

valley access

MAGAZINE

silicon valley  
CONCIERGE  
association



SEPTEMBER 2013

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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://svcadoubletreebyhilton911.eventbrite.com>



## PAIRINGS No.2

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



# THE MOUNTAIN WINERY

## 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!

**FINAL WEEKS**

**THE CYRUS  
CYLINDER  
AND ANCIENT  
PERSIA  
A New Beginning**

**ASIAN ART MUSEUM  
ENDS SEPT 22**



## 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](mailto:info@sjc.org) with your comments and suggestions.

## Check out the Bike!

Exact colors to be determined



Starting Thursday – Introducing Bay Area Bike Share – Access shared bicycles 24/7 in San Francisco, Redwood City, Palo Alto, Mountain View and San Jose. Locations vary, 15 in downtown San Jose. Launch event is 10 am Thursday. Limited free bikes available – call 408-321-5684. 200 E. Santa Clara at Fourth St.

## Making parking spaces into vibrant places

PARK(ing) Day in San Jose is quickly approaching! On Friday September 20th from 11am - 6pm, parking spots in Downtown San Jose will be transformed into temporary public parks!

PARK(ing) Day is an annual global event where citizens, artists and activists collaborate to temporarily transform metered on-street parking into "PARK(ing)" spaces: temporary public places. The project began in 2005 when Rebar, a San Francisco art and design studio, converted a single metered parking space into a temporary public park in downtown San Francisco and has since evolved into a global movement.

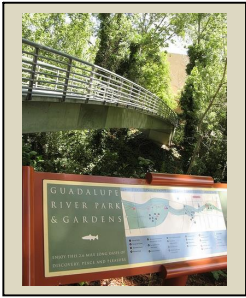
Here in San Jose, we have had success over the years; with organizations creating their own PARK(ing) spots for the day that encourage public participation and discourse. The event allows you to be creative and engage with the public, explore how public space is created and allocated, and have a lot of fun!

The event will take place in downtown San Jose on Friday, September 20th. Cost of participation is \$10 which will cover lost meter revenue. This event is strictly non-commercial and Greenbelt Alliance will handle all coordination with the City of San Jose.

We hope that you will join us in creating PARK(ing) spots that engage and encourage interaction and conversation. Please let me know if you would like to participate or would like more information!

Here is a link to our Flickr slideshow from last year:

<http://www.flickr.com/photos/greenbeltalliance/sets/72157631629065876>



**WALKING:** A paved trail along the Guadalupe River in downtown San Jose, California, might be just what you need to work off some stress or even ride your bike to work. The Guadalupe River Park starts near the Children's Discovery Museum at the

south end of Downtown San Jose and runs northward for 2.5 miles to Interstate 880.

**FLYING:** Frazier Lake Airpark (Seaplane air strip...)  
Frazier Lake Airpark 1C9  
Hollister California  
<http://frazierlake.com/>



Can check out Airplanes at the Airpark.....on Weekends...



### TRAINS:

From Trees to Shining Seas – Felton to Santa Cruz

Departing from the Santa Cruz mountains, travel through Henry Cowell Redwoods State Park, down the scenic San Lorenzo River Gorge, across 1909 steel truss bridge and through an 1875 tunnel before arriving at the Santa Cruz roundtrips departing from the beach in Santa Cruz to Roaring Camp and back may be purchased from the conductor on the train departing from Santa Cruz.



### 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 'Clefs 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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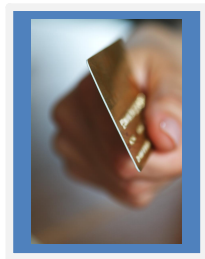
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DEADLINE TO SUBMIT ARTICLES FOR E-MAGAZINE, IS THE LAST FRIDAY OF THE MONTH NOTE: ARTICLES AND SPECIAL DATES APPEARING IN THE VAM ARE SUBJECT TO CHANGE WITHOUT NOTICE.

\* \* \* \*

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