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Sausalito Wooden Boat Tour
The Tech Museum of Innovation
Vito’s NY Trattoria
Winchester Mystery House
Wyndham San Jose
SVCA members share their knowledge and experience in the hospitality industry with SJSU students or “What will convince me to graduate with a major in this field?” ……

SVCA's graduate SJSU Kimberly Overholser and successful SVCA intern had the idea that experienced SVCA members may want to pass on what they learned in the hospitality industry to SJSU students who are about to decide whether they want to major in the field of Hospitality Management.

Her idea was favorably accepted by SVCA as well as by Alice Southwell from San Jose State University. As a result, two panel discussions took place in April on campus. There were three SVCA members on each panel. Their backgrounds, as can be seen below, reflect the width and depth of the hospitality industry (the panelists are listed in random order):

First panel: Randy Zechman, “Mischief Executive Officer” of World 2 Do; Anthony Aguilar, Manager of Stanford University’s Meetings; and Gus Holweger, retired Corporate Travel Manager (CCTE)

Second panel: Lillian Scoyen, Sales Director, Discover Silicon Valley Magazine; Lynn Dyche, President – Silicon Valley Tour Guide Association; and Tiffney Fort, Director – Corporate Meetings at Cisco Systems.

Moderator was Alice Southwell from SJSU. Each session was attended by approximately 30 to 40 students. Each panelist presented the hospitality industry from their perspective. As could be expected panelists injected details of their career paths with individual academic backgrounds and hands-on vocational experiences as interns, trainees, etc.

Many of the facets in the hospitality industry were brought up: • Concierges (Hotel, Residential, and Corporate) • Meeting Planners (self-employed or corporate) • Tour Guides (self-employed or corporate) • Restaurant Management (individual establishments, chains, and catering)

The presentations focused also on prerequisites, interpersonal skills, resource management, technology requirements, and the need for multiple skill bases in an increasingly widening and global environment.

Following the presentations, students were encouraged to ask questions and participate in a discussion of potential career paths. The feedback to the panelists and the discussions that followed showed the versatility of the hospitality industry as well as the dynamics of change and requirements for success. Students assessed the value of what they had heard and discussed. The consensus was that this was a very worthwhile exercise that gave the students the tools to decide in which direction they wanted to pursue a career. Future such panel discussion is being discussed.

Miscellaneous Observations:

Everybody is meddling in Hospitality… …My credit card company has a website with the moniker: www.worpointsconcierge.com on its first page it lists the following topics headed by “For Service Call my CONCIERGE”:

Home, Tickets, Dining, Travel Services, Flowers, Gifts, and Spas and - just to cover all bases: Special Offers, and Special Occasions.

www.goconcierge.net has this to say about its version 5.8: “If you are reading this message, it is because your computer is now using Internet Explorer 8. Version 8 is not yet supported by goconcierge.net. You can still log into goconcierge.net by using IE8 in compatibility mode (changes IE8 to run like IE7). ………

We are working on adapting the application to support it. We will let you know when it is available. We apologize for the inconvenience. Thank you”.

As you can see, real live concierges are still a good bet – just in case the latest version of your software is not yet supported by concierge.net.

Travel Concierges
Under the heading: “Getting Fancy Now”, Smart Money in its April 2012 issue mentions that “Travel Outfitter Abercrombie & Kent – best known for escorting travelers to exotic locales, is now offering 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 singly queue.”

Talking about versatility in the hospitality industry……

This month, SVCA wants to thank the following companies for giving its members an opportunity to attend events or sample their offerings:

ARYA – Global cuisine, Redwood City
This is Mike and Fera Hashemi's latest culinary expansion in Silicon Valley and – while global its cuisine is concentrating at very authentic Middle Eastern/Mediterranean specialties.

Ballet San Jose invited SVCA members to attend its “Program of Premieres” at the San Jose Center for the Performing Arts. It was yet another sign that San Jose is slowly earning its reputation as the Capital of Silicon Valley. All four dances varied as to music and choreography and were expertly performed.

San Jose Repertory Theatre 2011-2012 proved again, that it can hold its own with its Tony Award winning “God of Carnage” – a co-production with Arizona Theatre Company. It is characterized as a play that “peels back the very thin veneer of civility and civilization and asks some uncomfortable questions about our essential nature” says Rick Lombardo, its Artistic Director. Hopefully you got to see the play.

Chacho’s Restaurant, 87 East San Fernando Street, San Jose, hosted an open house for members of SVCA – planned and organized by Kimberly Overholser, SVCA’s now “past” Intern. The sampling of Mexican food was excellent, as was the networking. The venue was enjoyed by all.

SVCA wants to thank all sponsors of these events in the name of its members and friends.

Your comments and feedback are always appreciated
Gus Holweger
SVCA Board Member at Large and Contributing Editor at VAM
At times, I’m truly stunned (and ever so grateful) for the beauty of our area and the gorgeous weather that accompanies it. Here are some fun events to get you outside this month to enjoy all that our area has to offer. Don’t forget to visit LiveSV.com for even more choices to great places!

Wake up with the animals! Come see how the zoo animals start their day – what they eat and how they greet the day at Sunrise Safari, Animal Breakfasts. May 26th only at Happy Hollow Park & Zoo in San Jose. For more information, call 408-794-6420 or visit www.livesv.com/event/detail/441479163.

Learn all the great ways to enjoy a mushroom at the Morgan Hill Mushroom Mardi Gras Festival! Gourmet cooking, mushroom education, two entertainment stages and Munchkinland for kids spells fun for all! May 26th and 27th at the Morgan Hill Community and Cultural Center. For more information, call 408-778-1786 or visit www.livesv.com/event/detail/441483517.

No need to drive to San Francisco… Come enjoy the San Jose Giants in their 25th season at their wonderfully nostalgic and family-friendly baseball park. May 27th-29th (and more) at the San Jose Stadium. For more information, call 408-297-1435 or visit http://www.livesv.com/org/detail/220169544/San_Jose_Giants.

Submitted by, Kereli Sengstack (kereli@artscouncil.org)
Santana Row’s 4th Annual Poolside Soiree Summer Fashion Shows

Saturday, June 2, 2012 • Shows at Noon and 3 p.m.

WHAT: Get ready for A Poolside Soiree Summer Fashion Shows, Santana Row’s sizzling annual showcase of the coolest looks for a hot summer. Two high energy runway shows take place poolside at Santana Heights, Santana Row’s resort style residential community above Sino. The shows will feature the newest styles from more than 20 Santana Row retailers including Free People, Donald J. Pliner, Pink Stripes, Brooks Brothers, Anubee, Furla, Oakley, Cole Haan, Ted Baker, Anthropologie and more. Guests will enjoy a pre-party catered with wine, champagne and light hors d’oeuvres, poolside seating during the show, access to the exclusive style boutique and post-show parties inside several shops and a residential home.

WHEN: Saturday, June 2, 2012; Shows at Noon and 3 p.m.

WHERE: The Pool at Santana Heights
377 Santana Row, above Sino Restaurant
Enter by elevator in the Via of Santana Heights behind Sino

TICKETS: $40/person; tickets on sale at the Santana Row Concierge Center, 408-551-4611 or online at santanarow.com.

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

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