

New Italian eatery to hit Calder Way

By Jessica Cambridge

COLLEGIAN STAFF WRITER | jlc422@psu.edu

Calder Way businesses in downtown State College are changing to accommodate the variety of interests of State College residents.

"Because students have many alternatives to traditional retail, we have gone to providing [different consumer] services," said Gordon Hanczar, the chief operating officer of Friedman Real Estate Group.

Todd Cook (sophomore-division of undergraduate studies), shift manager at Pita Pit, 218 Calder Way, said a lot of student customers come to the restaurant.

"As more businesses come in, it's better for us," he said.

Ivan Baumwell (senior-economics and political science) said the success of Pita Pit has helped other businesses located on Calder Way.

"People actually walk by there [now]," he said.

Paul Jensen, one of the owners of Chocolate Madness, 224 E. Calder Way, said he has noticed a slow but steady increase in business.

"We have a regular clientele in both age groups," he said. "We're finding more and more students are finding us."

Brett Michael, manager of The Cheese Shoppe, 234 E. Calder Way,

which has been in business for 28 years, said the increase of businesses moving to Calder Way helps existing businesses.

"The more reasons for people to come down here, the better it is for us," he said.

Downtown Improvement District (DID) Director Teresa Sparacino said Calder Way is changing because it's attracting more restaurants.

She added that in 2002, a marketing study found that State College residents wanted a bigger selection of businesses from which to choose.

Jensen said the Friedman Real Estate Group has done a good job of bringing in specialty businesses to the area, such as Bell's Greek Pizza, 214 E. Calder Way, which will open April 15.

"We feed off of each other," he said. "We try to bring the best from around the world."

The Friedman Group recently brought Rotelli, 250 Calder Way, an Italian franchise restaurant scheduled to open in July or August, to the downtown area.

"The local residents' request was for variety in restaurants and retail. ... Rotellis would bring that," Sparacino said.

Rotelli's State College owners Mike Hughes and Dave Krauth signed the lease in December 2004 and construc-



Megan Elvrum/Collegian

Business partners Mike Hughes, left, and Dave Krauth stand in front of the future location of Rotelli at 252 Calder Way.

tion will begin in about a month.

"It's a family Italian-style restaurant," Hughes said. "It's a very cozy atmosphere."

Sparacino said the DID looks for businesses that would have general appeal.

"[An Italian restaurant] appeals to everyone," he added.

The State College Rotelli will be unique in a few different ways, such as being the largest Rotelli in the country at 4,800 square feet and the farthest

northeastern location in the United States.

"We loved [the Calder Way location]," Hughes said. "We still believe in downtown."

Jessica Montresor-Lopez (senior-animal science), who is Italian, said she is looking forward to something different.

"It will be nice to have another option for Italian [food]," she said. Rotelli's menu offers a variety of items including beef products, seafood, pasta and pizza.

Hughes said that at the Rotelli in Pittsburgh, the closest franchise to State College, the pizza and pasta dishes have been the most popular.

He added that hiring for the State College restaurant would begin in June with a second round of hiring closer to the start of school, since they plan to hire a little more than forty people.

Hanczar said the tenant mix on Calder Way is very important.

"We want downtown to be a viable shopping area," he said.

Attention Seniors:

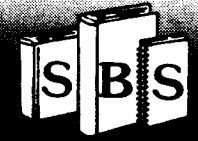
THE STUDENT BOOK STORE IS YOUR GRADUATION HEADQUARTERS!

• Caps & Gowns

• Personalized Graduation

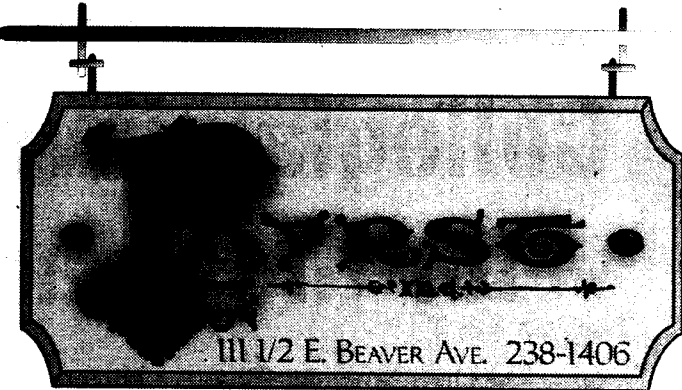
Announcements (prepared within 48 hours)

• Diploma Picture Frames



237-7616
330 E. College Ave.
The Big Blue on the Corner!
www.thestudentbookstore.com

A PENN STATE TRADITION



St. Patrick's Day

Doors open at 7 a.m. Thursday \$6.00 Cover
Live Entertainment ALL Day

Free Hats and Beads for
The First 1000 People!!



A tan isn't the only thing you can get over break

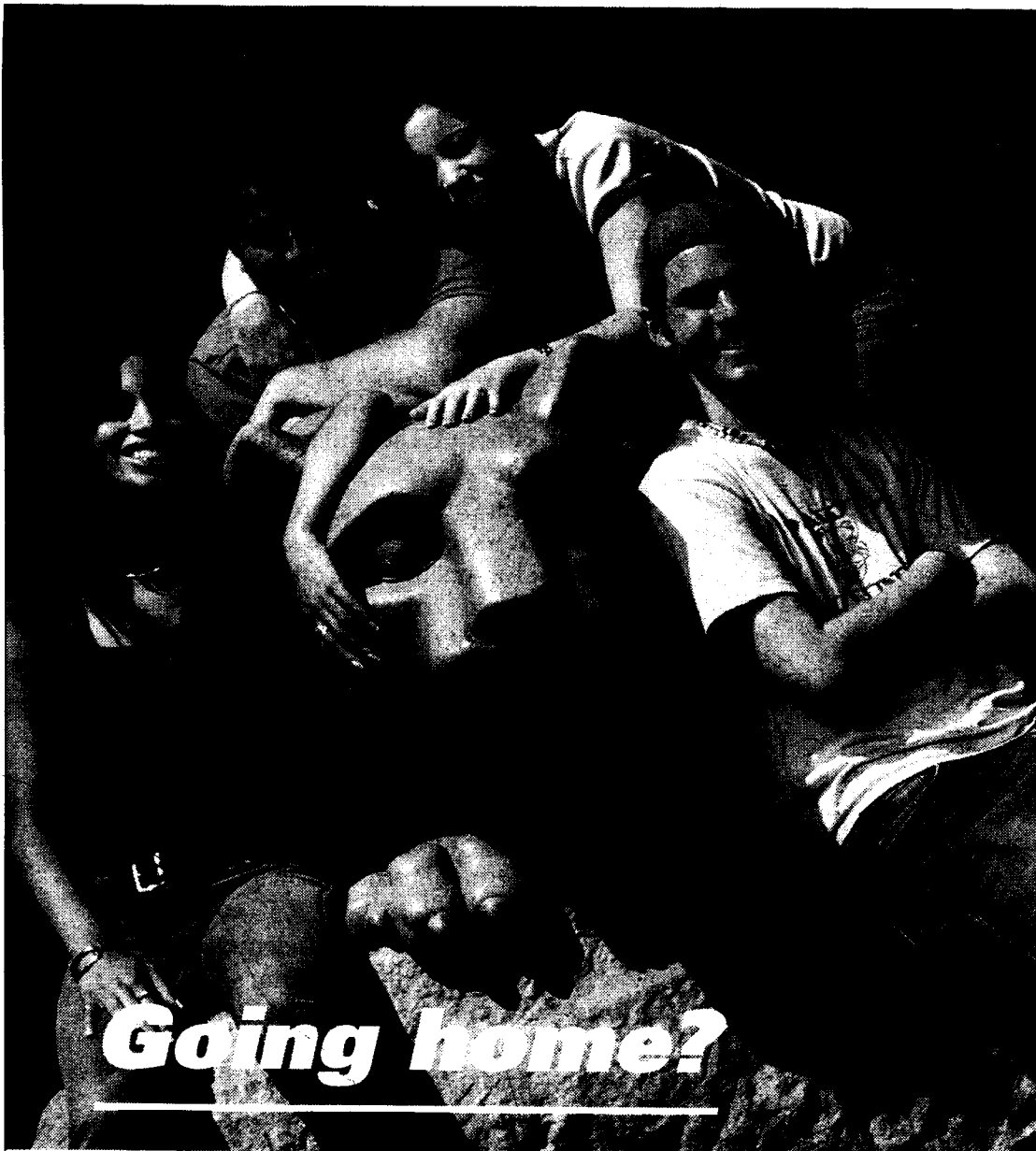
FREE Sexually Transmitted Disease Testing
Gonorrhea • Chlamydia • Syphilis • HIV

Also Available: FREE Cervical Cancer Screening
FREE Hepatitis Vaccinations • Risk Reduction Counseling
FREE CONDOMS!

Testing & Treatments are FREE & Confidential
*Program Sponsored by the PA Department of Health

State College Medical Services
Not Just For Women

Call 867-1788 or 1-800-414-8731
for your **APPOINTMENT TODAY!**
Convenient Location in Downtown State College



Going home?

Go to class!

PENNSTATE



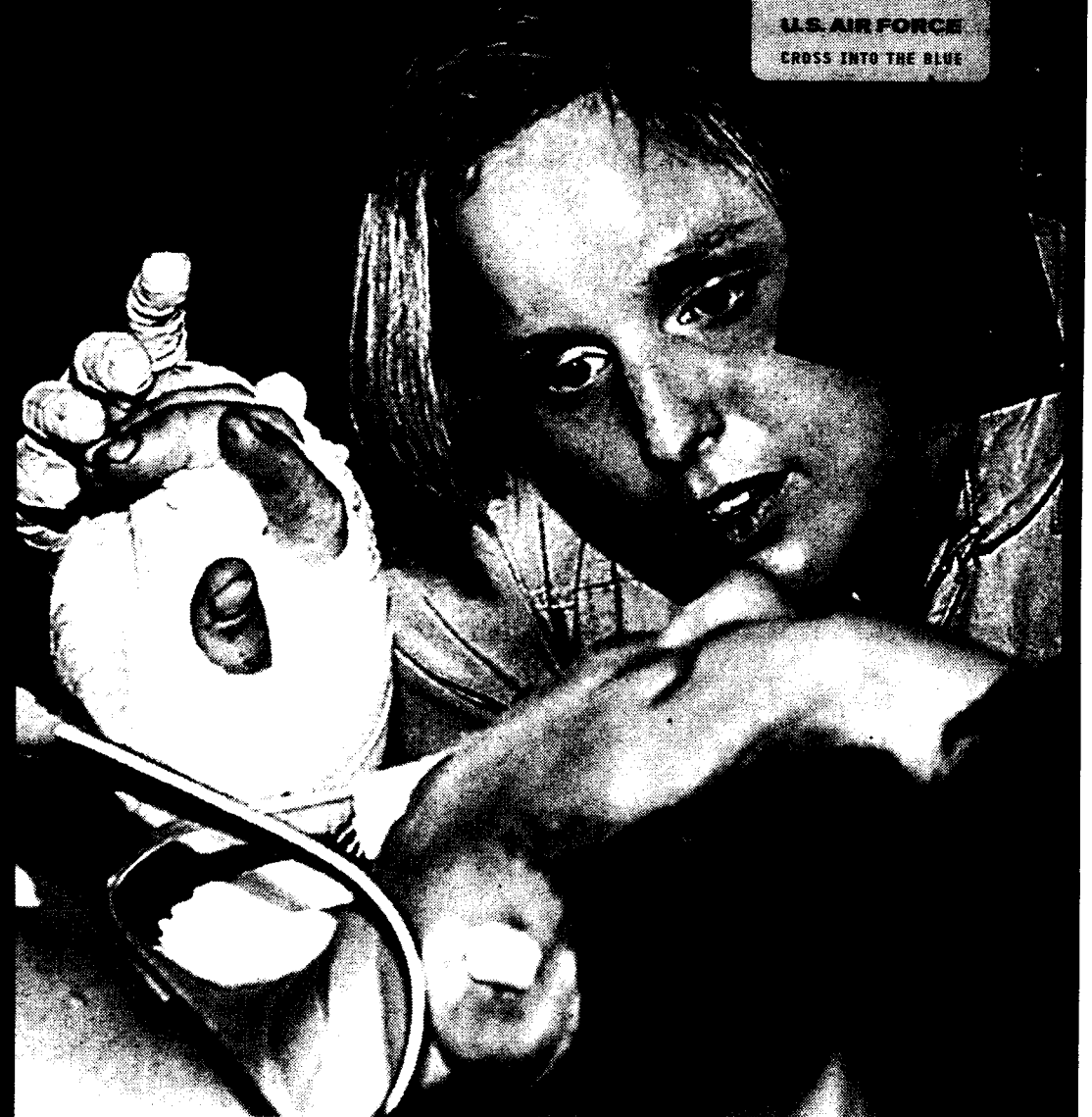
Summer is a great time to get a jump on your course work. Summer classes are offered at all of Penn State's campuses—including the one near you.

TO REGISTER:
elion.oas.psu.edu

For the summer course schedule:
<http://soc.our.psu.edu/soc>

PENN STATE Making Life Better™

MOST NURSES WILL ENTER THE U.S. HEALTHCARE SYSTEM.
YOU'RE NOT MOST NURSES.



Most nurses spend their entire careers in the same hospital. In the United States Air Force, it's unlikely you'll even spend it in the same state or country. You'll have the opportunity to practice nursing in as many as 20 different fields in a variety of nursing environments. And you'll feel a greater sense of shared responsibility when you have the opportunity to actually lead your team. Sound like the kind of career you'd like to have? Then call 1-800-588-5260.

AIRFORCE.COM/healthcare • 1-800-588-5260