SILICON VALLEY
CONCIERGE ASSOCIATION MIXER

“A Night to Remember”

DOUBLETREE BY HILTON
SAN JOSE
DOUBLETREE HOTEL, SAN JOSE
2050 Gateway Place San Jose CA, 95110

INVITES YOU ON 9-11 RECEPTION

6 P.M. TO 8 P.M.
Many prizes will be raffled away

Join us for a very special candlelight ceremony
Remembering the loss ones of 911
Come Celebrate Life with us

https://svcadoubletreewayhilton911.eventbrite.com
Awarding wines paired with carefully prepared fine cuisine promises to make this year’s Pairings a memorable event for wine and food lovers.

Sunday, September 29, 2013
Akiyama Wellness Center
110 Jackson St
San Jose, CA,
Enjoy an afternoon of fine wine, exquisite food and entertainment
Featuring:
Chateau Marie Antoinette
Fenestra Winery
Sunset Cellars
Kubota Restaurant & Bar
Kyoto Palace

Dinner & Dancing...
Havana Night
Friday, September 20th
6:00 p.m. - 11:00 p.m.
With popular Cuban band...Los Boleros!

Spice up your Saturday night with us. Enjoy a Cuban inspired menu (Click here for sample menu) created by our Executive Chef David Sidoti, then dance the night away to the sultry sounds performed by Los Boleros!

Band members include Felix Samuel on lead vocals, Rudy Furlan on the tres cubano, David Somers on tenor sax and flute, Dominic Cabrera on congas and Edgar Lavado on bass. All members sing. They will play the all-time classics, traditional salsa and son Cubano. Come take a ride to the Buena Vista Social Club......let the passion guide you!
Back to Campus – Flying Saves Time and Money

It’s back to school time, and parents everywhere are doing the math to see what makes the most sense budget-wise in how to transport their student back on campus or to a semester abroad opportunity. Here are some tips to consider.

It may not be feasible for you as a parent to accompany your child to campus if it is located out-of-state or international, given the cost of your time, plus gas and hotel bills. Besides great fares, some SJC airlines offer to let checked bags fly for free so your student has more flexibility in packing coats, sweaters and boots for the colder weather ahead:

• ANA and Southwest both allow two free bags up to 50 pounds, along with a carry-on;

• JetBlue allows one free bag up to 50 pounds, and a carry-on; and

• United allows one free bag up to 50 pounds for all international destinations except Canada, with a carry-on.

Bag fees can, and do, vary by cabin class and often by distance flown – and they can change at any time. To be sure you have the right information, always check with the airline you fly.

Sometimes it’s hard to plan. Your student may not know when finals will be over, or wish to have the option to decide later. Consider purchasing a one-way flight for your student. This is perfect for a semester abroad, last minute getaways, or getting low prices as soon as they’re available. For the best deals on last minute, one-way flights make sure you and your student subscribe to SJC airline emails and follow them on Facebook and Twitter.

Focus on More Flights and Services for Silicon Valley Airport

SJC has had some recent successes in attracting new airlines that offer nonstop service to the places Silicon Valley travelers want to go. ANA’s daily flight to Tokyo-Narita and Virgin America’s four daily flights to LAX (enjoy highlights of the launch event featuring Sir Richard Branson here) have been well-received by business and leisure travelers alike.

Complementing this new air service is the recent opening of The Club at SJC, a VIP lounge open to all travelers where you can unwind in a relaxing atmosphere, and enjoy the many amenities this spacious, luxurious and quiet space offers.

Despite these recent developments, SJC is not resting on its laurels. In fact, we’re working harder than ever to bring the airlines, nonstop destinations and services our community has asked for.

Heading up that effort is Cheryl Marcell, who recently joined SJC in the newly created Deputy Director of Business Development position. Marcell brings extensive experience and relationships in the domestic and international airport arena, and is focused on continued passenger growth and offering world-class services for Silicon Valley’s Airport.

We Want to Hear From You!

Tell us what you think of SJC AirTime, Silicon Valley Airport’s environmentally friendly e-newsletter. It’s our way of sharing the latest updates about SJC. E-mail us at info@sjc.org with your comments and suggestions.
DINING AT THE TOP OF THE MOUNTAIN

The Mt. Hamilton Grandview is nestled in the East Foothills with amazing views overlooking the Santa Clara Valley.

The Grandview serves dinners Wednesday thru Sunday from 5pm-10:30pm. We offer full bar service and have an extensive wine list.

ON THE WATER:

Pedal Boats! Kayaks! Sailboats! Paddle Boards!
@Vasona Lake
We are open for rentals Spring through Fall depending on weather and water level. Spend a day on the water enjoying the beautiful scenery of Vasona Lake.

Hours of Operation: Weekends (Saturday & Sunday): March 30 - October 6, 2013 11:00am-6:00pm - last rental at 5:30pm
Weekdays (Monday-Friday): Starting June 3 - August 23, 2013 11:00am-5:00pm - last rental at 4:30pm

MOTOCROSS: METCAF MOTOCROSS PARK

Welcome to Motorcycle County Park, the County park system’s only off-road vehicle park. This 459-acre park is located in the grass covered hills of south east Santa Clara Valley. Motorcycle County Park offers trails for the advanced and beginner motorcyclist and ATV rider.
INSIDER’S TRACK

Addendum to last month’s column as to the complexities and challenges of the hospitality industry in Silicon Valley and the Bay Area in general:

I think it is acknowledged that the hospitality industry requires a set of skills that is very diffuse and, depending on the type of service provider, location, type of visitor or guest, frequency and length of visit, seasonal changes, and advance or short notice access to guest/visitor profile information creates a challenge for concierges and other providers of hospitality services.

I raised the question in last month’s column as to the adequacy of compensation for those with extensive knowledge and experience in the industry, as well as the opportunities to climb the career ladder. It appears, judging from the rules set by the ‘Clef d’Or’ organization that the chances for advancement to such positions as General- or Sales Manager at a Hotel, Staff trainer for Concierge-type service providers, etc. are limited, regardless of the skills inventory and experience an individual may have. It would seem that the exposure the position offers and the often personal touch offered to guests and visitors, are rewards in themselves that are hard to equate monetarily.

I succeeded to get a glimpse as to compensation for concierge-type services: Chris Newton, eHow Contributor has this to say: “According to the CBSalary website (CB=Career Builder), the average salary for a hotel concierge is $32,215 per year as of 2011. The lowest paid 25% earn less than $22,451, while the highest paid 25% earn more than $44,621. The Job Applications website lists a similar average salary of around $30,000 a year.” When I went on the web, I found that San Francisco concierges average $42,556 per year which is 22% above the national average.

Back to the skills inventory and information that is collected by those who provide concierge services and want to keep a competitive edge in the field and job security at their employers (let me preface this by stating that this is a collection of information that is in no particular order nor for monetary benefit.

It also includes acronyms of the trade:)

• NDA. Stands for “Next Day’s Arrivals”. One and Only Resorts, for example have reservation teams that look up incoming guests on Twitter, work-related sites, and blogs, and then draw up detailed profiles (photos included) to distribute to top level managers. The St. Regis Bora Bora Resort Googles every guest two weeks prior to his/her arrival. Its General Manager, Michael Schoonewagen says: “it doesn’t cost us a thing, the first page of Google results is usually sufficient.”

• CRM. Stands for “Customer Relationship Management”. This included ‘profiling’; privacy issues; preferences of repeat guests/visitors (WSJ; instead of “Do not disturb” sign at door, have heat sensors that indicate that room/suite is occupied for example; dietary issues; etc. One veteran General Manager told a reporter that “his staff isn’t above going through the guest’s trash” to unearth individual preferences.

• Preferred Travel providers (airlines and frequent flyer memberships; Local transportation modes (such as limousine services), meeting planners, social networking software’s etc.)

• Local attractions. Here it has been stated before that, while there is extensive information available on a variety of data-bases, there is no substitute for having firsthand knowledge of local eateries (I, for one, am not fond of ethnic restaurants where national dishes have been, what I call “yankee-fied” to make them suit US palates); knowledge of local Zoos, Museums, Sporting facilities, even places of worship should be personally explored before recommendations are being made to the guest/visitor. I also remember that in Marseille, France, taxicab drivers must have grown up in the city before they are being licensed to drive a cab.

The key to being successful in the hospitality industry is a vast inventory of knowledge for hopefully 80 – 90% of all requests for service, knowing full well that there will always be the inquiries for information that come as a surprise (I was asked by a guest once, if I could provide him, by the following morning, with a list of all current residential foreclosure notices in Santa Clara County). Even in those situations one cannot dismiss the guest/visitors with shrugged shoulders. It will not make for repeat business.

This and the last column referred to challenges individuals in the hospitality industry face. Equally important is that the local Convention and Visitors’ Bureaus are not relying solely on a city’s or area’s reputation counting on repeat visits is they of a business or leisure nature. The hotels in Silicon Valley have a spotty reputation for marketing their services to business travelers or tourists in that respect. The Silicon Valley Concierge Association and its members (and that should ideally include all hotels) are the conduits for spreading the word about the hospitality industry (in addition to hotels, - restaurants, meeting planning companies, sports facilities, tour companies; events planning companies, academic institutions etc.).

The Silicon Valley Access Magazine that you are visiting at this moment is yet another means of promoting the many assets Silicon Valley and the San Francisco Bay Area have to offer. Wishing you a wonderful fall in California!

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