



## **FOR IMMEDIATE RELEASE**

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# **The Happy Valley Adventure Bureau names new Board officers, members**

*Dave Capperella to serve as HVAB Board Chair*

STATE COLLEGE, PA, July 21, 2025 – The Happy Valley Adventure Bureau (HVAB) Board of Directors elected Bellefonte business owner and Spring Township Supervisor David Capperella as new HVAB Board Chair, effective July 15.

Capperella assumed the gavel from outgoing Chair Jennifer Brooks-Stahl, Corporate Director of Sales for Hospitality Asset Management Company.

“It’s an exciting time in Happy Valley and I’m so fortunate to be surrounded by a wonderful group of board members and staff, who represent the best of our community,” Capperella said. “I’m so excited to be following in the footsteps of exceptional leaders who have raised the bar for our performance in marketing Happy Valley and all that it has to offer.”

Capperella said during his tenure as HVAB Board Chair, the organization would continue to drive new ideas and new opportunities in tourism and economic impact for all of Centre County.

Brooks-Stahl said as she reflects on her past term serving as Board Chair, she is proud of the progress made in shaping a vibrant and sustainable future for tourism in Centre County, which witnessed record visitation in 2024 and reached \$1 billion in visitor spending.

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She cited among the highlights of her tenure the formation of the Happy Valley Sports & Entertainment Alliance and the hiring of its first Executive Director, Eric Engelbarts; and the exciting new partnership between Penn State Athletics and the HVAB, which has helped bring high-profile events to the region, including the iconic Luke Combs concert and the inaugural Hoppy Valley Brewers Fest.

“As I pass the torch, I am confident that The Happy Valley Adventure Bureau will continue to thrive under the leadership of David Capperella,” Brooks-Stahl said. “I look forward to seeing the Bureau reach even greater heights during his term.”

With Capperella’s move to Chair, Vince McDonald, Chief International Strategy Office, AccuWeather Inc., will move into the Vice Chair role, while Eric Rusnak, Attorney with Pillsbury, Winthrop, Shaw and Pittman, and President of the Philipsburg Revitalization Corporation, will serve as Treasurer.

The HVAB Board also welcomed new members Laura Philippi, Director of Sales and Marketing, Happy Valley Hotels; Mandy Stitzer, CHRM, Vice President of Operations, Hospitality Asset Management Company; and Michael Lee, General Manager and Principal Owner, Nittany Valley Sports Centre.

New reciprocal Board members are Lee Anne Jeffries, Executive Director, State College Downtown Improvement District; and Lorraine Mulfinger, interim Executive Director, Downtown Bellefonte Inc.

The HVAB also thanked several outgoing Board members for their years of service to the organization and Centre County tourism: Brooks-Stahl; Edward Tubbs, CHA, Chief Executive Officer, Hospitality Asset Management Company; Tim Bowser, Proprietor, Elk Creek Café + Aleworks; and Thomas Fountaine, Manager, Borough of State College.

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