

valley access

MAGAZINE

silicon valley
CONCIERGE
association



APRIL 2012

WWW.SILICONVALLEYCONCIERGE.COM



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

Date
Tuesday, May 1, 2012

Time
6:00 p.m.

Location
The Mountain Winery

14831 Pierce Road
Saratoga, CA 95070

~Invitation and RSVP to follow~

OUR SPONSORS FOR AWARDS EVENT

THE MOUNTAIN WINERY HOST

MAGNOLIA JAZZ BAND

FOOD & BEVERAGE

THE MOUNTAIN WINERY
CHEF CARVING TABLE

RESTAURANT O

DIO DEKA

CHACHO'S

NOTHINGBUNDT CAKES

MOUNTAIN WINERY WINES

GUGLIELMO WINERY

COMEDYSPORTZ MASTER OF
CEREMONIES
JEFF KRAMER

JORDON RIVER PRODUCTIONS

SAN JOSE AV

EXPLORE PUBLISHING

TOURNEAU

CAST YOUR VOTE FOR THE BEST!!!
SVCA HOSPITALITY 2012 AWARDS EVENT

Please note. To qualify your vote, one MUST submit votes for at least HALF of the categories below
Email your completed ballot by APRIL 27, 2012

THIS IS A SAMPLE BALLOT: BALLOT WILL BE SENT SEPARATELY

BEST CONCIERGE

Fikret Markovic – AXIS San Jose
Pam Lehrner – El Camino Hospital Cancer Center
Robin Kuborssy – Abbott Vascular
Tavis Lampman – The Fairmont San Jose

BEST EVENT VENUE

Computer History Museum
San Jose Museum of Art
Silicon Valley Capital Club

BEST PERFORMING ARTS

Ballet San Jose
Broadway San Jose
San Jose Repertory Theatre

BEST HOTEL

Cypress Hotel - Cupertino
Hilton Santa Clara
Toll House Hotel – Los Gatos

BEST KEPT SECRET

San Pedro Square Market
NASA Ames Exploration Center
Sky High Sports – Santa Clara

BEST ATTRACTION

Santa Cruz Beach Boardwalk
Happy Hollow Park & Zoo
Gilroy Gardens Family Theme Park

BEST RESTAURANT -UPSCALE

Morton's The Steakhouse – San Jose
Le Papillon
Parcel 104

BEST RESTAURANT - ETHNIC

19 Market – San Jose
ARYA Global Cuisine – Cupertino
DishDash - Sunnyvale

BEST WINERY

Cooper-Garrod Estate Vineyards
Guglielmo Winery
J. Lohr Vineyard & Wines

BEST MUSEUM

Computer History Museum
Intel Museum
The Tech Museum of Innovation

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.

SAMPLE BALLOT

INSIDERS TRACK

Are employees better off using your company's travel agency or personal concierge service or should you be planning your business or leisure trip yourself?

Answer: It depends on the tools a company provides, the complexity of the employee's intended itineraries, and – most importantly – on the company's policy on how to choose among the various services.

By now you may have noticed that there are companies that offer corporate concierge services to its employees. The reasons may vary. Such services may be an additional benefit, or they may be offered because employees should not spend time on travel preparations as it could infringe on their productivity, or because it is a convenient way to make sure that the company's contractual commitments with airlines, hotels, car rental companies and other vendors are more easily enforceable.

The payoffs – through improved employee morale, expert advice and service, cost reductions and improved employee productivity – are not easy to compile. However, more and more companies – of the Silicon Valley start-up mentality – are embracing corporate concierge services.

The New York Times, in its March 18, 2012 "Jobs" section has an article by Hannah Seligson under the heading: "My Personal To-Do List? The Concierge Has It." Under the subheading: "Reshaping The Workplace" – Ms. Seligson reports on the increasing number of corporations that make use of 24-hour personal concierge services that are a free benefit to its employees. She mentions Mercedes Benz USA, Biogen Idec, a pharmaceutical company in Massachusetts, Shell Oil USA, the TED conferences, and Pernod Ricard, the liquor company as examples. These, let's call them "corporate concierge services" are provided by an increasing number of companies. Biogen, one of the companies using them, offers them to its 3000 employees. In a survey conducted in 2009, Biogen's employees estimated that they had saved 2.6 hours for each request made to the concierge service company. Based on the number of requests made that year, Biogen says it saved the equivalent of 261 weekdays a year.

The article states: "Although personal concierge services have yet to become popular in the United States, they are now fairly common in parts of Europe." – and further on it says: "Despite the rise of these services, not everyone is convinced that they improve (employees') productivity. This is as one would expect – first of all, not all companies can afford to retain concierge services 24/7 and some use them seasonally. Secondly, it is a company's judgment which services ought to be outsourced and parameters need to be considered carefully. provided – of course – that their company is willing to foot the bill.

So, if your years of experience in the hospitality industry inspire you to put it to use by providing corporate concierge services – you may find a fertile field in Silicon Valley where employee-oriented companies spring up like mushrooms. Not all employees of these companies may spend much time "cyberloafing" (=personal Internet use at work) and would gladly avail themselves of a corporate concierge service "Getting Fancy Now" – Travel Concierges"

Smart Money in its April 2012 issue has this to say under the above heading: "Travel Outfitters Abercrombie and Kent is best known for escorting travelers to exotic locales, but its new offering tackles the most daunting destination yet: Airport Security. This concierge service, starting at about \$200, offers to shepherd vacationers through express check-in and security lines. The deluxe option (\$2,790) includes a private room at London Heathrow's VIP terminal, where travelers can fulfill customs and security requirements without waiting in a single queue. " To the best of my knowledge, TSA is currently preparing a much less expensive method to process pre-qualified frequent business travelers in a more streamlined fashion, something all of us who have gone through the tedious and sometimes demeaning security checks would like to have.

Miscellaneous.....

- Nominations for this year's SVCA Hospitality Awards have been selected. This is your opportunity to recognize your favorites in various categories!
SVCA's continued effort to encourage the younger generation in choosing the Hospitality Industry as a career, as are two upcoming panel discussions at SJSU, planned and organized by Kimberly Overholser and hosted by SJSU. The panelists will be SVCA members: Tiffany Fort, Lillian Scoyen, Anthony Aguilar, Gus Holweger and Randy Zechman and the moderator will be Alice Southwell from SJSU.
- SVCA wants to thank Cirque du Soleil for extending invitations to one of this year's performances; the San Jose Repertory Theater for extending invitations to the upcoming performance of "God of Carnage"; and "Chacho's" Mexican restaurant for hosting an open house for SVCA members.

Have a wonderful Spring 2012!

Any questions or comments on "Insiders' Track" is always welcome.

Gus Holweger
SVCA Board Member and
VAM Contributing Editor.



TOURING WITH MARIA.....

Random thoughts, comments and questions.

One of the tools I have always used while working as well as personally is the Zagat Restaurant Guides. Last week while working in San Francisco, I ran into Westfield Shopping Center for lunch. Zagat had a booth set up for shoppers to give reviews of Bay Area restaurants. We were given laptops with screen full of restaurants listed alphabetically. I was not able to spend as much time as I would have liked reviewing restaurants. Imagine my disappointment when I was told "just review as many as you can even if you do not know the restaurant." Beware! Many online tools are also helpful (Yelp, TripAdvisor, Travelzoo) but use with caution. This reinforces the fact that there is nothing like actual experience. Take advantage of the FAM's and events offered through SVCA and other networking organizations.

Why don't more restaurants that take advantage of the warm weather by offering outside seating? The ones that do have long lines of customers at lunch. Emporio Rulli at Union Square is great for people watching. During the warm spell Union Square was jumping with Chinese New Year celebrations, art shows and lots of dogs. Owners of the same dog breed were meeting. Is there singles dog owner groups? What an easy wait to meet. Nothing like a dog to help you break the ice.



I am glad Virgin America added new routes out of SFO. I flew to Palm Springs on a sparkling jet. Everything you want is at your fingertip panel. Food, drink, entertainment. You can even write a note to a fellow passenger if you know their seat number...or if you want to know them you can take a chance! The American/Virgin Terminal One at SFO is gorgeous. So user friendly. There are numerous places to recharge yourself (massage, manicure, bars) as well as your technology. There is a children's play area and free water stations to fill up your bottle. Good local San Francisco restaurants, cafe, bars and bookstores galore. I will be there again next week to fly to Philadelphia, empty water bottle in hand. (The Palm Springs airport is also a gem. Small and welcoming with a lovely outdoor environment.)

I am off to Paris for 3 weeks in May. This puts me in a Francophile mood. In preparation I am listening to french language tapes, reading books set in Paris locales and dining at Bay Area bistros and brasseries.

Please send me your suggestions of your favorite will list them in next month's column. I enjoy Cafe Claude, Poulf, Hyde Street Bistro and Absinthe in San Francisco and The Left Bank in San Jose and Menlo Park.



I hesitate to use Zagat now so your input is appreciated.

Merci beaucoup,

Maria Lange
MLange206@aol.com
SVCA Board Member

Kids & Family Corner

Brought to you by:

LIVE^{SV}

A program of Arts Council Silicon Valley

April showers or April sun, Silicon Valley events are always fun! Here are just three out of the 1,000+ events to discover out on LiveSV.com!

Enjoy an authentic Russian feast and entertainment at *Moscow Nights*, a fundraising event benefitting "Sister City" Moscow. **April 21st** only at the Quinlan Community Center in Cupertino. For more information, visit

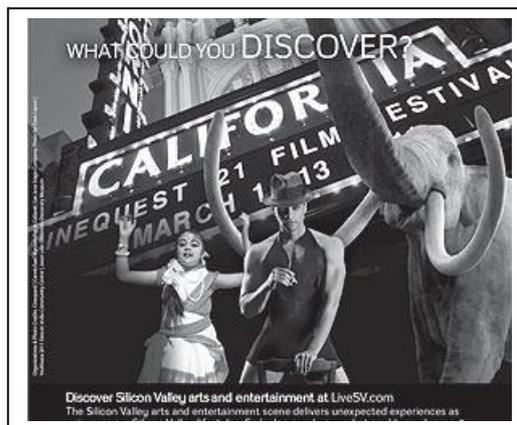
www.livesv.com/event/detail/441479680.

"Meet the Composers" at San Francisco Chamber Orchestra's innovative, admission-free *Family Concert Series*. This 45-minute program is designed for young listeners, as well as adults, learning about classical music. **April 22nd** only at the College of San Mateo Theatre in San Mateo. For more information, call 415-692-5258 or visit

www.livesv.com/event/detail/441482473.

Kodomo No Hi (Children's Day) is a nationally observed holiday in Japan. Experience this tradition by making kabuto (samurai helmets) and koinobori (carp streamers). **April 29th** only at the Japanese American Museum of San Jose. For more information, call 408-294-3138 or visit

www.livesv.com/event/detail/441483103.



Submitted by, Kereli Sengstack (kereli@artscouncil.org)

silicon valley



Dear Hospitality Partner:

The Silicon Valley Concierge Association is pleased to announce our Annual SVCA Hospitality Awards Event to be held on Tuesday, May 1, 2012 at The Mountain Winery in Saratoga.

The awards event offers a special opportunity for your company to sponsor the event or donate goods for the silent auction and raffle prizes. Sponsors and Donors will receive recognition at the Hospitality Awards Event and will be acknowledged in the event program as well as the Silicon Valley Concierge Association's "Valley Access E-Magazine".

Gift Certificate Prize Donations may be mailed to:
Silicon Valley Concierge Association
1331 Regency Drive
San Jose, CA 95129

You may contact us via e-mail at svconciERGE@mindspring.com to arrange for items to be picked up. To ensure timely acknowledgement in our events program and magazine we respectfully request that all sponsorships and donations are received by Friday, April 27, 2012.

Since 1995 the Silicon Valley Concierge Association has been recognized as the leading professional non-profit organization dedicated to the education and advancement of its members. The SVCA assists over 1,600 members in enhancing their professional skills through seminars, networking and familiarization events, meetings, newsletters, and training programs.

We believe that networking, training and education are beneficial to all of us. The art of creating and maintaining positive relationships is a significant factor in the success of the SVCA and its hospitality partners.

We thank you in advance for your consideration in supporting the Silicon Valley Concierge Association and look forward to seeing you at the SVCA awards.

Please feel free to contact us if you have any questions.
Sincerely,

Mori Mandis
SVCA President

MEMBERSHIP

As we kick off 2012, we would like to say THANK YOU to those who hosted and produced the 2011 FAMS and Events.

Your continued involvement remains vital to the efforts aimed at enriching our association and to continue our reputation as a model of excellence and innovation in the hospitality industry.

We now invite you to join the Silicon Valley Concierge Association in supporting future educational networking events and programs.

BUSINESS SPONSORS \$150.00*

- 12 month group membership for up to 5 employees
- Invitations to ALL SVCA events
- Listing in the SVCA website with a direct link to your business
- Periodic announcements on the SVCA Facebook page
- Listing in the Valley Access E-Magazine (emailed monthly to over 1100 members in the hospitality industry)
- Subscription to the Valley Access E-Magazine (SVCA monthly newsletter)

NON-PROFIT GROUPS \$100.00

- 12 month group membership for up to 3 members
- Invitations to SVCA events
- Listing in SVCA Website with a direct link to your group
- Periodic announcements on the SVCA Facebook page
- Listing in the Valley Access E-Magazine (emailed monthly to over 1100 members in the hospitality industry)
- Subscription to the Valley Access E-Magazine (SVCA monthly newsletter)

INDIVIDUAL MEMBERS \$50.00*

- 12 month individual membership
- Invitations to SVCA events
- Subscription to the Valley Access E-Magazine (SVCA monthly newsletter)

Click here for an application
<http://www.siliconvalleyconciERGE.com/wp-content/uploads/2010/12/Membership-Form-.pdf>

Please make your checks payable to
"Silicon Valley Concierge Association"

For those interested in payment via credit cards, let us know and we can email you an invoice via PayPal. tax deductible

Silicon Valley Concierge Association
65 Washington Street
Santa Clara, California 95050

14th Annual Botanical Art Exhibition at Filoli

86 Cañada Road, Woodside, CA 94062
Exhibit: March 27 through June 24, 2012



Filoli hosts its 14th Annual Botanical Art Exhibit from March 27 through June 24, 2012. Considered one of the three finest such exhibitions in the nation, according to Fine Art Connoisseur, artists from across the United States and around the world have submitted work to be juried into this select exhibition that is on view in Filoli's Visitor and Education Center. In addition to this contemporary botanical art exhibition, visitors will have the opportunity to view select pieces from Filoli's three major Florilegium collections: the Filoli, the Banks' and the Highgrove, which are continually on display in the historic House. For more information about Filoli, please visit www.filoli.org.

Montalvo Arts Center



Now celebrating its centennial year, Montalvo Arts Center is an oasis of culture and nature whose mission is to create and present arts of all types, nurture artists, and use our historic Villa, buildings, and grounds in innovative ways that engage people in the creative process. Located in Silicon Valley's Saratoga hills, Montalvo occupies a Mediterranean-style Villa,

built in 1912 by Senator James Duval Phelan, surrounded by 175 stunning acres, including the campus of our international Lucas Artists Residency Program. Senator Phelan bequeathed the villa and grounds to the people of California for the encouragement of art, music, literature and architecture, a mandate that Montalvo has carried forward ever since its founding.

For more information about Montalvo Arts Center, call 408.961.5800 or visit www.montalvoarts.org.

THE STAGE

...The Bay Area's Premiere Off-Broadway Theatre...

Buffalo'ed



April 4-April 29, 2012

By Jeannie Barroga
In Collaboration with Alleluia Panis
Directed by Anthony J. Haney

San Jose Stage Company will present the World Premiere of Jeannie Barroga's *Buffalo'ed*, in collaboration with Choreographer Alleluia Panis, which retells the story of the Buffalo Soldiers, descendants of American slaves who were stationed in the Philippines at the turn of the 20th Century during both the Spanish-American and Philippine-American Wars. The military presence of the U.S. Army's Buffalo Soldiers during the Philippine occupation is a little-known thread in the fabric of American history. The World Premiere performance of *Buffalo'ed*, opens April 7 at San Jose Stage Company.

One of our wonderful hospitality leaders was Abi Maghamfar who owned Rue de Paris, our favorite restaurant in downtown San Jose for many years. He was such a gracious host and served fabulous food in romantic booths.

He was also a leader in the Downtown Association and helped develop the Alive After Five promotions.

Now he and his wife Patti have a new venture: Abigail's Bed & Breakfast Inn in Ashland, Oregon. It is a beautifully restored Craftsman home built in 1904. It is located in the historic district and a short stroll to the Oregon Shakespeare Festival Theaters. The season is February-October. Of course, there are many other activities in the area.

If anyone is going to the Festival we highly recommend checking out Abigail's and we guarantee it will be the ultimate in hospitality. Tell them the Silicon Valley Concierge Association sent you!

Abigail's Bed & Breakfast
451 N. Main Street
Ashland, OR 97520
541-482-4563
www.AbigailSB&B.com



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www.santaclara.org

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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

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SVCA Membership

SVCA Member \$50.00

- FAM event invitations
- Valley Access E-Magazine

Non-Profit Groups \$100.00

- FAM event invitations
- Valley Access E-Magazine

Sponsors \$150.00

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

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