Assistant Director of Dining Services
Eric Shocket, Executive Chef

Parkhurst Dining Services

Jeff Berroth, Executive Sous Chef
Leo Cavanaugh, General Manager
Ron Harper, Executive Sous Chef
Susan Jacko, Director of Dining Services
Mike Miduri, Director of Partnership Development
Melissa Schindler, Director of Catering

Eat’n Park®

Dustin DeRosa, Assistant Manager
Katie Falduto, Assistant Manager
Ashley Fry, Assistant Manager
Daniel Gage, Assistant Manager
Tessa Hamilton, Assistant Manager
Stephen Hoak, Assistant Manager
Shawn McConnell, Assistant Manager
Matthew Netzel, Assistant Manager
Erin Post, Assistant Manager
Joseph Rearick, Manager
Julie Stanbrough, General Manager
Melissa Wright, Assistant Manager
Abbey Zambelli, Assistant Manager

It's In The Mailbag



SmileyCookie.com surprises couple.

I just wanted to take the time to thank you guys for your great service. I am extremely happy with your product and delivery time. My husband was completely surprised by the package he received and I was even more surprised to find out it got there so fast. Thank you, I appreciate the great nature of your business!

This letter was sent to our SmileyCookie.com team.

Eat'n Park's newest restaurant, The Porch, received rave reviews on yelp.com.

For real?? Did this place REALLY open up in the heart of Oakland, Cathedral of Learning adjacent? The style/vibe here is casual, do-it-yourself, easy eating. 1. You Pick up a Menu. 2. You Order and Pay. 3. You Grab a Seat. 4. Your Food is Delivered to your table. WOW, what a concept! The seating inside is very ample, from cozy booths that overlook the lawn and library, to bistro tables in the center. There are even larger tables for families. They also serve wine and beer. There are two green glass water coolers, one labeled H2O, the other "fancy" water – infused with lemon and mint!

The food came out quickly, nice and hot. I ordered the Farm Stand Vegetable burger with greens. The patty was chock-full of colors: carrots, bell peppers, red peppers. Nice texture, DELish. It was topped with Kalamata olives, lettuce, tomatoes, and a type of sun-dried aoli. My two dining pals ordered the Chicken Roti, with pear, pesto, Swiss cheese and aioli and Grilled Cheese with Almond soup. OH, and I cannot forget the POTATOES. They are phenomenal – crisp and savory on the outside and soooo tender on the inside, all the way down to the cumin ketchup.

I'm not sure whose brilliance is behind the launch of The Porch, but they deserve many kudos. It is the perfect addition to the campus, and inexpensive! It's nice to know that students can now eat wholesome good food at good prices. It seems like it would be a great place to bring parents when they are visiting from out of town as well.

yelp.com is a website that rates local area restaurants and businesses.



A Hero's Welcome Home

On a recent early afternoon, my wife and I stopped to eat at the Moon Township Eat'n Park before going to North Versailles to see our son arrive via bus. He is in the Marines and was on his way home from Afghanistan

(we hadn't seen him for eight months). While eating at your restaurant, we realized that we didn't have an America flag; we forgot it at home. Your manager, **Scott Connor**, came by our table and we told him about our son and that we had forgotten to bring a flag. Scott told us that he'd be right back and that he did, with a flag in hand for us to take with us (it was on the ceiling in his office). After we picked up our son, the entire family came back to Eat'n Park with us to eat on our way home. We gave Scott the flag back and he shook our son's hand and thanked him for his service. Our server, **Kelly Harbaugh**, went out of her way to make him feel welcome. I want to extend a special thanks to Scott and Kelly for going that extra mile for us. Kelly also thanked my son and spread the word to the other servers who also came over

and thanked him. My family says THANK YOU to everyone at Eat'n Park for having these wonderful people working for you!

This letter was sent to our Guest Relations department.

A Birthday to Remember

I wanted to write to you about a great experience that I had recently at your Sewickley restaurant. I took my aunt, who is a nun, out for a special luncheon in celebration of her 87th birthday. Outings like this are a special treat for her. Your team members went above and beyond to make sure that she had a wonderful birthday experience and even had a cake and took pictures to make sure that it was a real celebration. One team member, **Debbie Fink**, was especially kind. Another team member, **Genevieve Moxley**, also went above and beyond for my aunt. I truly appreciate your team "fussing" over my aunt and for making her birthday so special. She had the biggest smile on her face all day!

This letter was sent to our Guest Relations department.

Rhonda Blount leaves a postive impression every day.

The best example of making the small things count comes from a woman we all know and love: **Rhonda Blount** from Egan Cafeteria at Mercyhurst College in Erie, PA. As evidenced by the numerous comment cards professing endless love for Rhonda, she is easily one of the most popular figures on campus. Even though we interact with her for short periods of time each day – about the amount of time it takes to swipe your ID card – she has left quite an impression upon the student population dining in Egan. Rhonda brightens my day because she always greets me with a smile and takes the time to learn everyone's name and hold a small, but personal conversation. Considering her time in Egan during lunch hours brings hundreds of students past her, she still takes that extra step and radiates kindness and personality for each one. Rhonda takes an extra step that changes the entire nature of her interactions with students. Her kindness is evidence that it is the small things that count, and drastic measures are not needed to implement positive change.

*This article from the Mercaid, Mercyhurst College's student newsletter, was submitted by Parkhurst General Manager **Kim Novak**.*

Presbyterian Senior Living (PSL) earns Highest Honors certificates.

Presbyterian Senior Living (PSL) in Hollidaysburg, PA received the results of our annual Holleran customer satisfaction survey this week. Our results in overall satisfaction of dining experience for Personal Care and Healthcare not only exceeded our expectations and the PSL benchmark, but the results exceeded the national benchmark set by Holleran. This means we exceeded the 90th percentile with all the Holleran surveys of this factor. We were recognized in our community for this accomplishment by receiving two Holleran Highest Honors certificates. In turn, I have shared the achievement with my team. We are planning a review and celebration of these results for the staff and residents. I thought you would want to share in the accomplishment because of the role the Cura team at Presbyterian Village has had obtaining this success.

*This letter was sent to Cura's **Mitch Possinger**, **Anita Dwyer**, and **Matt McCall** from the executive director of Presbyterian Senior Living.*

Eat'n Park Hospitality Group

w enphospitality.com

Eat'n Park Restaurants

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Six Penn Kitchen

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