Iris. Iris. Iris. From Citti’s Florist

Iris is an ideal bloom for 4th of July arrangements. Match the timeless blue petals with our red and white summer tulips to create a fun and festive holiday bouquet. Our Telstar iris is guaranteed to open, so the fireworks will be in your vase. Did you know an NFL team has an iris on its helmet?

If you know the answer you will receive a Free Dozen of roses and Iris Bouquet from Citti’s Florist: Email Christophercitti@cittisflorist.com

Save the Date

Welcome reception will take place in Santana Row Park across from Left Bank Brasserie from 6-7:30 p.m.

The wine stroll will take place from 7-9 p.m.

You are invited to Santana Row for an evening of wine tastings’, delicious appetizers, giveaways and more.

* * * * *

SANTANA ROW

Tuesday, August 13th
6:00 - 9:00 p.m.
RSVP:
svcawinesoiree2013.eventbrite.com
Discover Arts & Entertainment in Silicon Valley @

A program of Arts Council Silicon Valley

Summer is here and that means family picnics, music in the park, outdoor films, Shakespeare under the stars, open air concerts, and art & wine festivals. Don’t miss out on the fun – go to www.LiveSV.com and discover great summer events! Here are three of our favorites:

Sabor del Valle is an early evening of wine tasting, art, and cooking demonstrations, along with dancing under the stars. The event showcases Latino vintners from Napa and Sonoma Counties and from around Silicon Valley. Gourmet appetizers and desserts will be prepared and served by local restaurants. Music to dance to and contemporary Latino art for sale will also be featured. July 12th at History San Jose in History Park, San Jose. For more information, call 408-663-1738 or visit http://www.livesv.com/event/detail/441741982.

The Djerassi Program opens their Artist’s Barn and private grounds to discover artists’ studios, dance and music performances, literary readings, and self-guided tours of the site-specific sculpture collection located on winding trails among ancient redwoods and oak trees, rolling hills, and fern-shaded glens. Delectable light fare prepared by the Program’s gourmet chef will be served throughout the day. July 28th at Djerassi Resident Artists Program in Woodside. For more information, call 650-747-1250 or visit http://www.livesv.com/event/detail/441742696.

French chanteuse and rhythm guitarist Isabelle Fontaine adds an Edith Piaf touch to Le Jazz Hot, playing in the Jazz at Filoli music series this summer. Violin, bass, and guitar renditions pay homage to Stephane Grappelli, Django Reihhardt, and the always-infectious gypsy jazz. July 28th at Filoli in Woodside. For more information, call 650 364-8300 ext. 508 or visit http://www.livesv.com/event/detail/441748451.

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

CINEQUEST seeks to contract Event Manager(s), Hospitality Manager/Coordinator, and Chief Concierge for Cinequest Film Festival 24, occurring March 3-16, 2014 in downtown San Jose.

Event Manager(s)
Dec. 2013 – March 2014
Plans and executes 30+ events to create a unique and memorable patron experience throughout the festival. Events include: Opening/Closing Nights, VIP Soirees, Forums, Encore Day, and more.

Hospitality Manager/Coordinator
Dec 2013 – March 2014
Coordinates all ground and air travel, hotel accommodations, and provide 5 Diamond Customer Service to visiting artists and innovators.

Chief Concierge:
Jan 2014 – March 2014
Oversees VIP Lounge, a high energy, classy, and chic central hub where filmmakers, media, and sponsors to check-in and socialize.

All Positions Require:
• Detailed oriented, superior project management skills, able to take initiative, self-sufficient and great under pressure
• Executing all responsibilities at world-class standards
• High degree of energy and commitment to the team and vision
• Effectively communicates with colleagues, patrons, and clients
• Provide 5 Diamond Customer service to all clients with warmth, charisma, and professionalism
• Strength of character necessary to handle challenges of entertainment industry, nonprofit company, and driven leadership
• Must have a true passion for Cinequest and the people we serve.

If interested in any of these positions, please send a cover letter and resume to Antonea Colon at acolon@cinequest.org.

CINEQUEST is a vanguard organization that fuses creativity with technological innovation to empower, improve, and transform the lives of people and communities worldwide.

CINEQUEST FILM FESTIVAL showcases premier films, renowned and emerging artists, and breakthrough technology – empowering global connectivity between creators, innovators, and audiences.

Step Back In time — Music and Dress of the 1920s

Filoli is a special place and we have planned a special summer evening that you won’t want to miss.

If you are a fan of “Downton Abbey” or “The Great Gatsby” and enjoy a great garden party, you will enjoy this evening as Filoli “steps back in time” with music and dress of the 1920s. Stroll the House and Garden in your period dress (optional) or don your fedora and come to see those who have also dressed for the occasion.

Partake in passed hors d’oeuvres and drinks, including white wine, iced tea, sparkling water and 21st Amendment craft beer, served by staff and volunteers in period dress reminiscent of Filoli’s 1920s household staff.

Listen to live music provided by The 22nd Street Regulars, a San Francisco jazz ensemble, performing New Orleans and Tin Pan Alley style jazz from the 1920s.

Wednesday, July 17 from 5:30 pm to 7:30 p.m. - Advanced ticket purchase required.
http://www.filoli.org/step-back-in-time/
BEST KEPT SECRET WINNER
CLUB SPORTIVA

One-Day Midlife Crisis
Today. Was. Awesome.

By: Jeff Guillet
Email: jeff@expta.com
Blog: www.expta.com

I spent the day at Club Sportiva in San Jose on one of their Exotic Car Tours. Five other drivers and I drove European supercars through the winding roads of the Monte Bello Open Space Preserve, Woodside, and along the Pacific Coast. It was an absolutely perfect day for driving.

We all got to drive each of the following cars over the course of the day:
- Porsche 911 Turbo Convertible
- Ferrari F430
- Aston Martin V8 Vantage
- Lotus Elise
- Lamborghini Gallardo V10 Spyder
- Tesla Roadster

We each drove alone (no copilot) and were led on the tour by one of Club Sportiva's fantastic drivers in a Ford Mustang Shelby GT500. We got to drive each car for about 30 minutes along twisting roads through the hills below beautiful blue skies. The winding roads of the Monte Bello Open Space Preserve, Woodside, and along the Pacific Coast. It was an absolutely perfect day for driving.

We stopped half way at Alice's Restaurant in Woodside, CA to have a nice lunch and let passersby's gawk at our glistening supercars. It was a blast to drive through small towns where people told us, "I want to HEAR it!" I'd push the clutch in, gun it, and watch the smiles light up on everyone's faces. People would stop and point at us. Cameras came out.

All the cars were manual transmissions except for the Nissan GTR and, of course, the Tesla Roadster since it's a fully electric sports car. I was a bit worried about driving a stick, since it's probably been 15 years since I last drove one. But it's a lot like a riding a bicycle - you never forget.

This was a true once-in-a-lifetime experience. I highly recommend it if you have the chance to do it!

Photo by: NORTH BAY STUDIOS - Club Sportiva/ pictured: Jeff Guillet & Mori Mandis
INSIDER’S TRACK

This is my third column on academic institutions in the larger Bay Area that have successfully created a Hospitality Management Curriculum at their college for students who are interested in acquiring skills in Hospitality Management’s multifaceted opportunities.

This one focuses on Cabrillo College’s Program (www.cabrillo.edu/academics/cahm). Eric Carter, Director of the program was instrumental in creating it and has taught at Cabrillo for 17 years (Carter has a bachelor’s degree in psychology and a master’s degree in education from SJSU). The full name of the curriculum he developed is “Culinary Arts and Hospitality Management”. Under the heading: “Career Paths” in the school’s brochure, it states that, “no matter what aspect of culinary arts and hospitality management you enjoy most – there’s a career path for you.” Just to underline this statement the listed career options, which – incidentally do not (yet) show Concierge or Meeting Planner - are:

Chef
Food Scientist
Food photographer
Food stylist
Travel writer
Restaurant critic
Resort or hotel manager
Restaurant Owner
Caterer
Personal chef

The brochure says this about the program: “At Cabrillo, you receive professional training in the culinary arts, the bakery, pastry arts and restaurant management. Participation in our extensive hands-on labs, student-operated restaurant and catering facilities in the college’s historic Sesnon House, and lectures courses means you’ll be ready for a successful career in the culinary and hospitality fields.”

Mission College in Santa Clara and San Jose State University has very similar curricula and it is gratifying to know that the Hospitality Industry and its importance for the Bay Area’s business and tourism get the recognition it deserves.

Eric Carter, during his 17 years at Cabrillo College, has succeeded in making this happen at his institution. In a March 2013 article in the Santa Cruz Sentinel Bonnie Horgos, under the heading: “Educator has recipe for success” has this to say about him: “While demo kitchens and lecture halls are a change of pace (from being a chef cooking up food and sauces up to 60 hours per week - for many years), Carter said he fostered skills early on that he incorporates into his lesson plans. Last year (2012) there were 265 students enrolled in the Culinary Arts program.

Just to show how involved Eric Carter is in the hospitality field, it should be noted that he interacts with his counterparts at Santa Clara’s Mission College and San Jose State University’s Hospitality Management Department. This fall, Sue Slater, an addition to Carter’s staff will start a course in wine-making, a logical adjunct to the many wineries in the Santa Cruz Mountains and its surrounding coastal area. Carter’s wife it should also be noted is manager at a rather large bakery in Aptos, yet another related resource.

Historic Sesnon House at Cabrillo College, a mansion, donated to the school by the Sesnon family many years ago, is a classic and distinctive venue for special occasions such as weddings and other celebrations and meetings. They are planned or assisted by Carter and his staff. These events are catered by the culinary arts department and students are given a chance to demonstrate their hospitality management skills by practicing what they studied (www.sesnonhouse.com)

Much more could be said about Cabrillo College’s Culinary Arts and Hospitality Management program. Eric Carter will be glad to answer any questions you may have. Cabrillo College is located at 6500 Soquel Drive in Aptos, CA 95003 and Eric Carter’s Office can be reached at (831) 479-5012.

Gus Holweger, SVCA Board Member
gusholweger@comcast.net

Passport Days to the Santa Cruz Mountains 2013

VALLEY ACCESS ELECTRONIC MAGAZINE/ S

PASSPORT
SANTA CRUZ MOUNTAINS
PASSPORT
07.20.13
The hospitality industry has – especially in the past two decades – been a hotbed of change. Concierges are but one aspect of the many careers that are affected. In addition to the concierges in hotels, corporations, and convention centers, 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 slack 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/article69899.html](http://www.htrends.com/article69899.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 moving to 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.”

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