



SILICON VALLEY CONCIERGE ASSOCIATION

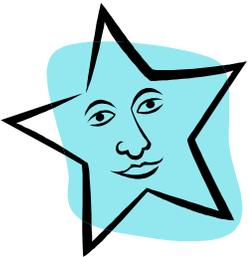
valley access

ELECTRONIC MAGAZINE

APRIL 2011

www.siliconvalleyconcierge.com

SVCA
AWARDS



Santa Clara
Convention Center
Mission City
Ballroom



Honoring the
BEST in the
Hospitality Industry



silicon valley



CONCIERGE
association

**Cordially Invite You and a Guest to attend our
Annual Hospitality Awards**

Date

Friday, May 13, 2011

Time

6:00 p.m.

Location

Santa Clara Convention Center

5001 Great America Parkway
Santa Clara, CA 95054

~Invitation and RSVP to follow~

CAST YOUR VOTE FOR THE BEST!!!

SVCA HOSPITALITY 2011 AWARDS EVENT

Please note. To qualify your vote, one MUST submit votes for at least 10 of the categories below

Email your completed ballot by **MAY 1ST 2011** to: SVCAEmail@yahoo.com

BEST CONCIERGE

Pedro Zaldivar – Crowne Plaza SJ Silicon Valley
Jeffery Philips - Garden Court Hotel Palo Alto
Mimi Mozayeny - Marriott SFO
Tavis Lampman – The Fairmont San Jose

BEST EVENT VENUE

Montalvo Arts Center
San Jose Museum of Art
The Mountain Winery

BEST FAMILY ATTRACTION

California Academy of Sciences
Children's Discovery Museum
Happy Hallow Park & Zoo

BEST HOTEL

Garden Court Hotel Palo Alto
Hilton Santa Clara
Hotel Los Gatos

BEST KEPT SECRET

Los Gatos Cigar Club
Mt. Hermon Redwood Canopy Tour (Zip line)
Japantown San Jose

BEST BAR/LOUNGE

Koji Sake Lounge
The Brit (Britannia Arms) Downtown San Jose
The Hedley Club Lounge - Hotel De Anza

BEST RESTAURANT - CASUAL

Poor House Bistro
Vito's New York Trattoria
McCormick & Schmicks

BEST RESTAURANT - ETHNIC

19Market
ARYA Global Cuisine
Mezcal Mexican Restaurant and Bar

BEST RESTAURANT - UPSCALE

LB Steak Santana Row
Le Papillon
Parcel 104

BEST SPA

Burke Williams Santana Row
Destino Spa of Palo Alto
The Spa Los Gatos

BEST TRANSPORTATION SERVICE

KwickCart Los Gatos
Sal's Airport and Limousine Service
Lone Star Limousine

BEST WINERY

Cooper-Garrod Estate Vineyards
Fleming Jenkins Vineyards & Winery
Guglielmo Winery



Voting Process

Top 3 Nominees were placed on the ballot for "Best Of Category". Votes are then certified and then tallied to determine the winners. (All nominations and ballots are subject for review by a select panel of judges.)

Congratulations to all the nominees. In most categories you were one of three businesses out of hundreds in your field to receive such recognition.

Whoever wins – you should feel a sense of achievement just by being selected by your peers.

Quick Silicon Valley Tip

I get it.....! Everyone searches for ways to save in Silicon Valley now. Coupons, bargains, and half price deals. They are all around us. Even with simple things like parking. Where do you find the deals?

Sometimes if you follow up with some of the consistent contributors (thank you to Silicon Valley Concierges) of your region, you will find an easier way, less expensive, and with great service. By doing some dedicated searches with my experience of knowing hospitality and travel members, I was able to uncover some trusted information recently.

For an example, was my recent search for inexpensive airport long term parking. The following is an additional service provided which many people may not be aware of by using our local hotels.

By making advance internet parking reservations at one of my favorite hotels, Doubletree Hotel San Jose, which is 2 minutes away from SJC (San Jose Airport), I received valet parking and complimentary shuttle service to and from the airport – and best of all – excellent service from Guest Services with a very good price savings per day. I felt like a queen with this easy to manage service. The return trip was uncomplicated and quick to locate right outside our airport to catch the hotel shuttle to pick up my car. You don't have to spend the night (they do have some great overnight packages).

I chose Doubletree San Jose because of the proximity to the airport. Please know there are several hotels offering this same parking service – do a search to find your favorite and ask questions.

Airport Parking: Doubletree San Jose
(408) 437-2185
<http://www.quikparksjc.com/default.aspx>

Be sure to call and connect with one person every week! It works!

Donna West
For The Best Meetings & Fun Incentive Trips
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KIDS Corner, brought to you by:



A Program of Arts Council Silicon Valley



*We all know that March and April showers
Produce the conditions for lovely May flowers
But this Californian says, "Bring on the sun!"
It's time to venture outside
And enjoy these events that are second to none!
Happy Spring, from: www.artsopolis.com*

Come enjoy a fun-filled day with the family at the *First Annual Fox Theatre Easter Egg Hunt!* Whoever is first to find the "Fox Golden Egg" will receive the grand prize! But not to worry, everyone is a winner, with lots of gifts for everyone! Also, meet the Easter Bunny and his friends from the Petting Zoo. Cuddle with a baby bunny, check out a pot belly pig, coo over baby chicks, and pet those sweet little lambs. 4/23/11 only at the **Historic Fox Theatre** in Redwood City. **For more information call 650-369-7770 or visit www.artsopolis.com/event/detail/441179285.**



Spring in Guadalupe Gardens includes plant and garden-related and environmental sales vendors; tours of the River Park, Heritage Rose Garden and Historic Orchard; food sales, demonstrations, lectures, and kid's activities. It's a free event, but also a fundraiser to create awareness for the Guadalupe River Park and Gardens. 4/23/11 only at **Guadalupe River Park and Gardens** in San Jose. **For more information call 408-298-7657 or visit www.artsopolis.com/event/detail/440823389.**



Kids can try their luck at fishing at the annual *Fish Derby*. The reflection pool will be transformed into a fishing pond filled with active, healthy trout for the children to catch. Rods and bait will be provided. This free event will be held on 4/30/11 only at the **Santa Clara Civic Center Plaza** in Santa Clara. **For more information call 408-615-2260 or visit www.artsopolis.com/event/detail/441172104.**



DISCOVER

Science, Technology, and The Future

OPERA SAN JOSE PRESENTS LA BOHEME

The old adage "tis better to have loved and lost than never to have loved at all" rings loudly in Giacomo Puccini's La Boheme, brought to stage by Opera San Jose, Apr 23-May 8.

One of opera's most sentimental works, featuring the famed aria "Si mi chiamano Mimi," as well as a wealth of other celebrated songs, this is a classic story about life, love and the pursuit of happiness in spite of poverty and tragedy. Set in 19th-century Paris, the story centers on Mimi, the epitome of a gentle dreamer who spends her time embroidering flowers and searching for matches to light her only candle. She finds happiness and friendship with a band of young Parisian bohemians—a handsome poet, a philosopher, a painter, a musician, and a good-time girl. Briefly, Mimi and Rodolfo, the poet, make a place of love for themselves, until jealousy and poverty prevail. Eventually she succumbs to tuberculosis, the scourge of the underclass, but she is never consumed by self-pity, and she dies surrounded by those who love her.

La Boheme has been called the "perfect date opera" for generations of music lovers, and some have even described it as Puccini's own love letter to struggling bohemians. All performances start at 8pm, except Sunday matinees at 3pm. (San Jose: California Theatre, 345 S. First St.; 408/437-4450)

THE SOUNDS OF STOMP LAND IN SAN JOSE

What do you get when you mix trashcan lids, plastic buckets and immensely talented percussionists? The answer is STOMP (Apr 12-17), the internationally acclaimed musical extravaganza that's captured the imaginations of audiences for more than a decade in 36 countries worldwide. Presented by Broadway San Jose, this smash hit show, featuring the best and brightest in unusual percussion instruments, returns to the Bay Area with new surprises.

With its beginnings as a British street show, STOMP mesmerizes audiences as artists dressed in urban garb use everyday objects, including stiff-bristle brooms, Zippo lighters, plastic bags, boots and hub caps, to create a dynamic, choreographed percussion show that marches to the beat of very different drums. Mixing movement, sound and visual comedy, STOMP fills the stage with infectious rhythms, and leave audiences wondering, "How did they do that?" If you've seen previous versions of the show, you'll still be amazed by updated and restructured routines featuring props such as tractor-tire inner tubes and paint cans. Tues-Thurs, 7:30pm; Fri, 8pm; Sat, 2 & 8pm; Sun, 1 & 6pm. (San Jose: Center for Performing Arts, 255 Almaden Blvd.; 408/792-4111)

Stephanie Soong
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The Silicon Valley Concierge Association **SPRING VARIETY SHOW**

was held on March 24 and featured some fantastic talent. Everyone had a wonderful time.

ComedySportz provided the location at Camera 3 in Downtown San Jose and Jeff Kramer with his great personality and humor was the "emcee." This was a perfect venue for the Show.

The reception was sponsored by **Psycho Donuts** and a special "Psycho Donut Cake" plus a large selection of donuts was offered. We were very impressed with owner, Jordan Zweigoron's hospitality.

The Market by Safeway had large trays of delicious sandwiches.

Cheryl Wohlar did a wonderful job of presenting the **Poetic Cellars** wines. This is a marvelous winery in Soquel with winemaker Katy Lovell.

Be sure you check out these websites.

The talent show was really "one-of-a-kind" and fabulous fun! The following people were super and we thank them so much for the marvelous entertainment:

Robin Kuborssy/ Abbott Vascular
Singing "Great Balls of Fire"

. Dexter Santos & Shannon Woods/Artsopolis
Performing a Blues Dance to "The Mooche"

JR Burgos/Four Points by Sheraton
Singing "Dance with My Father"

. Nic Kane & Willem Bowman/Willow Glen High
Singing & Playing Acoustic Guitars

Jean Misko/Abbott Vascular
Singing "California Dreaming"

Sabiba/Menara Moroccan Restaurant
Belly Dance

Lee Kopp/San Jose Ballet w/
Jim Stevens & Friends
Performing "All God's Creatures &
"Down at the Twist and Shout"

Kelly Rosales & Kaitlin Foley/Willow Glen High
Performing "A Boy Like That"

. Robin Kuborssy/Abbott Vascular
Singing "Heartbreaker"

IBM's Watson beat Jeopardy experts – May Concierges be replaced by today's myriad of search engines?

Much has been said and written about the revolution in communications that makes it easy to access virtually all information instantaneously and virtually everywhere. Like many other technological advances, search engines designed to target a particular user group, can be immensely useful as well as immensely detrimental.

For us, in the hospitality industry, access to information that used to require knowledge, experience, networking, interpersonal skills and more is now at our finger-tips, *as well as at those of our clients*. My experience in the hospitality industry is that guest and clients would require information during rush hours. This is usually during check-in, after business hours dining and entertainment, and check-out times. Information has to be supplied accurately, as quickly as possible and with a personal touch. In addition to lines forming at one's desk, there are phone calls and e-mails.

The latest technologies - mostly in form of handheld, lightweight devices offer wireless access to search engines that have audio-visual response capabilities and similar user-friendly features. They are more and more used by guests and clients in lieu of local experts in the hospitality industry who can convey requested formation based on their knowledge of the local scene and do so with a smile.

It's somewhat analogous to going to a restaurant that serve a myriad of dishes of good quality, buffet-style, where the guest can exercise only visual judgments when selecting a particular meal versus selecting a restaurant with a chef that is well-known for his culinary creations, where the waiter or waitress can respond to special requests, explain food-wine pairings, and may make dining a *memorable* experience (no "IT" pun intended).

Making a business or personal trip more than just a discharge of check-list items but rather a 'memorable experience' is what we in the hospitality industry are trying to offer to our guests. That will be greatly enhanced if the service for such an experience is rendered expertly, timely, and with a personal touch. This cannot be replicated by a portable device that the guest has to operate himself, regardless of the degree of competence in doing so. Watson, the IBM Jeopardy contender can only access and convey information but cannot assess its quality nor deliver it with a smile. That requires skills that haven't been programmed yet – to the best of my knowledge.

Search engines as I see it, will be a valuable supplement for the hospitality industry. However, guest and clients will still appreciate the personal touch.

Noteworthy Events in Silicon Valley and San Jose:

Mark you calendar for these venues:

- **Shen Yun Performing Arts**
is returning to San Jose's Center for the Performing Arts from April 8 – 10. 'A visually dazzling tour of 5,000 years of Chinese history and culture', Shen Yun Performing Arts brings to life classical Chinese dance and music in a gloriously colorful and exhilarating show. For tickets go to: www.SFShow.net for audience reviews: <http://shshow.net/shenyun-reviews.html>
- **Silicon Valley Open Studios – 2011**
The dates for the open studios in 150 locations and 400 participating artists are: May 7th and 8th; May 14th and 15th, and May 21st and 22nd. This event, now in its 25th year, lets you get to know the artists in their creative environment. For details see: www.svos.org



Finally, our thanks go to Lillian Scoyen, Sales Director of "DISCOVER Silicon Valley" Magazine and Board Member of SVCA, who had a big hand in making this year's Silicon Valley Concierge Association's "SPRING VARIETY SHOW" at Camera 3 in San Jose a resounding success. SVCA's thanks go also to the hosts for this event:

Comedy Sportz; Psycho Donuts, Poetic Cellars, and the Market by Safeway.

Make a note for yourself for next year's SVCA Spring Variety Show. You don't want to miss the many talented performers San Jose and the Valley have.

Any comments and suggestions on "Insiders' Track" are appreciated.

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www.LnStarLimo.com

Santa Clara CVB & Chamber of Commerce
www.santaclara.org

Santa Clara Convention & Visitors Bureau
www.santaclara.org

Silicon Valley Tour Guides Association
408-978-9543

The Tabard Theatre
www.tabardtheatre.org

Toll House Hotel Los Gatos
www.tollhousehotel.com

The Wax Museum at Fisherman's Wharf
San Francisco
www.waxmuseum.com

The Golf Club at Boulder Ridge
www.boulderridge.com

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Competition
www.russianmusiccompetition.com

Rosicrucian Egyptian Museum &
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www.egyptianmuseum.org

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www.sjdowntown.com

The Tech Museum of Innovation
www.thetech.org



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DEADLINE TO SUBMIT ARTICLES FOR E-
MAGAZINE, IS THE 15TH OF THE MONTH
NOTE: ARTICLES AND SPECIAL DATES
APPEARING IN THE VAM
ARE SUBJECT TO CHANGE WITHOUT NOTICE

* * * * *

SVCA Membership

SVCA Member	\$50.00
<ul style="list-style-type: none">FAM event invitationsValley Access E-Magazine	
Non-Profit Groups	\$50.00
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