

valley access

MAGAZINE

silicon valley
CONCIERGE
association



OCTOBER 2013

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SVCA MEMBERS - SAVE THE DATES

CIRQUE DU SOLEIL

Amaluna

OPENS NOVEMBER 15, 2013
AT&T PARK
SAN FRANCISCO

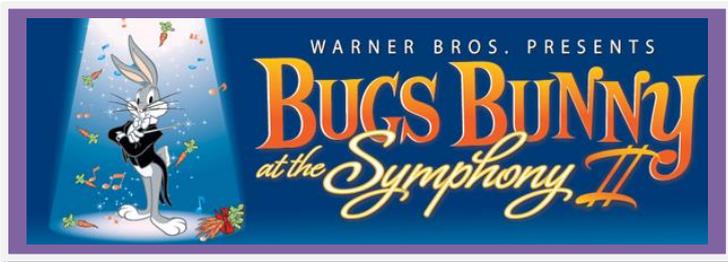
OPENS JANUARY 22, 2014
TAYLOR STREET BRIDGE
SAN JOSE

Amaluna invites the audience to a mysterious island governed by Goddesses and guided by the cycles of the moon. Amaluna is a fusion of the words ama, which refers to "mother" in many languages, and Luna, which means "moon," a symbol of femininity that evokes both the mother-daughter relationship and the idea of goddess and protector of the planet. Amaluna is also the name of the mysterious island where the story unfolds.

Their queen, Prospera, directs her daughter's coming-of-age ceremony in a rite that honors femininity, renewal, rebirth and balance, which marks the passing of these insights and values from one generation to the next. In the wake of a storm caused by Prospera, a group of young men lands on the island, triggering an epic, emotional story of love between Prospera's daughter and a brave young suitor. But theirs is a love that will be put to the test. The couple must face numerous demanding trials and overcome daunting setbacks before they can achieve mutual trust, faith and harmony.

SVCA Members are cordially invited to attend the Community Day Grand Opening of the "new" and improved San Jose Convention Center.

JOIN US FOR A PUBLIC COMMUNITY CELEBRATION
SHOWCASING THE NEW GRAND BALLROOM, THE
RENOVATED EXHIBIT HALLS AND THE CONCOURSE



ALL ARE WELCOME TO CELEBRATE WITH US

THURSDAY, OCTOBER 10th, 2013 4:30pm-9pm

ONGOING FESTIVITIES WILL INCLUDE:

SCHEDULED EVENTS WILL INCLUDE:

4:30pm: Doors open

5:30pm-6:30pm: First Symphony Performance

6:45pm: Tree of Ideas/public art lighting Mayor Chuck Reed

7pm-8pm: Second Symphony Performance

Please note: All Symphony performances take place in the new Grand Ballroom and therefore have a defined capacity. Doors to the Grand Ballroom will open 20 minutes prior to each performance. Entrance and seating to each performance will be on a first come, first served basis.

To **RSVP**, please go to the grand opening web site and reserve your complimentary admission here:

<http://sjccgrandopening.org/community-day/>

SAVE THE DATES

INVITATIONS TO FOLLOW

ORCHESTRIA PALM COURT
OCT. 9TH



THE TECH MUSEUM OF INNOVATION
STAR WARS
EXHIBIT
OCT. 23RD



MORTON'S STEAKHOUSE SAN JOSE
OCT. 29TH
COSTUME PARTY



Capers + Loft

13th Annual Golf Tournament

Monday October 28th 2013 Cinnabar Hills Golf Club

Check in time
10:00 am

Special par 3
Hole in one
WIN A CAR!!!

Prizes for
Closest to pin
Longest drive
Accurate drive

- ★ 11:30 am Shotgun Start
- ★ Format: 4-Man Scramble (singles welcome)
- ★ Lunch provided by Capers, served prior to tee-off
- ★ Shirt and cart gift
- ★ Beverages on course
- ★ Dinner & prizes presented at Capers directly after tournament
- ★ Entry deadline: October 21 st
- ★ Total cost \$180

To Benefit
Support Care For Kids

For more information contact
Kenneth McElderry
kmcelderry@alsagoldenwest.org

Please join us for a fun filled day and supporting a wonderful program

ALS can be overwhelming to families and loved ones. We recognize that children who have loved ones with Lou Gehrig's disease have unique needs. To support those families, the ALS Association Golden West Chapter created a special program to support these children with extracurricular programs of their choice. Our goal is to provide them, with a renewed conviction and spirit that will

For Information: kmcelderry@alsagoldenwest.org



Kim Aguirre

We're thrilled to announce our incoming CEO. Kim Aguirre has been promoted to director of aviation for SJC by City Manager Debra Figone following a national recruitment. Aguirre will take the place of current CEO Bill Sherry who retires on September 27.

Aguirre has had a long and successful tenure at SJC, having served in numerous roles over the past 18 years. She has been the assistant director of aviation since 2008 and SJC's chief operating officer since 2011, and as such has managed airside and landside operations, business and property development, and environmental and information technology services.

"I'm grateful for the terrific team we have in place at our airport, and I'm looking forward to working with our community and airline partners to ensure that SJC remains the airport of choice for San José and Silicon Valley businesses and travelers," said Aguirre.

SJC's Passenger Traffic Rises for Seventh Consecutive Month in July

Thank you Silicon Valley residents and Businesses .It's because of you that SJC passenger traffic grew by 5.4 percent in July 2013 compared to the same month last year. This is the seventh consecutive month of year-over-year passenger gains, for an overall calendar year-to-date increase of 4.9 percent.



The increased traffic is due to more air service to the places Silicon Valley travelers want to go, an improving economy, and diverted flights for a week from San Francisco International Airport (SFO) due to the Asiana Airlines Flight 214 crash on July 6.

With continued help from our community, Silicon Valley's Airport will continue to grow and provide the air service you deserve! Silicon Valley travelers and businesses can help the Airport in our region's combined efforts to increase the choices available for flying from SJC by writing to the airlines to tell them where you want to fly! Please be sure to send the Airport a copy of your communications to airlines at info@sjc.org, or mail to: SJC Air Service Development, 1701 Airport Blvd, Suite B-1130, San José, CA 95110.

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.



THE POLITICO

TheatreWorks presents the California premiere of *Warrior Class* (Oct 9-Nov 3), a taut, incisive, smartly-written political drama by Kenneth Lin centering on a young, successful and charismatic Asian-American candidate dubbed the "Republican Obama." Everything seems to be going his way until a youthful indiscretion is uncovered which threatens to ruin his political campaign. Through this he discovers the dangerous intersection of politics and idealism, as well as the realities of hardball politics and backroom electioneering. Tue-Wed, 7:30pm; Thurs-Fri, 8pm; Sat, 2 and/or 8pm; Sun, 2 and/or 7pm. (Mountain View: Center for the Performing Arts, 500 Castro St.; 650/463-1960; www.theatreworks.org)

A THOUGHTFUL PLAY

San Jose Repertory Theatre presents the Bay Area premiere of *Next Fall* (Oct 17-Nov 10), This "artful, thoughtful and very moving" (NY Times) play by Geoffrey Nauffts centers on the relationship between a responsible but neurotic atheist and an impulsive, underemployed actor who is a devout Catholic. When tragedy strikes, family and friends' deeply held beliefs collide, as they attempt to discover how to balance faith and love through pain, intolerance, honesty and laughter. Thurs-Fri, 8pm; Sat, 3 and/or 8pm; Sun, 2 and/or 7pm. (San Jose: 101 Paseo de San Antonio; 408/288-5437; www.sjrep.com)



OUTRAGEOUS FUN

Presented by Broadway San Jose, the international hit, *Priscilla, Queen of the Desert: The Musical* (Oct 29-Nov 3) comes to San Jose. Full of eye-popping visuals and musical numbers, this fun show tells the uplifting story of a trio of friends on a road trip of a lifetime. Hopping aboard a battered bus in the middle of the Australian outback, they go in search of love and friendship and end up finding more than they could have ever dreamed of. This Tony award-winning show features a bevy of dance-floor favorites, including "It's Raining Men," "Finally" and "I Will Survive." Tues-Thurs, 7:30pm; Fri, 8pm; Sat, 2 & 8pm; Sun, 1 & 6:30pm. (San Jose: San Jose Center for the Performing Arts. 255 Almaden Blvd.:

www.DineShopPlay.com

October is loaded with a variety of fun events for all. Here are some highlights from the folks at Discover Silicon Valley. For a full calendar, visit www.dineshopplay.com. Enjoy!

SAVOR THE FRUITS OF THE VALLEY

Take a pleasurable short trip outside of the go-go-go atmosphere of Silicon Valley and enter a state of oenophile-induced bliss at the Santa Clara Valley Fall Passport Weekend (Oct 5-6). Discover the many treasures that Santa Clara Valley wineries have to offer during this special weekend, when wine lovers can purchase a passport to visit participating wineries and enjoy a range of VIP treatments and events, such as tours, exclusive barrel tastings, new releases and special discounts, as well as live entertainment and tasty BBQs. Passports can be purchased at select participating wineries and other locations. Salute! 11am-5pm. (Santa Clara Valley: Various locations; 408/842-6436 or www.santaclarawines.com)



A TRUE AMERICAN TRADITION

See what the nation's top cowgirls and cowboys are truly made of at the Grand National Rodeo (Oct 18-19 & 25-26). In addition to professional rodeo events such as steer wrestling, team roping and bareback riding, this rodeo event showcases the best horses and livestock on the West Coast. Topping off these country-themed gatherings are tasty BBQ dinners, as well as live music and dancing. 7:30pm. (Daly City: Cow Palace, 2600 Geneva Ave.; 415/404-4111)

A FAMILY AFFAIR

Mickey, Minnie, Donald, Goofy, Daisy and their friends from The Lion King, The Little Mermaid, Peter Pan and Lilo & Stitch take to the ice this fall in Disney on Ice's Passport to Adventure, Oct 23-27. Upbeat music, loveable characters, colorful costumes and exciting destinations make for a fun-filled family production. Wed-Thurs, 7:30pm; Fri, 10:30am & 7:30pm; Sat, 11am, 3 & 7pm; Sun, 11am, 3 & 6:30pm. (San Jose: SAP Center, 525 W. Santa Clara St.; 800/745-3000)

QUILT IT!

Now in its 22nd year, the Pacific International Quilt Festival (Oct 17-20) is proof that quilting is not a thing of the past. Highlighting a spectacular collection of over 800 of the finest wearable and textile art innovations from around the world, this four-day event—the largest on the West Coast—is jam-packed with over 60 informative workshops, demonstrations and lectures presented by world-renowned instructors. A Merchants Mall with over 300 booths offers the best in fabrics, notions, machines, wearable art and everything for the quilter, artist and home sewer. Special exhibits will also be on display, including the international entries of the 2013 World Quilt Competition, as well as works by Northern California's best quilt makers. Thurs-Sat, 10am-6pm; Sun, 10am-5pm. (Santa Clara: Santa Clara Convention Center, 5001 Great America Pkwy.; 215/862-5828)



PUMPKIN-O-RAMA

'Tis the season for pumpkins and the World Pumpkin Capital does not disappoint! Celebrating its 43rd year, the Half Moon Bay Art & Pumpkin Festival (Oct 19-20) celebrates the fall bounty and harvest splendor with a special display of humongous heavyweight champion pumpkins (some as large as a VW Beetle!), as well as the Great Pumpkin Parade (Oct 19 at 12pm), costume contests, seasonal arts and crafts booths, pick-your-own pumpkin patches, three stages of live music and plenty of home-style food and drink (including the self-proclaimed "best pumpkin pie on the planet"). And not to be missed: Farmer Mike—the "Picasso of pumpkin carvers"—will be sculpting a monster 1,200+lb. pumpkin into a one-of-a-kind masterpiece. Free admission. 9am-5pm. (Half Moon Bay: Main St. btwn. Miramontes and Spruce Sts.; 650/726-9652)



"Made on the Coast" Locals' Block Expands Its Offerings for the 2013 Half Moon Bay Art & Pumpkin Festival

The "Made on the Coast" (MOTC) Artists' Group, a subcommittee of the Half Moon Bay Beautification Committee (HMBBC), has announced its plans for the 2nd Annual "Made on the Coast" Locals' Block at the Half Moon Bay Art & Pumpkin Festival. Building on the success of last year's event, MOTC is substantially expanding its offerings in the "Locals' Block," which will be located on Main Street, between Mill and Kelly, and will welcome visitors from 9:00 A.M. to 5:00 P.M. on Sunday only, October 20th, 2013.

INSIDER'S TRACK

Is Certification for Hospitality Specialists desirable and meaningful? A critical look.

As member of SVCA and former Concierge at the Hotel Fairmont San Jose, I like to think that I have some insight into matters "Hospitality Management" of which Concierges are an important part. SVCA's membership under the leadership of Mori Mandis has become a mosaic of hospitality specialists that comprises, without being complete, "meet and greet" staff at the airport and local convention centers; meeting planners; tour guides; restaurant managers; general-; sales-; and front desk managers in hotels; department heads from local academic institutions who offer degree programs in hospitality management; and – loan behold, a concierge here and there.

What does it all mean? Well, the common denominator is "hospitality" to be offered local visitors and visitors from various parts of the country and from abroad – in Silicon Valley on business or leisure. This manifests itself in many ways from familiarizing repeat visitors with the latest offerings and attractions to initiating newcomers into Silicon Valley and the larger Bay Area. The larger the repository of information hospitality specialists have to offer, the greater their value to the visitors and their employers. "Clef D'Or" holders claim to have a monopoly on that skill and their persistence to have it bestowed on them.

In today's travel and leisure world, technology has made major inroads in providing information, worldwide, about attractive destinations, places to see there, and events to book. The data bases are offered on the Internet by such diverse organizations as credit cards with bonus point programs, convention and visitor bureaus, travel management companies, meeting planning companies – you name them. Ostensibly these data bases are up-to-date and accurate and have a feedback feature from customers who have used them. Their value varies, but is not a good substitute for local experts who take the time and have the duty to be thoroughly familiar and have first-hand detailed knowledge of their recommended opportunities.

Should such local experts undergo a certification program? A certified "Hospitality Manager" (or Concierge!) might give visitors and guest's confidence that they are given the best and up-to-date advice sought. SVCA is in the process of addressing this matter. The organization wants to give hospitality more visibility and its members a more definable career path. Basically, SVCA's leadership considers certification – if properly presented and conducted – a desirable asset in one's skills inventory. While networking, familiarization meetings offered by the hospitality industry, and sample offerings – of the locations, attractions, facilities or culinary types – are the tools to use in the process, possessing a "Concierge" certificate ought to enhance any hospitality industry member's value to his or her employer and the guests/visitors being served. In raising this issue, I am not taking anything away from the Hospitality Degree Programs offered by the local colleges. On the contrary, being a certified Concierge would be an extension and enhancement.

Members of the SVCA Board and the author would like to hear from you! What are your thoughts?

Gus Holweger
Adjunct Member of SVCA's Board and Contributor to Silicon Valley Access Magazine.
gusholweger@comcast.net

Dinner & Dancing...

Halloween Bash

Friday, October 25th

6:00 p.m. - 11:00 p.m.

Join us for a special evening of wine, live music and people who are ready to mingle in costume!



Gather your friends and colleagues and come to **The Mountain Winery** after work to enjoy great wine & spirits, good company, live music and breathtaking views. Food and beverages (full bar) will also be available for purchase. The event will be located inside our Historic Winery Building.

The Cocktail Monkeys will be performing live, covering your favorite songs by your favorite bands!

The dinner menu features festive fall offerings like Kobe Meat Loaf, Loch Duarte Salmon and Braised Lamb Shank. [Click here to view the sample menu.](#)

Activities to include:

- Live Music Entertainment.
- Door Prizes

Online tickets are available now for \$20.

Admission is \$25 at the door.

Parking is FREE.

Guests must be 21+ to attend.

**PRIVATE DINING DONE RIGHT!
IT'S NEVER TOO EARLY!**

MORTON'S
THE STEAKHOUSE

Book your holiday party and Receive a gift from us!
Promotion Valid at Lunch (seven days a week, where applicable)
and Dinner Sunday – Thursday

Any party that actualizes the following food & beverage subtotals will receive:

\$1000 - \$1499 = \$75 gift card	\$6001 - \$7000 = \$300 gift card
\$1500 - \$3000 = \$100 gift card	\$7001 - \$8000 = \$350 gift card
\$3001 - \$4000 = \$150 gift card	\$8001 - \$9000 = \$400 gift card
\$4001 - \$5000 = \$200 gift card	\$9001 - \$10,000 = \$450 gift card
\$5001 - \$8000 = \$250 gift card	Over \$10,000 = \$500 gift card

Event must be booked between July 1, 2013 and October 1, 2013 and take place between November 11, 2013 – January 17, 2014.
Not redeemable on existing contracted events and not valid with any other offer.

Landry's Select Club Points cannot be earned with this promotion.



Executive Board Members

Mori Mandis, President
svconciierge@mindspring.com

Vice President – OPEN

Shawna Dedrick, Executive Director
shawna@hotellogatos.com

Marianna Khienkina, Director of Administration
mkhienkina@gmail.com

June Suzuki, Director of Finance
Junes1937@att.net

Louise Klein, Director of Membership
Louise.klein@sjsu.edu

Members of the Board

Anthony Aguilar, Communication/Events Chair
svcaemail@yahoo.com

Christopher Citti, Sponsorship Chair
christophercitti@cittisflorist.com

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Community Relations Chair
OPEN

Victor Escoto, Media Relations
victor.navarro-escoto@hilton.com

Nathan Emmett, Attractions Chair
nathan@winchchestermysteryhouse.com

Gus Holweger, VAM Contributor
gusholweger@comcast.net

Michael McLain, Industry Outreach Chair
Michael.mclain@hyatt.com

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Jordan@jordanriverphoto.com

Lillian Scoyen, Educational/Seminar Chair
Ldiscover@aol.com

Advisors to the Board

John Blem
Anna Morris
Armando Garza
Shozo Kagoshima
Randy Zechman

VALLEY ACCESS ELECTRONIC MAGAZINE - CONTRIBUTORS

EDITOR/PUBLISHER

Mori Mandis
svconciierge@mindspring.com

CONTRIBUTORS TO VALLEY ACCESS E-MAGAZINE

Gus Holweger – INSIDER'S TRACK
gusholweger@comcast.net

Kereli Sengstack, LiveSV
kereli@artscouncil.org

Explore Publishing & Discover Silicon Valley
rita@explorepublishing.com
www.DineShopPlay.com

SJC AirTime Silicon Valley Airport Newsletter
info@sjc.org

SVCA Web-site www.SiliconValleyConciierge.com

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

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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Information & Membership:
SVCA - Membership
P.O. Box 2545
Saratoga, CA 95070-0545

Email: svca_membership.com



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