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Together "WE ARE" Better.

PRESENTED BY: **RISE ABOVE**

Long before AI and algorithms, people gathered around fire—for food, story, and connection. Happy Valley still does. The tailgate is our fire pit—where tradition meets transformation, and community fuels the future. From booming tourism and a recent grad chasing his dreams, to Connect Happy Valley linking business, culture, and purpose—this is who we are. And it's how we grow.



NEWS

Our V8 Moment: The Future of Happy Valley Is Tourism – And It's Already Here

After four years of publishing over 600 custom stories—and diving deep into the data behind jobs, population, and regional trends—a powerful pattern emerged: Tourism isn't just part of our economy. It is the engine. We call it our "V8 moment"—a realization so obvious in hindsight, we should've seen it sooner.

[READ MORE](#)



LIVE HAPPY

Penn State Recent Grad takes the Road Less Traveled

Just a few months ago, I stood at the same fork in the road that every soon-to-graduate engineering student eventually faces: take the safe job with steady pay and benefits—or roll the dice on something riskier, less defined, and potentially way more fulfilling.

I chose "the gamble". And I've never been happier.

[READ MORE](#)



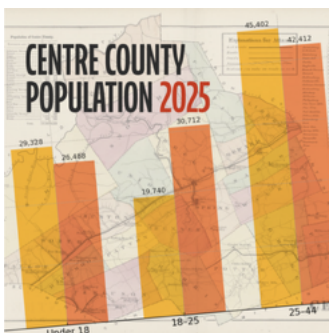
NEWS

You Are Creating Connect Happy Valley: A Platform Fueled by Your Voice

You Spoke. We Listened. And We're Building This Together.

We recently asked you—our neighbors, creatives, business owners, nonprofit leaders, and dreamers—what you needed most from Connect Happy Valley. And your voices were clear, honest, and full of heart.

[READ MORE](#)



In case you missed it: Centre County Population Growth Levels Off: 2018 Peak Unlikely to be Surpassed

75 Years of Growth – Then a Plateau. Centre County experienced steady population growth for much of the 20th and early... [Read more.](#)

FOUNDATIONS

Penn State
**Adaptive
Athletics**

Saturday, July 26
7:00 PM-9:30 PM • Nittany Lion Inn
Get your tickets NOW.
FEW TICKETS LEFT →



LIST YOUR JOB OPENING HERE FOR FREE. We're here to help lure top talent to our region and to your company. Email greg@affinityconnection.com with your job posting and we'll add it to our board and feature it here.

Senior Vice Provost and Chief of Staff The Pennsylvania State University. [Read more.](#)

Chief Executive Officer Clinton County Economic Partnership, Lock Haven, PA. [Read more.](#)

THE Happy Valley Highlights

Pine Grove Hall and Flour and Stone Community Building Schedule. Five Shows... Touring Band... New Brunch Dishes. [Read more.](#)

Hoppy Valley Brewers Fest 2025, July 19, 4 PM. Make sure to join us for an unforgettable blend of flavors and fun at Hoppy Valley Brewers Fest! [Read more.](#)

Search underway for **first senior vice provost and chief of staff** at Penn State University. [Read more.](#)

We want our **Baby's Back, Ribs...** come on, who is in on this space? [Read more.](#)

Recent grad unemployment surges due to AI – including engineers! [Read more.](#)

Labor Day will be revealing on stats. Moody's; Trump's tough international student policies could hit some colleges hard. [Read more.](#)

The people behind the "business of Tourism" – and Hospitality. Celebrate them! [Read more.](#)

Rise Above with Mike Reid Nittany Lion Inn Event July 26th! [TICKETS HERE.](#)

Penn State Football Schedule Home Game August 30 against Nevada. **White Out** against Oregon at 7:30 pm September 27th. 4 out of the first 5 weekends of home games. One home game in October. [Read more.](#)

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