CONGRATS TO OUR FIRST DIAMOND SPONSORSHIP
CITTI’S FLORIST – OVER 50 YEARS OF FLOWERS
800.239.0700

SVCA AWARDS
2014 - SPONSORS

AGS LINENS
A PARTY PLACE
CHANTAL-GUILLON
CINNABAR HILLS GOLF CLUB
CINNABAR WINERY
CITTI’S FLORIST
COMEDYSPORTZ
EXPLORE PUBLISHING
JORDAN RIVER PHOTOGRAPHY
MAGNOLIA JAZZ BAND
MICHII SUSHI
MISSION COLLEGE - FLORAL
ROYAL COACH
SAN JOSE A/V RENTALS
SILICON VALLEY TOUR GUIDES
TRINCHERO FAMILY ESTATES
WEST VALLEY CHARTERS

If you are interested in participating as a sponsor
Please contact us at:
svconcierge@mindspring.com

SILICON VALLEY CONCIERGE ASSOCIATION
12th Annual Hospitality Awards

Save the Date
OUR HOST

Cinnabar Hills Golf Club

Tuesday, May 20, 2014
Invitation to Follow
and his enemies rejoice, it's hard to blame them. George Cleve, Still, when he eventually receives a personal invitation to Hell, rooting for him, even as his dark side becomes more evident. The Don's personality is so beguiling that you'll find yourself Don Giovanni, a charming blend of comedy and drama presented Don Juan or, in Mozart's brilliant operatic version of the story, jilted lovers and mayhem in his wake. This is the classic tale of quintessential rake—a womanizing scoundrel that leaves a trail of THE SEDUCTION GAME...

831/685-8463 or visit www.siliconvalleyrestaurantweek.com.)

CALLING ALL FOODIES! Feeling curiously ravenous? Sample delectable cuisine from affordable prix fixe menus at a broad selection of local restaurants during Silicon Valley Restaurant Week, an exciting foodie festival held April 30–May 7. Silicon Valley offers an array of inventive, eclectic and multi-national cuisine choices, and what better way is there to try out new restaurants, chefs and flavors? Offering everything from steaks and seafood to Mexican, California, Spanish, Italian and French cuisines, participating restaurants across the South Bay and Peninsula include The Grill On the Alley, Paolo’s and Fahrenheit in downtown San Jose, Scratch in Mountain View, Sent Sovi Wine Lounge and Casa de Cobre in Saratoga, and LV Mar in Redwood City. (Locations vary; call 408/200-1317 or visit www.siliconvalleyrestaurantweek.com)

WINE TASTING IN THE HILLS Explore the Santa Cruz Mountains viticulture region at the Santa Cruz Mountains Winegrowers Passport Day (April 19). This quarterly event gives participants an inside glimpse at over 30 area wineries, from Los Gatos through Santa Cruz County. Purchase a “passport” at any participating winery and gain access to special tastings, tours and winemaker one-on-ones. 11am-5pm. (Various locations; call 831/685-8463 or visit www.scmwa.com)

THE SEDUCTION GAME... As legend has it, he was the quintessential rake—a womanizing scoundrel that leaves a trail of jilted lovers and mayhem in his wake. This is the classic tale of Don Juan or, in Mozart's brilliant operatic version of the story, Don Giovanni, a charming blend of comedy and drama presented by Opera San Jose, April 19-May 4. Who was that masked man? The Don's personality is so beguiling that you’ll find yourself rooting for him, even as his dark side becomes more evident. Still, when he eventually receives a personal invitation to Hell, and his enemies rejoice, it’s hard to blame them. George Cleve,
CONGRADULATIONS TO OUR 2014 NOMINEES FOR THE BEST OF AWARDS
BALLOTING WILL BEGIN APRIL 2, 2014

Best Hospitality/Concierge
Santana Row Concierge Group
Jeffery Phillips—Garden Court Hotel
Robin Kuborsky—Abbott Vascular

Best Hotel
Hyatt Regency Santa Clara
Dream Inn Santa Cruz
DeAnza Hotel San Jose

Best Upscale Restaurant
Le Papillon—San Jose
Parcel 104—Santa Clara
Manresa—Los Gatos

Best Casual Restaurant
Cascal—Mountain View
Poor House Bistro—San Jose
Henry’s Hi-Life—San Jose

Best Transportation Service
LoneStar Limousine
Royal Coach
Sal’s Airport and Limousine Service

Best Attraction
Winchester Mystery House
Santana Row
San Jose Sharks

Best Bar/Night Life
Single Barrel
Grill on the Alley
Hedley Club

Best Winery
Burrell School Vineyard & Winery
J Lohr Winery
Testarossa Winery

Best Museum
Intel
Children’s Discovery Museum of San Jose
Rosicrucian Egyptian Museum

Best Performing Arts
San Jose Repertory Theatre
ComedySportz
Montalvo Arts Center

Best Annual Event
Cinequest
San Jose Jazz Festival
Christmas in the Park

Dear SVCA Members:

The Silicon Valley Concierge Association is pleased to announce our celebration at our next Annual Hospitality Awards Event to be held on Tuesday, May 20, 2014 at Cinnabar Hills Golf Course in San Jose.

The awards event offers a special opportunity for your company to sponsor the event or donate goods for door prizes. Sponsors and Donors will receive recognition at the Hospitality Awards Event and will be acknowledged in the event program as well as the Silicon Valley Concierge Association’s “Valley Access Electronic Magazine”.

Gift Certificate Prize Donations may be mailed to:

Silicon Valley Concierge Association
P.O. Box 2545
San Jose, CA 95129

You may contact us via e-mail at svconcierge@mindspring.com to arrange for items to be picked up. To ensure timely acknowledgement in our events program and magazine we respectfully request that all sponsorships and donations are received by May 16, 2014.

Since 1995 the Silicon Valley Concierge Association has been recognized as the leading professional non-profit organization dedicated to the education and advancement of its members. The SVCA assists members in enhancing their professional skills through networking and familiarization events, meetings, and electronic newsletter/social media.

We believe that “A Hospitality Networking Organization” is beneficial to all of us. The art of creating and maintaining positive relationships is a significant factor in the success of the SVCA and its hospitality partners.

We thank you in advance for your consideration in supporting the Silicon Valley Concierge Association and look forward to seeing you at the awards event!

Sincerely,

Mori Mandis
SVCA President
Digital Addiction – is it leading to service and communications becoming ‘selfie’ issues?

There is no question that technology has opened up information channels and access to data bases that lets members and users in the hospitality industry use its tools without third party assistance or intervention if they so choose.

There is a bewildering array of ways to communicate and an equal alignment of portable and stationary devices that allows users to access or verify needed information almost instantaneously. Timeliness, cost and convenience of information accessibility have often led guests to doing for themselves what traditionally had been done for so long by trained and experienced members of the hospitality industry. Many of today's guests, unless they stay in four-star hotels where a concierge on duty is a status symbol for exemplary service, fall into that category. Even then, they may prefer self-service over a liveried employee of the property where they stay.

Several stories as of late in the press may illustrate these developments:

“Hotel chain launches virtual concierge service with hyper-local focus” read the headline in Relaxnews about Hotel Indigo London, Paddington, and part of the InterContinental Hotels Group. It describes the property’s new guest service called “Neighborhood Guide”, an interactive touch screen that will be installed in hotel lobbies across the system. “Much like a virtual concierge, the display allows guests to look up local attractions, restaurant recommendations and interact with guests from other properties around the world.

But what makes the service particularly interesting is that recommendations aren’t carbon copied from guidebooks, but curated from hotel staff – everyone from bartender to the room attendant contributes addresses of their favorite hangout, like the best place in the city for a burger or late night jazz.” Says American brand manager Mary Winslow in a statement: “Every person who works in hotel Indigo is an expert on their local neighborhood….At our hotels, it’s everyone’s role to connect guests to the neighborhood.”

Virtual concierges have become increasingly popular in the mainstream hotel industry. For example, in 2013 Marriott Hotels launched a virtual mobile check-in service for guests so that they may bypass the front desk and proceed directly to their room. One of the pioneers in the virtual concierge service, however, is the Hyatt hotel brand which launched a dedicated Twitter concierge service in 2009.

In the March 1 issue of the Wall Street Journal, Joe Queenan wrote, under the heading: “Time to Hit ‘Delete’ on Business Centers”: “One of the great unanswered questions of the 21st century is: Why do hotel business centers exist? Or, to be more precise, why do they still exist?”

The author points out a variety of reasons why business centers have outlived their usefulness. One of them is that they are rarely meeting users’ needs. He states: “In business centers, the Jurassic-era computers, infested with viruses and other malware, take a week to boot up. You can never get fast access to your e-mail. When you do arrive at the page you are trying to reach, the screen freezes, and you have to start from scratch. The printer won’t connect with the computer, and even if it does, it will be out of paper. Or ink. Want to print out your boarding pass before heading for the airport? Get the concierge to do it. The concierge in a different hotel. (really?).”

Joe Queenan’s states further: “Despite their uselessness, business centers continue to exist.”

In this, the 21st century, technology has, on many fronts supplanted traditional functions and – what once were helpful – devices. Did he have to mention ‘cuspriors’ as examples? Not really. Surely you get the gist.

Given the flexibility in the hospitality industry, there is always the other extreme. Instead of technology replacing or supplementing many functions new, enhanced ones, and done by humans, are springing up. In the March 2 issue of the NY Times Joe Queenan has an article entitled: “New Butler Services Buff Luxury Hotels.” In his introductory paragraph he has this to say: “In the race for an increasingly personalized luxury hotel experience, the butler (yes, you read this right!) may be the ultimate amenity. Since January (of 2014) the new Langham, Chicago has employed a rotating staff of eight dedicated butlers for its three club floors. Carlos Carrera, the director of butter services for the hotel, said that the new generation of butlers specializes in services like unpacking and pressing and arranging daily details like dinner reservations and child care.”

He continues in his article: “At the Langham, the service costs an extra $75 per person daily for those on the club floors, where rooms are $470 to @1,500 per night. The hotel’s Infinity and Regent Suites, which go for $6,000 a night, include a 24-hour butler service. At the St. Regis Hotels the butler has morphed into a personal assistant.”

Do I need to go any further? As you can see, guests at these properties are unlikely to be “Digital Addicts” like the many guests in the “run-of-the-mill” hospitality industry.

How do Human Resource departments in the hospitality industry staff and compensate the myriad of job functions, let alone suggest to their management a meaningful career path? They have to put up with the challenges their guests put them up to. Concierge anyone?

Your comments and suggestions are always welcome

Gus Holweger
Adjunct / SVCA Board /Contributing Editor to VAM
gusholweger@comcast.net

Serving Santa Clara Valley for over 45 years

INSIDER’S TRACK

Anna Morris (http://virtualwerks.com/telecommuter.htm)
Discover Silicon Valley Arts & Entertainment at LiveSV
A program of Silicon Valley Creates

“Spring Out” for Spring!

“Spring out” this season for all of the fun and unique event opportunities in Silicon Valley! Here are three April events that “jumped” out at us. For more fun events to put a “spring” into your step, visit us at www.LiveSV.com!

Spend a spring afternoon strolling Lincoln Avenue and sipping wine from over thirty wineries at the festive annual Downtown Willow Glen Spring Wine Walk! Visit the tasting sites set up in various businesses, meet local business owners, and take home a commemorative wine glass. April 26 on Lincoln Avenue in Downtown Willow Glen. For more information, call: 408-298-2100 or visit: http://www.livesv.com/event/detail/44182304/Downtown_Willow_Glen_Spring_Wine_Walk.

Enjoy dance, music, and poetry from the Silk Road, including Iran, Afghanistan, Armenia, China, India, Azerbaijan, Egypt, the Balkans, the Roma, and more! The Festival of the Silk Road 2014 unites stellar dance and music artists to celebrate the rich cultural traditions of the Silk Road. These historic trade routes stretched 7,000 miles across Eurasia from the China Sea to the Mediterranean Sea, creating an epic cross-pollination of ideas, culture, and creativity. April 27 at the School of Arts & Culture at the Mexican Heritage Plaza in San Jose. For more information, call: 800-838-3006 or visit: http://www.livesv.com/event/detail/44182819/Festival_of_the_Silk_Road_2014.

The City of Mountain View Recreation Division is pleased to present the 36th Annual Spring Family Parade. The parade will begin at noon on Castro Street at Villa Street and continue all the way into Pioneer Park for crafts, games, music and fun. April 26 in Downtown Mountain View. For more information, call: 650-903-6331 or visit: http://www.livesv.com/event/detail/441827804/36th_Annual_Downtown_Family_Parade.

Submitted by, Kereli Sengstack (kereli@svcreates.org)
Dancin’ Downtown Festival
Sunday April 27, 10 a.m. to 3:30 p.m.
Santana Row and sjDANCEco has partnered again this year to bring local and regional dance artists together to celebrate National Dance Week in a free outdoor festival that features the diversity and the wealth of our dance community. Join us at Park Valencia for a day of dance.

Cielo at Hotel Valencia Grand Opening for the Season
Thursday, May 15, 5:30 to 8 p.m.
Enjoy breathtaking sunset views overlooking the Santa Cruz Mountains at Cielo, Hotel Valencia’s seventh floor rooftop terrace, open during the warm months of the year. Sample paella, sangria and an assortment of passed tapas for $20 while listening to live flamenco-style music. Reservations required. Call 408.423.5405. Must be 21 years of age or older.

Easter Sunday Brunch Buffet
Sunday, April 20th
11:00 a.m. - 3:00 p.m.
For the first time, celebrate Easter Sunday at The Mountain Winery!
Sip on award winning Mountain Winery wine, enjoy a breathtaking view and live music by Magnolia Jazz Band, while you dine on an abundant brunch buffet prepared by our expert culinary team!

If you would like to dine with us, pre-purchasing your buffet ticket is required. Space is limited. Prices vary by seating location. Reservations are required. Parking is FREE.

There are not too many things better than a sunny day at a warm beach. It’s what memories are made of. With spring break ranging between March and April this year, and summer holidays on the horizon, it’s time to plan your surf and sun getaway from San José Mineta International Airport (SJC).

Whether your language is “Aloha,” “Hola” or “Dude,” SJC has you covered with nonstop to the beautiful beaches of the Hawaiian Islands, Mexico and Southern California.

Visit flysanjose.com and book your surf and sun holiday today.
Executive Board Members

Mori Mandis, President
svconcierge@mindspring.com

Vice President – OPEN
Shawna Dedrick, Director of Administration
shawna@hotellosgatos.com

Marianna Khienkina, Director of Finance
mkhienkina@gmail.com

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

Shawna Dedrick, Hospitality Awards Co-Chair
Chris Citti, Hospitality Awards Co-Chair

Nathan Emmett, Attractions Chair
nathan@winchchestermysteryhouse.com

Gus Holweger, VAM Contributor
gusholweger@comcast.net

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

Jordan River, Photography, PR
Jordan@jordanriverphoto.com

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

Advisors to the Board

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

SVCA Membership

SVCA Student
$25.00

SVCA Member
$50.00

Non-Profit Groups
$100.00

Sponsors
$150.00

Platinum
$500.00

Diamond
$1,000.00

Information & Membership:

SVCA - Membership
P.O. Box 2545
Saratoga, CA 95070-0545
Email: svca_membership.com

Membership includes
One complimentary beverage and raffle coupon for each member and one guest upon check-in at applicable events.

PAY PAL NOW AVAILABLE
for SVCA MEMBERSHIP
www.siliconvalleyconcierge.com

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.
THANK YOU TO OUR PLATINUM SPONSORS

MORTON’S THE STEAKHOUSE – SAN JOSE
CINNABAR HILLS GOLF CLUB
DROPTHOUGHT, INC

(For sponsorship opportunities please contact: Chris Citti at christophercitti@cittisflorist.com)
THANK YOU TO OUR SPONSORS

B-Robin Networking * Capital Club Silicon Valley * Cinnabar Hills Golf Club * Citti’s Florist

* ComedySportz * Discover Silicon Valley Magazine * Lone Star Limousine

* Monopoly in the Park * NYC Food & Beverage-Casino M8trix * Pier 39

* 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)