

# valley access

MAGAZINE

silicon valley  
CONCIERGE  
association



JANUARY 2014

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Discover Silicon Valley Arts &  
Entertainment  
at

LIVE<sup>SV</sup>

A program of Silicon Valley Creates  
*Happy New Year!*

Have you made any New Year's Resolutions yet? If you're looking to make one, how about a resolution to have many new arts and cultural experiences this year! If that sounds fun, we can help you with some suggestions. Here are three to get you started, and many more at [www.LiveSV.com](http://www.LiveSV.com)!

Gilbert and Sullivan's comic opera *The Mikado* is one of the duo's most beloved works and one of the most popular operettas performed in English. Set in the fictional Japanese town of Titipu, *The Mikado* tells the story of the beautiful schoolgirl Yum-Yum, who becomes entangled in a love triangle. Complications and merriment ensue... For more information, go to: <http://www.livesv.com/event/detail/441811467>.

Real-life astronomer Henrietta Leavitt's research in the early 1900s at Harvard's observatory altered everything we knew about the universe. But this brilliant, headstrong pioneer struggled for recognition in the man's world of turn-of-the-century astronomy. *Silent Sky*, the bio-drama based on Leavitt's life, mixes science and history with feminism and romantic love to create a captivating blend. For more information, go to: <http://www.livesv.com/event/detail/441736343>.

Before *Cabaret* and *Urinetown*, there was the first dark, adult masterpiece of musical theater, *The Threepenny Opera*. Incorporating a sharply political perspective and the jazzy sound of '20s Berlin cabaret, *The Threepenny Opera* turns an old-fashioned opera into a piece that remains fresh and daring to this day. For more information, go to: <http://www.livesv.com/event/detail/441802408>.

SILICON  
VALLEY  
CREATES

Submitted by, Kereli Sengstack ([kereli@svcreates.org](mailto:kereli@svcreates.org))

## CIRQUE du SOLEIL AMALUNA

Opens Jan 22  
Taylor Street Bridge - San Jose



Amaluna is a touring show by Cirque du Soleil which premiered in Montréal, Canada, on April 19, 2012, created and directed by Diane Paulus. Loosely inspired by William Shakespeare's *The Tempest*, the story takes place on an island governed by goddesses. During a storm, a group of men are washed up on shore. The queen's daughter falls for one of the young men and the trials of their love are the elements composing this production.

The title, Amaluna, is the combination of two words. "Ama" which refers to mother in many languages, and "luna" which means moon. The moon is a symbol of femininity, which is part of the reason it was chosen for this production.

Scott Pask created a set that was inspired by nature; using branches resembling bamboo that both frame and the set and reach out to the audience. The set is open yet immersive at the same time. This is attributed to the towering trees near the edge of the center stage and the lower, denser flora further upstage. The trees themselves were not treated to look like actual wood, yet are natural and remain hand-crafted while still evoking the natural sense of nature.

Color is a strong component seen throughout the stage. The primary colors of this motif are those found in peacock feathers. Lighting is used to create a sense of danger and heightened awareness. This is done by the use of lighting styles and using the set to cast shadows.

The center stage in Amaluna has a mechanism allowing it to revolve, as can the carousel suspended above the stage. The set design has very few moving parts, and has no visual effects. This decision allows for greater attention to the performers.

As a member of the SVCA, here is a 15% off select tickets for performances in the Bay area\* in order to give your clients the best seats available at a lower price. Purchase regular & VIP tickets:

<http://www.cirquedusoleil.com/en/mail/shows/amaluna/eblast/2013/SanFrancisco/thebay-concierges-scva.aspx>



REMEMBER...THE NEXT TIME YOU RSVP!

LEIGH WEIMERS 8/6/97..."Mr. Manners has something to say. At a recent San Jose Symphony event, 30% of the 100 people who had signed up to attend were no-shows.

At an even more recent San Jose Repertory Theatre party, half of the 48 people who had RSVP'd their attendance didn't put in an appearance, and only three of them called to apologize.

Now, discourtesy is fairly common in the '2000'S--too many people don't bother to reply when an RSVP is requested. But when they do say they're coming--and then don't--that leaves the hosts hanging with a lot of leftovers and a distinctly bummed out impression of the inconsiderate wretches. Don't let this be you. And don't think nobody will notice. The Rep party hosts certainly did. **They still have your name tags."**

*(Please remember this next time you RSVP for a SVCA event. Thank you!)*

## INSIDER'S TRACK

Thoughts about the Silicon Valley Hospitality Industry's opportunities and challenges for the New Year 2014

The mosaic of hospitality services, hotel and residential concierge services, meeting planning, tour guide services, restaurant and catering managements, has become more colorful as of late. The reasons are that Silicon Valley is one, if not the center of High Tech industries, many of which are owned and staffed by worldwide companies with their attendant language and cultural backgrounds.

How can the local colleges offering Hospitality Management programs and degrees and the many providers of hospitality services meet the needs of the companies in the Valley and visitors from around the world?

A solid knowledge base within the context of the vast resources of the San Francisco Bay and in particular Silicon Valley ought to be a must for anyone attempting to make his/her mark in the local hospitality industry. While this was, originally, the home turf for Hotel Concierges, the demands for services have grown rapidly, as have the providers' specializations, technically, demographically and geographically. For these reasons, it has been suggested that hospitality services replace the much narrower definition of concierge services.

The debate over this matter continues. The success factors for individuals and companies in the hospitality industry remain the same. Following are some that, if addressed properly, will enhance the image of Silicon Valley:

-Seek repeat business

Provide the client(s) with quality services that will make them come back on future trips or make them spread the word about their experiences.

-Create business models that are responsive to the ever changing needs of visitors (business and leisure alike). Included here could be a career path based on skills and experience.

-Offer courses (local colleges) that provide skills that go beyond the traditional offerings (languages; cultural backgrounds/customs; culinary specialties, local history)

-Address the interests and needs of family members who accompany business visitors.

-Establish good relations with the local travel industry.

SVCA has many members who have expertise in those areas. Mori Mandis, President of SVCA has asked some of them to serve on its Board of Directors. In an upcoming issue of the Valley Access Magazine we will introduce the new board members to you via a short biography.

In the meantime: Happy New Year 2014 to all of our members and readers of the Valley Access Magazine. Let us have your feedback. We'd love to hear from you.

**Gus Holweger**  
**Contributing Editor of VAM and Adjunct Board Member of SVCA**  
**(408) 445-2015**

**Tesla Motors**, headquartered in Palo Alto, CA, was founded in 2003 by a group of intrepid Silicon Valley engineers who set out to prove that electric vehicles could be awesome. And from the looks of it in the baggage claim of Terminal B where the Tesla Model S is on display, they were successful! Tesla Model S was voted the 2013 Automobile of the Year by Automobile Magazine and the 2013 Car of the Year by Motor Trend. Our featured gift of the day is a sporty jacket from Tesla. This soft-shell jacket made of stretch polyester bonded to a micro-fleece liner is perfect for test driving a Tesla.

- Public art, including the **Space Observer** and Dreaming F.I.D.S., also known as “the fish tank,”



-Children’s play tables and seating in hold rooms for Southwest Airlines and Alaska Airlines

- Hicklebee’s Children’s Bookstore within the Authors retail concession in Terminal A.

The Transportation Security Administration is also focused on traveling families, and offers this kid-friendly animated video, [Stop. Screen. Go.](#), so they’re prepared for takeoff.

# wine@ 52 degrees

presents

## The (Re)Launch Party

Join us on

**Sunday, January 26, 2014, 1:30 pm - 4:00 pm**

for an afternoon of wine, music and light repast to celebrate the re-launch of wine@ 52 degrees at the historic Jamison-Brown house on the grounds of the Triton Museum in Santa Clara.



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Silicon Valley Chapter  
2014  
NACE Awards Gala

## Best of the Industry Awards Gala

Friday, the thirty-first of January  
two thousand fourteen

from 7 o'clock until 10 o'clock in  
the evening

Four Seasons Hotel Silicon Valley  
2050 University Avenue  
East Palo Alto, California 94303

Rooms reserved under the block

“SV NACE”

Black & White Attire Requested

Silicon Valley NACE  
Members · \$95  
on Jan. 17th –

Rates go up to \$115/\$125  
Non-Members · \$105

<http://siliconvalleynace.org>



Told with a fresh twist, presented in contemporary dress with an all-female cast, this Tony award-winning musical strikingly brings to life the signing of the Declaration of Independence. Contemporary staging and revolutionary casting give the musical's passionate songs and quick-witted dialogue a new and exciting impact.

Tickets are available online at [tabardtheatre.org](http://tabardtheatre.org), or by calling 800-838-3006.



San Jose Institute of Contemporary Art



New Exhibitions Explore Intersections of Japanese and Western History and Culture



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**Film and Photography**

*The organizers may film and photograph the event. These materials will be used online and offline to promote Silicon Valley Concierge Association and to advertise future events. By attending the event you agree to appear in such films and photographs.*

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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.

\* \* \* \*

**SVCA Membership**

SVCA Student

\$25.00

SVCA Member

\$50.00

Non-Profit Groups

\$100.00

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\$150.00

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\$500.00

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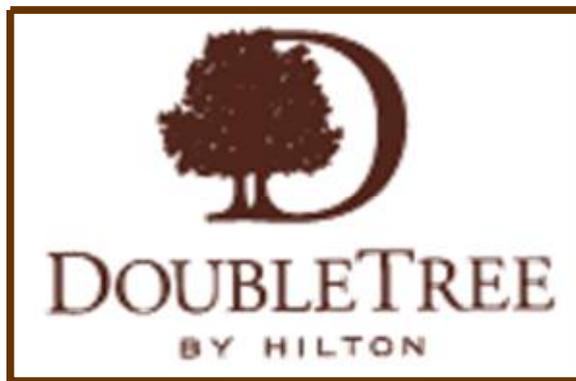
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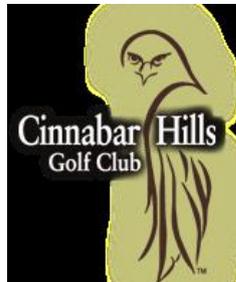
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