

valley access

MAGAZINE

silicon valley
CONCIERGE
association



NOVEMBER 2011

WWW.SILICONVALLEYCONCIERGE.COM

APPLIED MATERIALS SILICON VALLEY Turkey Trot 2011



The 7th annual Applied Materials Silicon Valley Turkey Trot is approaching quickly! The Turkey Trot is a Kids Fun Run, 5K walk/run, 10K run and 10K wheelchair community race that benefits three charities; The Second Harvest Food Bank, The Housing Trust of Santa Clara County and the Children's Health Initiative. Our goal this year is to raise \$500,000. Make sure you register soon, only the first 17,500 registered participants will receive 2011 branded recycled polyester long-sleeved shirts. Please note this event impacts hotels and businesses in downtown San Jose, for street closure times and more information visit our website: <http://svturkeytrot.com>.

. KIDS Corner, brought to you by:



November weather - beautiful or boisterous - never stops Silicon Valley from being the center of activity. In case it's boisterous outdoors, here are three indoor events to keep you and the family entertained. [Artsopolis.com](http://www.artsopolis.com) – great events, inside and out!

For centuries, humanity has wondered whether we are alone in the Universe. With the discovery in 1995 of the first planet orbiting another star, we now know that planets are not unique to our own Solar System. Take an immersive full-dome tour of several other "worlds" in *Extreme Planets* Planetarium Show at **De Anza College's Fujitsu Planetarium** in Cupertino. **11/19** only. [For more information call 408-864-5791 or visit http://www.artsopolis.com/event/detail/441428711.](http://www.artsopolis.com/event/detail/441428711)



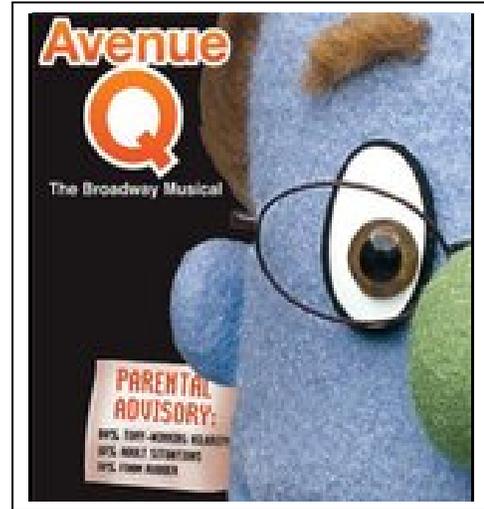
Under the baton of Dr. Camilla Kolchinsky, the El Camino Youth Symphony begins their season with the *Fall Classic Concert*. The program features Haydn's "Symphony No. 103," Saint-Saens' "Violin Concerto No. 3," and Rossini's "Barber of Seville." **11/19** only at the **Menlo-Atherton Performing Arts Center** in Atherton. [For more information call 650-213-7111 or visit http://www.artsopolis.com/event/detail/441422449.](http://www.artsopolis.com/event/detail/441422449)



Oh the places you'll go! Travel with the beloved Dr. Seuss characters as they try to save the small town of "Who" in the fantastical, magical, musical extravaganza of *Seussical the Musical*. Presented by Children's Musical Theater San Jose from **11/11-11/20** at the **Montgomery Theater** in Downtown San Jose. [For more information call 408-792-4111 or visit http://www.artsopolis.com/event/detail/441426189.](http://www.artsopolis.com/event/detail/441426189)



HILARIOUS BROADWAY HIT AVENUE Q MAKES SAN JOSE DEBUT JANUARY 12-17, 2010



AVENUE Q is the smash-hit Broadway musical about real life in New York City, as told by a cast of people and puppets through a hilariously irreverent, Tony-winning book and score. **Broadway San Jose** will give the South Bay its first look this three-time Tony Award winning musical January 12-17, 2010 at the **San Jose Center for the Performing Arts**. The public may purchase tickets (\$20-\$88) either online at www.sjtix.com or by calling (408) 792-4111.

AVENUE Q tells the story of Princeton, a bright-eyed college grad who moves to NYC with big dreams and a tiny bank account. The only apartment he can afford is way out on Avenue Q, where everyone's looking for the same things he is: a decent job, a stable relationship, and a "purpose." Eventually, Princeton learns to embrace the ups and downs of city life and realizes that "the real world" isn't so bad, after all!
For information on AVENUE Q visit www.avenueqontour.com.



San Jose
TOTEM premieres in San Jose on **March 2, 2012** for a limited engagement under the blue-and-yellow **Grand Chapiteau** at the **Taylor Street Bridge**. Tickets are available via www.cirquedusoleil.com/totem.

INSIDER TRACK

EXPANDING THE BOUNDARIES OF THE HOSPITALITY INDUSTRY.....

In a recent AARP Magazine issue I read an article by Martha Thomas with the heading: "The Real Social Network" with the subheading: "it's not only a neighborhood – it's a village. And it might just give you a chance to stay on your own home."

SVCA has long recognized that few of its members have the title of 'concierge'. Instead, in a broader sense, many members provide hospitality services as meeting planners; tour guides; guest/host services in corporations and large apartment buildings; meet/greet services as volunteers at airports or convention centers; - to name the most commonly found ones.

The above article mentions a new term, a so-called "village movement", which – when it began in Boston's Beacon Hill neighborhood in 2001 – links neighbors together to help one another remain in the homes they love as they grow older. This original nonprofit, called Beacon Hill Village, was founded to ease access to the services that often force older citizens to give up their homes and move to a retirement community.

"It works like this: Members pay an annual fee (the average is about \$600) in return for services such as transportation, yard work, and bookkeeping. The village itself usually has only one or two paid employees, and most do not provide services directly. Instead, the village serves as a liaison – some even use the word *concierge*" (bold and italics from me!).

With the quickly expanding number of senior citizens (foremost the – so often mentioned – baby boomers), these village movements, which are spreading throughout the country, offer a great opportunity for us in the hospitality industry. Given the skill base among SVCA members and the realization that many of the older citizens would prefer to stay in their homes and be as self-sufficient as possible, village movements provide us with an opportunity to think "Outside the Box" and do so not just as volunteers but be compensated.

Here is what else the article states in this context: "Organizers (of Village movements) are adapting Beacon Hill's model to fit economically and ethnically diverse communities. Each is united by a common goal: a determination to age in place."

Those of us in SVCA who think that this is, indeed, an opportunity to put their skills and experience to use in a new way, may do so in one of two ways:

1. Organize a village where the pre-conditions for success appear realistic. The creators of Boston's Beacon Hill Village (www.beaconhillvillage.org) have written a book on starting a village. It is a how-to guide.

2. Find a village in the area (check the VtV (=VillagetoVillage) website. It has a searchable on-line map of all U.S. villages now open or in development. Check it To see if there is a need for an administrator or if you can contribute any one of your skills to the village.

The article has a wealth of additional information as does the following web address: www.aarp.org/village movement.

Resources for SVCA members:

- Sun Jose Downtown Association: Rick Jensen, Communications Director, communicates key events in San Jose through a weekly list. If you want to subscribe to his 'Downtowner Online' e-mail rjensen@sjdowntown.com
- Clubhouse Restaurant and Sports Lounge

SVCA wants to thank Jonathan Sit for hosting a gathering for SVCA members in May. The central location of the Lounge should be conducive for convention attendees and visitors to view a host of sports events. Even Repertory Theater attendees may want to include it in their evening plans. For further information go to: www.clubhousesj.com

Your comments and suggestions are always welcome!
Gus Holweger - Gusholweger@comcast.net
Board Member SVCA and Contributing Editor to VAM

Have a Hot, Spicy Holiday Party this year!

Questions?
408-280-1065
or info@casaq.com

Tamale Making 101
\$65 per person
Public or Semi-Private Class
\$95 per person*
Private Team Building Session

casaQ
by design

Four Hour Session includes:
Chef demo
Hands-on Workshop
Recipe Booklet &
Tamale Lunch or Dinner
*Team Building Instructor

Call 408.280.1065 to book your party now!

Come check us out before you book your event!

50% OFF

Qualified Event Planners Only
Visit one of our public events on Saturday, November 5 or Sunday, November 6
Pay only \$32.50 per person * Use discount code: MYAMIGO
Good for one person & one guest

RSVP NOW >

DISCOVER MAGAZINE

Seasonal Fun...

Nov 18-Jan 29: Downtown Ice brings wintry fun to downtown San Jose. Set inside the beautiful Circle of Palms between the Fairmont Hotel and the San Jose Museum of Art, this seasonal outdoor skating rink is the closest thing San Jose offers for a true winter experience. Skate rentals available. Mon-Thurs, 5-9pm; Fri, 5pm-12am; Sat, noon-12am; Sun, 12-9pm. (San Jose: 120 S. Market St.; 408/279-1775)

Nov 25-Jan 1: Christmas in the Park. A venerable city tradition, this is a holiday fantasy with animated displays, scores of decorated trees and a veritable galaxy of twinkling lights. Daily, 9am-midnight. (San Jose: Plaza de Cesar Chavez; info at www.christmasinthepark.com)

Nov 25-27: Harvest Festival Art & Craft Show. This huge indoor art and crafts show offers three fun-filled days of shopping, entertainment and festival food. Find handmade jewelry, woodwork, ceramics, toys and other gifts by hundreds of artisans. Fri, 9-6; Sat 10-6; Sun, 10-5. (San Jose: Convention Center, 150 W. San Carlos St.; 415/447-3205)

Nov 26-Dec 19: The Great Dickens Christmas Fair. Charles Dickens' London comes alive during this unique fair, with recreations of bustling Victorian streets, fine foods from the British Empire and beyond, entertainment on six stages and in the streets, merchants and more. Sat-Sun, 11-7. (Daly City: Cow Palace, 2600 Geneva Ave.; 800/510-1558)

On Stage...

Nov 12-27: Opera San Jose presents a double bill of Pagliacci and La Voix Humaine—two intensely dramatic operas exploring the human psyche. Leoncavallo's Italian opera Pagliacci tells the tale of Canio, the leading clown of a traveling commedia dell'arte troupe who must laugh, and make others laugh, while masking his own grief after learning that his wife Nedda has betrayed him with another man. In the end, art meets tragedy in a rage of passion and jealousy. La Voix Humaine, Poulenc's French monodrama, follows a young woman's emotional phone conversation with an unseen former lover. He is discarding her to marry another woman, and she is desperately trying to win back his love. Tues, Thurs-Sat, 8pm; Sun, 3pm. (San Jose: California Theater, 345 S. 1st St.; 408/437-4450)

Nov 17-Dec 18: City Lights Theater Company presents Santaland Diaries, David Sedaris' outrageous portrait of holiday cynicism. In this unlikely holiday classic, an out-of-work slacker finds temporary employment as a Macy's holiday elf. Enduring humiliation and succumbing to battle-weary bitterness, this hero shares his relentlessly witty observations of ill-mannered parents, obnoxious children, drunk and lecherous department store Santas, and the whole holiday hoopla. Thurs-Sat, 8pm; Sun, Nov 27, 7pm. (San Jose: 529 S. Second St.; 408/295-4200)

Nov 23-Dec 18: San Jose Stage Company presents Every Christmas Story Ever Told. This irreverent comedy takes a zany romp through classic holiday stories and traditions. From Rudolph and Frosty the Snowman to It's a Wonderful Life, no holiday icon avoids getting skewered. Wed-Thurs, 7:30pm; Fri-Sat, 8pm; Sun, 2pm. (San Jose: 490 S. First St.; 408/283-7142)

Nov 23-Dec 24: San Jose Rep presents A Christmas Carol. In this tale by Charles Dickens, miser Ebenezer Scrooge is isolated from his community and the spirit of Christmas. With visits by Jacob Marley, and the ghosts of Christmas Past, Present and Future, we follow Scrooge on his transformational journey to find redemption. Rick Lombardo's adaptation of this classic holiday story is a feast for the senses, full of traditional Victorian carols, lavish period costumes and actors playing traditional instruments. Tues-Wed, 7:30pm; Thurs-Sat, 8pm; Sun, 2 and/or 7pm. (San Jose Repertory Theatre, 101 Paseo de San Antonio; 408/367-7255)

REvolution



Computer
History
Museum

SVCA INVITATION

You and a guest are invited to a private reception and tour of Revolution: The First 2000 Years of Computing. Revolution is not just the story of computing it's your story, too.

This is your chance to see the sweeping story of the world's wondrous journey from the abacus to the smartphone.

The reviews agree. Revolution at the Computer History Museum is a major event.

" Revolution houses a fantastic array of devices and gizmos" - CNET "...the Valley's answer to the Smithsonian." - USA Today

Looking forward to seeing you!

Event Details

Where: Computer History Museum

1401 N. Shoreline Blvd
Mountain View, CA 94043

When: Wed., November 9, 2011

6 p.m. Reception

7 p.m. Revolution Doors Open

RSVP: <http://svcarevolutionchm.eventbrite.com>

SUPPORT OUR SPONSORS

28 in 24 Personal Assistance Service
Edwina's Errand Service
www.28in24.com

Avatar Hotel, JDV, Santa Clara
www.jdvhotels.com

Chateau Marie Antoinette Wines
www.cmawines.com

Cinnabar Vineyards & Winery
www.CinnabarWine.com

Club Auto Sport Silicon Valley
www.clubautosport.net

David Douglas Erskine
derskine@dinahshotel.com

Discover Silicon Valley Magazine
www.explorepublishing.com/

Garden Court Hotel
www.gardencourt.com

Emilio Guglielmo Winery
guglielmowinery.com

Fairmont Hotel San Jose
www.fairmont.com/sanjose

JoMar Labs
www.jomarlabs.com

Lone Star Limousine
www.LnStarLimo.com

Royal Coach Tours
www.Royal-Coach.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 Company
www.tabardtheatre.org

Toll House Hotel Los Gatos
www.tollhousehotel.com

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

West Valley Charter Lines
www.westvalleycharter.com

NON-PROFIT SPONSORS

California Theatre Center
www.ctcinc.org

Friends of Guadalupe River Park & Gardens
www.grpg.org

Gilroy Visitors Bureau
www.gilroyvisitor.org

International Russian Music Piano
Competition
www.russianmusiccompetition.com

Rosicrucian Egyptian Museum &
Planetarium
www.egyptianmuseum.org

San Jose Downtown Association
www.sjdowntown.com

The Tech Museum of Innovation
www.thetech.org

BOARD MEMBERS

Executive Board
Mori Mandis, President
svconcierge@mindspring.com

Anthony Aguilar, V.P.
svcaemail@yahoo.com

Marianna Khienkina, Director of Administration
mkhienkina@gmail.com

June Suzuki, Director of Finance
june.suzuki@santaclara.org

Randy Zechman Director of Marketing
randyZ@world2do.com

Advisors to the Board
Shozo Kagoshima
Anna Morris
John Blem

Board Members
Christopher Citti
Shawna Dedrick
Lynn Dyche
Nathan Emmett
David Erskine
Gus Holweger
Maria Lange
Christine Marwell
Lillian Scoyen
Victor Solanoy
Donna West

Armando Garza
Web Portfolio: armandogarzar.com
Kim Overholser: Social Media
Kimberly.svca@gmail.com

CONTRIBUTORS

EDITOR/PUBLISHER
Mori Mandis
svconcierge@mindspring.com



Artsopolis - Kereli Sengstack
kereli@artsopolis.com

Gus Holweger (Insiders' Track & New Faces)
gusholweger@comcast.net

Maria Lange (Touring with Maria) SVTGA
mlange206@aol.com

Donna West (Off the Beaten Path)
www.lighthouse-tours.com

Discover Magazine
explorepublishing.com

SVCA Web-site
www.SiliconValleyConcierge.com Contents
for VAM svconcierge@mindspring.com

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

* * * * *

SVCA Membership

SVCA Member \$50.00

- FAM event invitations
- Valley Access E-Magazine

Non-Profit Groups \$50.00

- FAM event invitations
- Valley Access E-Magazine

Sponsors \$150.00

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

Associates Complimentary

- Valley Access E-Magazine

Contact Information & Dues:

Anthony Aguilar
V.P. Communication & Marketing
65 Washington Street #113
Santa Clara, CA 95050

E-Mail: svcaemail@yahoo.com