Please join us for our One Year Anniversary Party on February 28 featuring the Eulipion All-Stars (Charles McNeal, Howard Wiley, Mike Olmos, Peppe Merolla, Matt Clark, & Aaron Germain)

INSIDERS TRACK

It's time for this year's Annual Hospitality Awards poll – Make a note of it!

Every Year, the members of Hollywood’s Screen Actors Guild are polled to find out who, in their opinion has excelled in various film categories. The resulting SAG awards are highly valued, because the winners were chosen by their peers. The Silicon Valley Concierge Association follows a similar pattern, as it polls its members for their peer choices in the various disciplines in the Hospitality Industry such as, among others, ‘Best Concierge’; best Upscale Restaurant; best Meeting Planner; best Tour Guide; best Transportation Company, best Boutique Hotel etc. ….

SVCA’s leaders are in the process of preparing for this year’s poll. For you, SVCA’s ‘card-carrying’ members, this is your opportunity to cast your vote – better yet – to be elected tops in your area of expertise. Don’t miss your chance to acknowledge those whom you consider the best in each category.

The results will be tabulated and the winners announced at the 2014 SVCA Hospitality Awards celebration. It will take place, Wednesday, May 21st at the Double Tree Hotel by Hilton in San Jose. You don’t want to miss this occasion to mingle with your fellow SVCA members, representatives from the Valley’s Hospitality industry and Colleges that have Hospitality degree programs (SJSU, Cabrillo and Mission College).

Remember: Silicon Valley is one of California’s key destinations for business travelers and tourists from the US and around the world. It is SVCA’s mission to meet their expectations – swiftly and expertly.

Hotel Impossible – is there such a property?
On cable channel 71 I found www.travelchannel.com/tv-shows/hotel-impossible subtitled: “Internet Marketing for telling the story”. This program is a take-off of a TV program “Restaurant Impossible” which some of you may have seen. Essentially, it tells the story of hotels that have either an ill-conceived business model or have fallen upon hard times for a variety of reasons and need to be rescued before it is too late. I am not trying to hype the program, but I thought it provides interesting case studies for what to do and what not to do. Since the hotel industry is an integral part of the hospitality industry you may want to tune the program in when you get a chance.

By the time you read this column, this year’s Super Bowl will have taken place. I hope your team is the winner!

Gus Holweger
Adjunct Member of SVCA’s Board and Contributing Editor to VAM.
gusholweger@comcast.net

KUNG HEI FAT CHOI!
Chinese New Year at Santana Row
Celebrate the Year of the Horse on Saturday, Feb. 22

Santana Row’s annual celebration of the new lunar year begins at 1 p.m. on Feb. 22 with the exciting drumbeats and crashing cymbals of the lion and dragon dances in Santana Row Park.

New this year, traditional red envelopes, called “lai see” will be distributed to guests, with one lucky winner finding a $1,000 Santana Row gift card inside. Every envelope will contain discount coupons for shopping and complimentary two-week passes to Club One Fitness.

Where: Santana Row Park
What: A festive afternoon celebrating the Lunar New Year. Lucky red envelopes will be distributed to guests from 1 to 4 p.m. with one extra lucky winner who will find a $1,000 Santana Row Gift Card inside. All other envelopes will contain coupons, certificates and discounts to stores such as Icebreaker Touchlab and Lucy as well as complimentary two-week passes to Club One Fitness.

The afternoon is filled with a lineup of traditional live performances celebrating the start of a new year, including martial arts demonstrations, fashion presentations, music, singing and dancing.

The event is free and open to the public.

Great News! 2014 Printed Calendar are now available through Digital Electronic Version that you can download. Every Festival & Event can be accessed with just a click that takes you directly to their website www.whatshappeningcalendars.com, John Benus, Publisher
www.DineShopPlay.com

From Cirque, jazz, opera and a Bee Gees show to theatre, ballet and some exhibits, here are top picks from Discover Magazine for what's going on this month.

COOL SOUNDS

The San Jose Jazz Winter Fest—the "cool" winter counterpart to the ever-popular Summer concert series—is just as sizzling hot, showcasing a singular lineup of celebrated jazz artists, genre-busting musicians and regional youth jazz ensembles performing at a variety of venues in downtown San Jose. Running Feb 28-Mar 2, the 4th annual festival features performances by specially hand-picked jazz talent, including yzdec0 band Jeffery Broussard & The Creole Cowboys (2/28), Brazilian samba musicians Grupo Samba Rio (3/1), LA-based composer and viola player Miguel Atwood-Ferguson (3/1), saxophone hotshot Anton Schwartz and his quintet with special guest Taylor Eigsti (3/1), internationally-acclaimed Azerbaijani-born pianist and bandleader Aminat Figaurova (3/2), blues/soul diva Nikki Hill (3/2), and many others. In addition, this year's Club Crawl offers free after-hours shows at a selection of bars, clubs and restaurants in the San Pedro Square neighborhood. The festival. Various downtown San Jose locations; www.sanjosejazz.org

AN OPERA FOR THE AGES

Love, betrayal and heart wrenching emotion…that is the timeless tale of Madame Butterfly, Giacomo Puccini's operatic saga of devotion, tradition and sacrifice that is among the most beloved operas of all time. Brought to the stage by Opera San Jose, it is set in 1890s Japan and tells the heartbreak story of a charismatic but callous American naval officer who marries a young Japanese geisha for convenience, only to leave her while she faithfully awaits his return. Sung in Italian with English supertitles (tissues not included). The performance runs from Feb 15-Mar 2. Thurs-Sat, 8pm; Sun, 3pm. California Theatre, 345 S. 1st St., San Jose. 408/437-4450

ART-TO-WEAR

There are clothes that one wears for utilitarian purposes only, and then there are those garments which transcend functional attire and become true works of art that challenge our notion of clothing and identity. The San Jose Museum of Quilts & Textiles' exhibit Metamorphosis: Clothing and Identity (thru Apr 27) charts the development of the Bay Area Art-to-Wear movement, from its inception in the 1960s to the current generation of designers that are creating their own one-of-a-kind, handmade, artful pieces. Included in this interesting exhibit is an eclectic display of art-to-wear garments, textiles, drawings, wall hangings and ephemera from significant historical artwear exhibitions by influential founders of the Artwear movement. Wed-Fri, 12-5pm; Sat, 10am-5pm. Located in historic Santa Clara County courthouse on Quicksilver Drive, San Jose. 408/200-1234

VALLEY ACCESS ELECTRONIC MAGAZINE /2
Ama-luna is Ama-zing!

On January 22nd, Cirque's Big Tent opened up to welcome VIPs, members of the Press, and the Arts community to a special pre-opening of Cirque du Soleil's new touring show, Amaluna. Amaluna, meaning "mother moon," tells the story of a daughter's coming of age ceremony honoring renewal, rebirth, balance, and femininity.

Audiences are transported to the magical island of Amaluna, where a storm caused by Prospera the Queen capsizes a vessel of young men onto the island, and love ensues between a brave young suitor and the queen's daughter. The story is beautifully told through Cirque's signature dance, choreography, and acrobatics. And, as always, the makeup is flawless and the costumes are a pageantry of creativity.

What's different about this Cirque production? For me, it was the band. All female and all fabulous. Instead of staying in the shadows, the guitarists and vocalist were costumed, taking their place on the stage during parts of the show. Unfortunately, this was not possible for the drummer due to sheer logistics. However, her tight, in-the-pocket drumming could not be contained in the shadows or be ignored. When she came out for her bow (in a green and black costume worth mentioning), the crowd went wild with appreciation.

Cirque comes to town every year, so you might think you've already seen this show under the "Chapiteau," but this tour bursts the Big Top's seams with spirited live music, enhancing the excitement of an already spectacular show.

Date: Jan. 23 - Mar. 2, 2014
Location: The Big Tent @ Taylor Street Bridge, San Jose
Ticket Price: $60-$150
Tickets: http://www.livesv.com/event/detail/441802254/Cirque_du_Soleils_Amaluna

San Jose Stage Company Presents Powerful Iconic Musical
The Threepenny Opera
Adaptation & Lyrics by Bertolt Brecht
Music by Kurt Weill
February 5 – March 30, 2014 Extended eight-week performance run

Will gluten addicts embark on a new wave of protests at our humble South Bay Donusylum? What's a gluten anyways? Isn't it awesome that Gluten rhymes with Putin (more on that below)?

For our gluten-lovin' fans, 'donut' worry... We will continue to make all your gluten-laden favorites!

Ever since the auspicious launch of Psycho Donuts, customers have challenged us to take donuts to unthinkable places. We've donutized everything from tacos, pizzas, ice cream sandwiches, to sushi. We've placed edible bugs on donuts...

And today, we are bouncing off the proverbial rubber walls with glutenous glee, as we announce...
Please join us for our One Year Anniversary Party on February 28 featuring the Eulipion All-Stars (Charles McNeal, Howard Wiley, Mike Olmos, Peppé Merolla, Matt Clark, & Aaron Germain)

**FEBRUARY 2014 ENTERTAINMENT**

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<td>BAJABA Showcase&lt;br&gt;featuring LifeForce Jazz&lt;br&gt;In Celebration of African American History Month</td>
<td>Wax Wednesdays - Vinyl DJ Night</td>
<td>Aaron Germain Quartet</td>
<td>Breathing Patterns, Dinners, Little Sister</td>
<td>Austin Harris Quartet featuring Andrew Speight</td>
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<td>Dann Zinn Trio</td>
<td>The Bang, Joel Gion &amp; The Primary Colors, + Lagunitas Circus Party</td>
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<td>Pete Fallico’s Hammond B3 Thursdays, Will Blades Trio</td>
<td>Cafe Stritch One Year Anniversary Celebration featuring the Eulipions All-Stars</td>
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HALF MOON BAY’S AWE-INSPIRING FESTIVAL OF MAGNIFICENT MACHINES
Pacific Coast Dream Machines Show Returns to Single-Day Mega-Show – April 27, 2014 at Half Moon Bay Airport
The World’s Coolest Cars, Fantastic Flying Machines, Custom Motorcycles, Quirky Contraptions Headline

SPONSOR VENUE REQUEST:

The SVCA Board wish to thank you in ADVANCE to consider our request from our SVCA Members to help host the next Silicon Valley Concierge Association’s Annual “Best of Hospitality Awards” for 2014 in May.

These annual awards are in appreciation for commitment to excellence in providing exceptional hospitality service. They reflect the goals of the Silicon Valley Concierge Association which are providing “service, support and sharing.”

SPONSOR REQUEST:

- Donation of venue for the “Awards” presentations on a Tuesday/Wednesday evening in May (2 or 3 week) from 6 pm-9 pm (set-up around 3pm)
- Expected attendance of 150-200
- AV equipment, podium and chairs (100) needed
- We generally have 5 or 6 food stations which are hosted by various restaurants (if needed we provide)
- Dessert (finger size) can be donated
- Wine Tasting can be donated
- 200 wine glasses (needed)
- Tables needed
- 8 foot tables needed for food stations, wine vendors, and one table for awards next to podium
- Additional tables needed for display of raffle prizes (about 6)
- Cocktail tables for guests

The Awards event offers a special opportunity to showcase your establishment as an excellent meeting venue, receive recognition at the event and be acknowledged in the Silicon Valley Concierge Association’s “Valley Access Magazine.”

Thank you for your consideration of this proposal. We would be most excited about presenting the “Awards” at YOUR VENUE!

Since 1995 the Silicon Valley Concierge Association has been recognized as the leading professional organization dedicated to the education and advancement of its members. We believe that networking, training and knowledge benefit all of our businesses. The art of creating and maintaining positive relationships is a significant factor in the success of the SVCA and its hospitality partners.

Silicon Valley Concierge Association Board of Directors

Sincerely,

Mori Mandis, SVCA President
Shawna Dedrick, Hospitality Awards, Co-Chair
Chris Citti, Hospitality Awards, Co-Chair
Randy Zechman, SVCA Advisory Board
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Vice President – OPEN
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Marianna Khienkina, Director of Finance
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Jordan River, Photography, PR
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Lillian Scoyen, Educational/Seminar Chair
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Advisors to the Board

John Blem
Anna Morris
Armando Garza
Shozo Kagoshima
June Suzuki
Randy Zechman

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.

SVCA Membership

SVCA Student $25.00
SVCA Member $50.00
Non-Profit Groups $100.00
Sponsors Platinum $500.00

Information & Membership:

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

Email: svca_membership.com

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MORTON’S THE STEAKHOUSE – SAN JOSE

DROPTHought, INC

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* Santa Clara Convention & Visitors Bureau * San Jose Downtown Association

* Silicon Valley Tour Guides Association * Team San Jose * Vyne Bistro San Jose

(For sponsorship opportunities please contact: Chris Citti at christophercitti@cittisflorist.com)