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

Date: JULY 2011 www.siliconvalleyconcierge.com

Silicon Valley Concierge Association

AMBER INDIA RESTAURANT
SANTANA ROW

The only Indian restaurant for the last 14 years in "TOP 100 RESTAURANTS".....San Francisco Chronicle
"Everyone melts for the alluring Indian eats at this refined curry quartet".....ZAGAT 2011

Join us for Complimentary Appetizers and Wine
Tuesday, July 12, 2011
5:30 pm - 7:30 pm

http://svcaamberindiasantanarow.eventbrite.com

Amber India Restaurant
377 Santana Row #1140 - San Jose
(408) 294-6843
www.amberindia.com

This is a select invitation for SVCA Members ONLY***PLEASE DO NOT FORWARD***

Menlo Grill Bistro & Bar
100 El Camino Real
Menlo Park, CA 94025

THURSDAY

JULY 28TH
INVITATION TO FOLLOW........

Save the Date.....

SVCA Wine & Dine Around on The Row
Thursday, September 15
6:00 - 9:00 p.m.

Experience Santana Row &
get a peak at the newest luxury rental homes, Levare!
SUMMERTIME JAZZ TO ENJOY

Stanford Shopping Center

Swings into summer with the return of Summer Jazz, an incredible outdoor series scheduled to perform every Friday from 6:30 PM to 8:30 PM. This outdoor event features a variety of popular bands and includes a live jazz concert every Friday from 7:30 PM to 9:30 PM. The series features a mix of local and national talent, including some of the top jazz performers in the country. For more information, please visit www.summerjazz.com.

Los Gatos Jazz

on the Plazz

July 6, 2011 to August 24, 2011
from 6:30 PM to 8:30 PM

Music in the Park - 13 free shows in Plaza de Cesar Chavez, downtown San Jose

Santana Row

FLAVORS OF JAZZ

Every Tuesday in July & August | 6:30 - 8:30 PM

July 5
LR Stoltz & Harold Falke Duo

July 12
Left Bank Brasserie & Kristen Strom Trio

July 19
Thes Mediterranean Cuisine & Mars Toting

July 26
Consuelo Mexican Bistro & Ed Johnson Duo

www.jazzontheplazz.com

Santana Row Presents

FLAVORS OF JAZZ

Featuring Live Music Inside Santana Row Restaurants

Every Tuesday in July & August | 6:30 – 8:30 PM

July 5  LR Stoltz  Harold Falke Duo

Strails Restaurant  Oscar Pangilinan Quartet

July 12  Left Bank Brasserie  Kristen Strom Duo

Rosie McCann’s Irish Pub & Restaurant  Lee Pardini Trio

Chavez, downtown San Jose

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Rosie McCann’s Irish Pub & Restaurant  Lee Pardini Trio

July 19  Thes Mediterranean Cuisine  Mars Toting

Roux Louisiana Kitchen  Wally Schnalle Quartet

July 26  Consuelo Mexican Bistro  Ed Johnson Duo

LR Stoltz  Amy Deibler Trio

www.jazzontheplazz.com

Los Gatos Jazz

on the Plazz

Town Plaza Park
W. Main & Santa Cruz Ave.
Los Gatos

July 6, 2011 to August 24, 2011
from 6:30 PM to 8:30 PM

Tickets on Sale
* Members: Sunday, June 26
* General Public: Sunday, July 17, 10AM
Join SFJazz now to get the best seats!
Garden Court Hotel hosts a Pet Friendly Community Event

The Wagging Tails and Wine Tasting event is being presented by Garden Court Hotel in partnership with Palo Alto Patch on July 14 from 5:30pm to 7:30pm with all proceeds benefiting the Humane Society of Silicon Valley. The suggested admission is $20 and it will be a fun filled evening of wine tasting, food, and activities for dogs and their owners. The event will take place at the Garden Court Hotel located at 520 Cowper Street in Palo Alto.

Getting to know SVCA’s 2011 Industry Recognition Award Recipient: Steve Borkenhagen

Steve Borkenhagen

This year’s Silicon Valley Concierge Association Awards Ceremony, held at the Santa Clara Convention Center, May 13, 2011, honored a familiar face of Silicon Valley and long time member of the SVCA: Steve Borkenhagen. Recognizing the Industry Recognition Award for his supporting role and passionate dedication for the hospitality industry, the award was a perfect fit.

Since graduating from Santa Clara University in the 1970’s, Borkenhagen has had many ventures in businesses in the Bay Area, which include the restaurant Valeriano’s in Los Gatos as well as Blake’s Steakhouse and Eulipia Restaurant and Bar in downtown San Jose. The first SVCA’s awards ceremony was held at Borkenhagen’s Eulipia Restaurant in 2002. He opened the doors of Eulipia to the Silicon Valley Concierge Association many years ago and continues to embrace what the association stands for today.

Focusing his professional efforts mainly in Downtown San Jose where he raised his family, the fruits of Borkenhagen’s hard work have been seen recently in the development of San Pedro Square Market. Seeing the potential of downtown San Jose, he and his team are building a public square that is family friendly, affordable and event filled with local shops, eateries, bars and entertainment. Creating this public square, Borkenhagen hopes to benefit many businesses in the downtown area while also enriching Downtown’s history and culture.

In an interview with Borkenhagen’s assistant Nate Leblanc, he emphasized Borkenhagen’s passion for people: “I admire Steve’s warm approach with our tenants and clients and people we come in contact with.” Leblanc added, “[Steve] very much has a collaborative spirit... he wants to see how we can work together to have a mutually beneficial relationship...it’s all about the people.”

The San Pedro Square Market will officially be open to the public on September 10th, 2011.

Getting to know SVCA’s 2011 Best Concierge Award Recipient: Mimi Mozayeny

Mimi Mozayeny

The 2011 Silicon Valley Concierge Association Award for Best Concierge was announced the evening of May 13th, and honored Mimi Mozayeny, Concierge of the San Mateo Marriott Hotel. With over 200 people in attendance, Mozayeny accepted the award with sincere gratitude and happiness that exuded from her smile and presence.

Upon getting to know Mozayeny, it was intriguing to discover that she first received a college degree in accounting and started her first job in the accounting department at a hotel. From there she quickly realized her passion was not for numbers but rather for the guests of the hotel. After 5 years of working as a concierge, she applied to the organization of Les Clef d’Or. Since becoming a member of the prestigious Les Clef d’Or organization, Mozayeny has been able to become connected with fellow Les Clef d’Or concierges all over the world for her guest accommodation and questions. Combining her passion to help people, her educational background, and her ability to calculate with numbers, and her love of people she has become a very successful concierge in the Bay Area and in the hospitality industry as a whole.

“I’ve never seen anyone get so excited about trying to figure out how to get 35 people to the city, Alcatraz, Chinatown, and back, on a budget,” said Debra Turner, Business Travel Manager at the San Mateo Marriott and fellow colleague of Mozayeny. Throughout her professional career in hotels, Mozayeny started her own private concierge business and continued to educate herself to benefit her career as a concierge. Now working for the Marriott San Mateo, she expressed that she wants to do as much as she can for her guests and love working for the Marriott because she feels as though she has the support and approval from the hotel to go above and beyond to make her guests happy.

Turner noted, “All the guests know who she is. People just can’t wait to tell me how she helped them or how they miss her when they go home, because she exudes a warm comforting aura that makes you feel at home. She loves taking care of people, not just guests, but our staff as well.” When interviewing Mozayeny, it was very clear that her job, guests and coworkers make her excited to come to work every day.

As soon as she moved to the Bay Area, Mozayeny joined the Silicon Valley Concierge Association so that she could be updated on current hospitality events, attractions, and happenings. She wanted to be prepared and knowledgeable and knew that becoming a part of the Concierge Association would be one of the best ways to do that. Her award of Best Concierge has been a great reminder of all the hard work she has put into her job for many years.

“I have the award on my desk and cherish it,” Mozayeny exclaimed happily.

Kimberly Overholser [kimberly.svca@gmail.com], Intern with SVCA
TOURING WITH MARIA.............!

Ojai.........................
Late in May I made a road trip to Southern California to visit a friend and cheer on the Stanford Tennis Players at the Ojai Open Tennis Tournament. The “O” is a favorite tournament for players. The city really knows how to welcome guest and support an event. Since being there I have had Ojai on my weather app and I believe it must have the best weather in CA. My previous visit to the town was a spa weekend with friends. This time I was able to eat and drink without guilt. There are lovely restaurants and unique inns.

Bucket List Adventure....................................
Just down the hill from Ojai, on the coast, is Ventura. From there we boarded the Island Packers boat to Santa Cruz Island, the largest of the five Channel Islands. You can also depart from Santa Barbara or Oxnard. It was a 20 miles ride to the National Park and Marine Sanctuary.
We were dropped off at Prisoners Cove and hiked 4.6 miles to Pelican Bay. The vistas are lovely and the history salty. Other explorers on our boat were going to camp, kayak and snorkel. On our return trip we were treated to an amazing site of hundreds of dolphins frolicking along with us. They were surfing our wake and thrilling us with the most amazing display. I have never seen such magnitude of sea life, and I have been to the Galapagos.

Los Olivios..............................
I was also delighted by the beauty of the drive up Highway 101. We viewed lovely hills, vineyards, and wildflowers. We detoured over the San Marcus Pass to Los Olivios. The small hamlet was made famous by the film Sideways, aka “anything but merlot.” The town was filled with a young crowd tasting wine.

San Francisco............................... 
Now I am back at work sharing San Francisco with our cruise guest from around the world.
Our guest are staying at the lovely Mandarin Oriental Hotel, The “MO”is a gem in the heart of the financial district. Nice vibe, great happy hour and guest rave about the restaurant. 
While in the city I saw the First Lady while I must admit I was stalking her and looking for the best place to eat lunch and see her. I guess I chose the perfect place since the Secret Service literally locked us in the restaurant.
The Pride Parade was fun to watch. Don't miss the Stein Collection at the MOMA and visit their roof garden for some Blue Bottle coffee and great urban views. 
Enjoy your summer in all parts of California!

Maria Lange
mlange206@aol.com

ARTSOPOLIS .com
A Program of Arts Council Silicon Valley

This summer, make Artsopolis your one-stop shop for Kids & Family fun! Find even more fun at www.artsopolis.com!

Reacquaint yourself with the lovable pig Wilbur and his very smart friend, Charlotte the spider. Featuring the voices of Debbie Reynolds, Henry Gibson, Paul Lynde and more, Charlotte’s Web will warm the hearts of everyone in the family. Arrive early with picnics, blankets, and lawn chairs to enjoy a beautiful summer evening on the South Lawn of the picturesque Cantor Arts Center.

Date/Time: Friday, July 29th at 8:30pm
Location: Cantor Arts Center at Stanford University
Call: 650-723-4177 or visit: www.artsopolis.com/event/detail/441326907.

Forbidden love blossoms between an enslaved Nubian princess and an Egyptian soldier forced to face death, or part forever. With a pop-rock score by Elton John and Tim Rice, Aida embraces multi-cultural casting, exuberant dancing, and stirring ballads.

Date/Time: Wednesday, July 29th-Sunday, August 7th
Location: Montgomery Theatre in Downtown San Jose
Call: 408-792-4111 or visit: www.artsopolis.com/event/detail/440859651.

Kids and kids-at-heart will enjoy this summer concert featuring family favorites and Disney tunes. This concert is part of the free Target Summer Pops series held “On the Green” of San Jose State University. Arrive early for free ice cream, bring a picnic supper and a beach chair or blanket.

Date/Time: Sunday, July 31st at 5:30pm
Location: “On the Green” at San Jose State University
Call: 408-286-2600 or visit: www.artsopolis.com/event/detail/441213805.

VALLEY ACCESS ELECTRONIC MAGAZINE / 4
Does the city of San Jose deserve the moniker “Capital of Silicon Valley”?

Ever since my days as Concierge at the Fairmont Hotel San Jose, I have wanted to spread the word about the many attractions and resources visitors who come to the city will find. After all, Silicon Valley is at the forefront of the information age technologies and many of the start-ups (and the companies who may by now be called “established”) make almost daily headlines in the media. I have since concluded that, despite valiant efforts to have San Jose, rather than Mountain View, Cupertino, Palo Alto deserve the name “Capital of Silicon Valley” this is more wishful thinking than reality. Efforts are being made to add more resources and attractions – yet the progress is woefully slow. Following are examples of what I think substantiate my view (and I am not alluding to Mayor Reed’s efforts to resolve San Jose’s budgetary problems). The examples I am citing are in no particular order but rather observations over the past few months:

- **A new Football Stadium**
  I have no regrets if this project does not succeed. The Valley does not have the infrastructure to support it – be it in terms of parking space; transportation (roads and public transportation); restaurants; sightseeing and entertainment attractions.

- **Restaurants**
  The E & O Trading Company just left downtown; Hawks, the seafood restaurant next to the Repertory Theater is gone; the Maceio Brazilian Steak House is about to close; ---- There aren’t many ‘culinary stops’ as Sal Pizarro calls them, left, other than the fast food places that do not adequately fill the bill for visitors and conventioneers.

- **Hotels**
  In the 6/26 issue of the SJMN it states: “Hotel revenue plummets, rates drop”. Many travelers visiting San Jose benefited from lower room rates in April. According to figures by Team San Jose, room rates fell $5, or 4%, to $212.” Occupying rooms fell 3.2 % compared to March and revenue suffered a 17.6 percent decrease during the same period. This may be related to the not yet completed expansion of the convention center and resulting lack of meetings and conventions, or the general slowdown in the economy. The hotel room rates do finance the Team San Jose – so you can guess the impact of this plunge in revenues.

- **Parking**
  I attended the Musical “Mama Mia” at the Center for the Performing Arts the other night. I parked in the conveniently located parking lot nearby and had to pay – this was after 6:00 pm - $6. This allowed me, on a weeknight, to park until midnight. Currently, the city is planning to raise parking fees to enhance its revenues. I think that, whatever the new rates may be, will deter tourists and citizens from visiting downtown.

- **San Jose, Mineta International Airport**
  Parking is being expanded in the new garage, six ticket counters are being closed due to lack of airline bookings, and food concessions in the new terminal are being closed due to insufficient traffic. This all does not reflect a coordinated effort in concert with San Jose’s infrastructure.

There are encouraging developments that may bring about improvements: San Pedro Square will, once finished, finally offer Santana Row a run for its money; HP Pavilion is still a drawing card for sports and entertainment venues; the ‘Rep’ will, so we hope, have a successful 2011 season; the Convention Center expansion is on track; and South First Street is becoming a more visible and active part of San Jose’s Arts scene; the Jazz Festival is just around the corner; - and the ‘Earthquakes’ will, so we hope, have a successful season.

Much needs to be done. I hope Team San Jose, under its new leadership, will work with Mayor Reed to take advantage of the many opportunities that will give San Jose the moniker “Capital of Silicon Valley” deservedly.

Your suggestions and comments are welcome.

Gus Holweger
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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

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SVCA Member $50.00

- FAM event invitations
- Valley Access E-Magazine

Non-Profit Groups $50.00

- FAM event invitations
- Valley Access E-Magazine

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- FAM events invitation (Up to 5 attendees)
- Listing on Website & Valley Access Recognition

Associates Complimentary

- Valley Access E-Magazine

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