

2013 HOSPITALITY AWARDS

~11TH ANNUAL~

RECOGNIZING THE BEST IN THE HOSPITALITY
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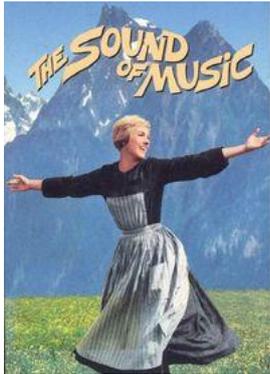
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SAN JOSE JAZZ SUMMER FEST 2013

Friday, August 9 - Sunday, August 11, 2013



The Silicon Valley is alive with the Sound of Music!

Join us at the end of June for one of the most popular sing-alongs in the world! Maybe you can solve a problem like Maria. You won't have to climb Ev'ry Mountain to join in the fun.



Camera 12, Downtown

Friday, June 28 - 7pm
Saturday, June 29 - 3pm



history / san José

Plan Your Father's Day at History Park!

Sunday, June 16, 2013



History Park Activities 11am until 4pm

SVCA HOSPITALITY AWARDS AT THE WINCHESTER MYSTERY HOUSE – MAY 21, 2013



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We'd like to take a moment to thank Mori Mandis and the Silicon Valley Concierge Association for a lovely SVCA Hospitality Awards event at the Winchester Mystery House, as well as a special shout-out to emcee Jeff Kramer for keeping us all laughing and entertained. Big congratulations to all of the nominees and winners for excellence in your respective fields!

Here are the featured events for June, with many more waiting to be discovered at www.LiveSV.com!

Murder, betrayal, revenge, and ghostly visitations return to Sunnyvale for the summer *Shakespeare at Full Circle Farms* series! Starting off the series is *Hamlet*, filled with betrayals of the heart, doubts of the soul, and a bloody descent into the dark corners of the mind. **June 7th-29th** at the **Full Circle Farms** in Sunnyvale. For more information, call 408-996-0635 or visit <http://www.livesv.com/event/detail/441745090>.

Did you know that Filoli Gardens hosts a *Summer Jazz Series*? For six Sunday afternoons, world-class jazz fills the gardens on an outdoor stage while guests enjoy wine and the beautiful surroundings. Don't miss vocalist Clairdee on **June 30th** at **Filoli Gardens** in Woodside. For more information, call 650 364-8300 ext. 508 or visit <http://www.livesv.com/event/detail/441748350>.

The inaugural edition of the *Concours d'Elegance* Car Show began in 1967. In 1996, an annual "Featured Marque" was established to showcase glamorous exotics. This year, the Palo Alto *Concours d'Elegance* features Cadillac and Ferrari models. This prestigious event will be held on **June 30th** at the **San Mateo County Event Center**. For more information, call 650- 813-1100 or visit <http://www.livesv.com/event/detail/441743406>.



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

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RESTAURANT WEEK
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The only thing to make for dinner is reservations.
3-course dinners
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At downtown San Jose's finest restaurants

Dine Downtown San Jose 2013 – June 21-30

For 10 days only, San Jose's best restaurants will roll out the red carpet for new and regular customers. Patrons will have the opportunity to try out multiple three-course prix-fixe specialty meals at great savings. Check for the list of restaurants, prix fixe menus and reservations, or scroll down.

This year's event is presented by **Sysco**, the global leader in selling, marketing and distributing food products to restaurants, healthcare and educational facilities, lodging establishments and other customers who prepare meals away from home. **Sysco will donate \$1 to Loaves and Fishes Family Kitchen's** for each prix-fixe meal sold during Dine Downtown.

www.sjdowntown.com/dinedowntown/

CANINES & CAB

Quarterly wine & dog lover meetup

At The Winery SF
Sunday, June 9
12 p.m. - 5 p.m.

Admission is Free

Special Cabernet Sauvignon Flight
Taste four of our award winning Cabernet Sauvignons including the "Top Cabernet in America Under \$25"
\$20 tasting fee

Toy Drive

Join us in collecting new toys for shelter dogs!
Benefiting A Toy for Every Pup

HEY DOGS!

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INSIDER'S TRACK

Last month's 'Insiders' Track' mentioned that it and subsequent columns are meant to draw the readers' attention to academic institutions in Silicon Valley that have a degree program that focuses on the hospitality industry. This month's column is about the Cal State Hospitality program – with particular emphasis on San Jose State University's Dept. of Hospitality Management.

The department is, as of July 1, 2013 chaired by Professor Tsu-Hong Yen, Ph.D. Key staff members are Dr. Kate Sullivan, Professor and former Director, and Alice Southwell, Instructor and Internship Coordinator. As a result of interviews, the following information ought to be of interest to readers: The department just celebrated its 20th anniversary at Club AutoSport in San Jose. During those 20+ years enrollment has increased from five graduates in 1993 to 130 in 2013. The curriculum – further explained below – has been expanded, and Dr. Yen is in the process of adding to his staff to make sure that the objectives of the program and its academic excellence will be maintained.

As is readily apparent, Silicon Valley and the San Francisco Bay rely heavily on the hospitality industry as a backbone for tourism and business. Academic institutions realized this early on and their programs, as will be explained below on the example of SJSU, are attracting students who are planning to create a career in the many areas the hospitality industry offers.

What are they? Hotel & Lodging; Restaurant Management.; Meetings and Conventions; Travel (business and leisure). San Jose State University – and the other campuses of the Cal State Hospitality Management program – has added other disciplines to round out the program. Here are the specifics:

The coursework supports major (9 units) and core courses (39 units). There are pre-requisites such as accounting, statistics, and organizational behavior. During the Junior and Senior Years the hospitality-specific courses are supplemented by courses such as marketing, finance, information systems, and human resources. The purpose, as can readily be seen, is to provide the graduates of the program with the industry-specific as well as general business tools that will accelerate their career path in their area of interest.

Two additional items need to be mentioned:

- Seniors – after having fulfilled the course requirements – will need to take course HRTM 186 (=3 units) entitled "Strategic Management." It is meant to provide them with the tools to assume leadership positions in Hospitality Management beyond those of a particular technical area should they so desire (and who wouldn't?).

- The entire curriculum at SJSU provides electives and most importantly, the opportunity to acquire hands-on experience in the industry through internships. A total of 500 hours of internship work is required and is a perfect supplement to all the course work that provides the theoretic/book-knowledge in Hospitality Management. Dr. Yen and his staff is working hard to increase the internship program by working with their contacts in the industry. This is not easy as the remuneration is not always very enticing for the students. The Fairmont Hotel, San Jose generously agreed to have an open house on April 25 for companies to meet with students at the second Annual Hospitality Internship/Job Fair.



SAN JOSÉ STATE UNIVERSITY

San Jose, strategically located in the Bay Area – near San Francisco, Wine country, Monterey, Lake Tahoe and Yosemite and being the heart of Silicon Valley – offers great business and career opportunities in the hospitality industry and it is no wonder that many students gravitate toward it as they choose their major area of study. Graduates find employment as hotel/resort general managers, financial controllers, catering and events coordinators, sales directors, concierges, marketing managers, convention and tradeshow managers, event and meeting planners, restaurant managers, human resources managers, tourism specialists and private club owners.

The San Jose Mercury News, in its April 23, 2013 edition, under the heading "Hotel developers charging into San Jose", had this to say: "Hotel developers, emboldened by a surge in revenue in the lodging market in Silicon Valley, want to add more than 650 rooms in San Jose, with Aloft, Hampton Inn and Marriott among the brands coming into the Bay Area's largest city." The article goes on with specifics about the lodging industry's plans – much of it based on a 20.8% jump in revenue last year in Santa Clara country.

It appears that San Jose State's hospitality management program, as part of Cal State's program, is well positioned to provide the industry with graduates that have the skills to meet this upsurge in business and tourism in the Bay Area.

Gus Holweger, SVCA Board Member
gusholweger@comcast.net

INSIDER'S TRACK

HOSPITALITY TRENDS – THREE NOTEWORTHY DEVELOPMENTS!

The hospitality industry has – especially in the past two decades – been a hotbed of changes. Concierges are but one aspect of the many careers that are affected. In addition to the concierges in hotels, corporations, and residential complexes, there are meeting-, events-, and convention planners, restaurant managers, travel managers (business and leisure), human resources, and hotel analyst experts.

What are the latest changes that are occurring in that industry? As you would guess, all of them are attributable to the economy. I mentioned in my last column that “Hotel Developers charging into San Jose” was the headline in the April 23, 2013 edition of the SJMN. The impact in Silicon Valley, but as of late also in other parts of the country is threefold:

- Business and leisure bookings at hotels are increasing
- Technology is providing access to better and quicker information for the guests
- “A field (the hospitality industry) That Once Looked Bleak Attracts Young Careerists.” (N.Y. Times 5/1/13 edition)

The common assumption for those in the industry was, until not too long ago, that travelers will use portable computing and communication devices to plan their trips, meetings, and presentations. It was also assumed that front desk staff would take up the slag and assist with special requests, hand out brochures about places of interest, and provide personalized services, and that concierges would become relics in the hospitality industry.

Most importantly, the industry did not appear to offer career paths with many opportunities for advancement, or positions in general management. Much has changed lately.

You may want to access an article on the internet: <http://www.htrends.com/article/69899.html> by Roberta Nedry, President of Hospitality Excellence, Inc. who has developed a unique 3D Service (sm) methodology to take guest services to the next level (customer and client service, the concierge profession and service excellence training for employees)

In the article, Ms. Nedry writes how Brian Edwards, Chairman of the Board for the Edwards Systems, based in El Segundo, CA developed a program and technology specifically for the InterContinental Hotel in Miami and other InterContinental properties. Instead of using technology to replace concierge functions, InterContinental for example, uses the program and technology to augment the personal touch of the Concierge and enhance the value of information provided. The result has been the exact opposite of what has been feared when technology is introduced in other hotel environments, namely: reduction in staff. Instead, it has been a strong motivator for more things to do both in and outside the hotel and allows the concierge to better define and round off guest preferences.

This new way of meeting guests' needs, features the InterContinental Hotel's Chef Concierge Eduardo Rosello's new desk with interactive multiple touch screens that complement the exhilarating, stylish and energetic feel of the lobby and the unique flair for which, in his case, Miami is known.

Does this mean that Concierge (even at the “Clef D’Or level) is the Apex of the career ladder in the hospitality industry? NOT SO! In my last column I described SJSU's Hospitality Management Department and the upswing in Silicon Valley's hotel industry. On the heels of my column I found the article by Elizabeth Olson in the May 1, 2013 NY Times. Let me give you some highlights of her article:

- “While job recovery nationally has been lagging, the travel industry has been faring much better. About 8 percent, or 7,000, of the total jobs added by employers in March (2013) were in the travel industry, according to the US Travel Association, a trade group.”
- “The data (on business travel) covers a range of jobs, from minimum-wage, no-benefit slots to well-paid hotel analyst positions, but some 53 percent of travel industry workers are paid \$25,000 to \$69,000, according to a U.S. Travel Association analysis of the federal jobs data done in conjunction with Oxford Economics, an economics forecasting firm.”
- “According to the analysis of Bureau of Labor Statistics data, the travel industry is one of the top 10 largest employers of middle-class wage earners, with a maximum average salary of \$81,900. Two of every five workers who start their careers in the travel industry go on to earn more than \$100,000 a year, according to the association analysis.”
- “According to Cornell University's school of hotel administration, 94 percent of the school's 2012 graduates have full-time jobs (1% went to graduate school), up from 88 percent in 2011.”

The article mentions Matthew Bryant, 26, who, for five years after college, worked as a federal government consultant in Washington. He switched to the hospitality industry, his reasoning being as follow: “The hospitality industry is beginning to recover, and I decided to switch careers, because I saw a professional future in it.” He also added: “The hardest part was convincing my parents that hospitality did not mean I would be working at a front desk.”

The first paragraph of Ms. Olson's article puts all of this into perspective: “The allure of the travel industry (and may I add, the hospitality industry) as a career, recently seen as dated as a Pan Am stewardess pillbox, is surging as more people take jobs in a sector bolstered by renewed spending.”

We, in Silicon Valley, the hub of technology and with San Jose, the Capital of the Valley, would be well advised to focus on the many opportunities the hospitality industry offers, be they related to business or leisure travel, the many career opportunities, the growth of the hotel industry, and the unique location of the Bay Area for visitors from the US and abroad. Many colleges in the Bay Area have degree programs in hospitality management to prepare ‘careerists’ in this important trend in the service industry.

Gus Holweger, Board Member, VAM Contributor
gusholweger@comcast.net

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svconciierge@mindspring.com

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mkhienkina@gmail.com

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Junes1937@att.net

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gusholweger@comcast.net

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EDITOR/PUBLISHER
Mori Mandis
svconciierge@mindspring.com

CONTRIBUTORS TO VALLEY ACCESS E-MAGAZINE
Gus Holweger – INSIDER’S TRACK
gusholweger@comcast.net

Maria Lange – Touring with Maria
mlange206@aol.com

Kereli Sengstack, LiveSV
kereli@artscouncil.org

Regan Crisp, Explore Publishing & Discover Silicon Valley
regan@explorepublishing.com
www.DineShopPlay.com

SVCA Web-site www.SiliconValleyConciierge.com

Valley Access E-Magazine (VAM) svconciierge@mindspring.com

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* * * *

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