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SILICON VALLEY CONCIERGE ASSOCIATION
CORDIALLY INVITES YOU AND A GUEST TO ATTEND OUR 12TH ANNUAL HOSPITALITY AWARDS
HOSTED BY CINNABAR HILLS GOLF CLUB 23600 MCKEAN R.D, SAN JOSE, CA 95141
TUESDAY, MAY 20, 2014 6PM UNTIL 9PM
6:00PM - 7:15PM - APPETIZERS, WINE, AND LIGHT JAZZ
7:30PM - 9:00PM - SILENT AUCTION AND AWARDS

COMPLIMENTARY BUSES ARE BEING PROVIDED AND WILL BE LEAVING THE CENTURY THEATRE PARKING LOT ON WINCHESTER BLVD. AT 5:00 AND 5:15PM SHARP AND RETURNING AT 8:45PM AND 9:00PM RSVP REQUIRED!!
PLEASE RSVP FOR EVENT AND BUS BY MAY 16TH, 2014 VIA LINK BELOW
HTTP://SVCA2014HOSPITALITYAWARDS.EVENTBRITE.COM/?s=24716391

THANKS TO OUR SPONSORS FOR SUPPORTING OUR UPCOMING - 12TH ANNUAL SVCA AWARDS 2014
AGS LINENS - A PARTY PLACE - CHANTAL-GUILLON - CINNABAR HILLS GOLF CLUB - CINNABAR WINERY
SILICON VALLEY TOUR GUIDES - TRINCHERO FAMILY ESTATES - WEST VALLEY CHARTERS
Discover Silicon Valley Arts & Entertainment at LiveSV

A program of Silicon Valley Creates

May means "more things to do" in Silicon Valley! Check out the three events below or the 300+ additional events happening in May alone on LiveSV.com!

1. **Silicon Valley Open Studios 2014**
   - **Talk with local artists and see their work in the exclusive setting of their own studios.** Now in its 28th year, Silicon Valley Open Studios 2014 lets visitors experience the art where the art is made.
   - **See a wide variety of art:** visual media, painting, watercolors, mixed media, jewelry, photography, sculpture, and pottery. The art on display is one-of-a-kind in a one-of-a-kind setting.
   - **Date:** May 3-18 (weekends)
   - **Location:** Various Silicon Valley studios
   - **Cost:** Free!
   - For more information, visit: [http://www.livesv.com/event/detail/441841488](http://www.livesv.com/event/detail/441841488)

2. **Silicon Valley Maker Faire**
   - **Celebrating arts, crafts, engineering, food, music, science, and technology.** Described as "craft fair meets science fair meets county fair," it attracts over 80,000 people. Creations from previous years included robots, costumes, and cupcake-shaped electric cars—complete with icing and sprinkles!
   - **Date:** May 17-18
   - **Location:** San Mateo County Event Center
   - **Cost:** $12.50-$70
   - For more information, call 707-827-7074 or visit: [http://www.livesv.com/event/detail/441834863](http://www.livesv.com/event/detail/441834863)

3. **Senior Safari Walkabout**
   - **Happy Hollow is not just a place for kids! Introducing the Senior Safari Walkabout, where seniors can get some exercise while enjoying the beautiful sights and sounds of Happy Hollow Park & Zoo.** Seniors are invited to challenge their minds, get a little (or a lot) of exercise, and gain unique knowledge into the wonders of the natural world in an atmosphere sure to make you feel like a kid again!
   - **Date:** May 22
   - **Location:** Happy Hollow Park & Zoo
   - **Cost:** Free (ages 50+)
   - For more information, call 408-794-6400 or visit: [http://www.livesv.com/event/detail/441837784](http://www.livesv.com/event/detail/441837784)

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**3 DAYS OF MUSIC FOR A SONG!**

We've put on sale just 75 3-day passes at special "Insider" prices, $40-$120 off gate fees! Prices will continue to go up through our main artist announcement in June, and again when gate prices kick in, the week of the Fest.

Be sure to check out our brand-new "Priority Access" pass which not only gets you into every stage—including the San Jose Rep Stage—but also gives you first-in access to all the Fests smaller stages, $20 in drink tickets and a copy of our limited-edition 75th anniversary commemorative book.

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**Submitted by, Kereli Sengstack (kereli@svcreates.org)***

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CONGRADULATIONS TO OUR 2014 NOMINEES FOR THE BEST OF AWARDS

- Best Hospitality/Concierge
  - Santana Row Concierge Group
  - Jeffery Phillips-Garden Court Hotel
  - Robin Kuborssy-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

SANTANA ROW

Lunch on The Row + A Matinee Show! May 1 through 31st!

Enjoy a two-course $20 lunch special at a participating restaurant on Monday, Tuesday or Wednesday and receive a free ticket to the movie of your choice at:

CineArts
Santana Row.
Present your itemized same-day receipt to the Santana Row concierge from the participating restaurant and you’ll receive a voucher for a complimentary movie ticket that can be used for a matinee that day or at a later date. (Limit: one ticket per person, per day, while supplies last.)

Restaurant choices include LB Steak, Left Bank, and Rosie McCann’s.
Is HOSPITALITY MANAGEMENT in Silicon Valley really that unusual?

David E. Early wrote a column in the April 16 issue of the San Jose Mercury News under the heading: “SJSU names its new provost”. In it he announced the appointment of Andy Hale Feinstein as the No. 2 campus leader “following exhaustive consideration of more than 70 candidates nationwide” to finally “reach inside its own (SJSU’s) management team”. To those of us in the Hospitality industry Feinstein’s appointment ought to be welcome – because, as the article continues, “he comes with an unusual hospitality management academic background”. Feinstein migrated from being deeply immersed in the booming Internet business (he had a software company in San Francisco, writing software programs and designing upscale websites for corporations) to pursuing his hospitality management degrees. He received his undergraduate and master’s degrees in Hotel Administration from the University of Nevada in Las Vegas per SJSU’s news release and his PhD from Pennsylvania State University where he held an academic computing fellowship.

Feinstein has co-written two hospitality purchasing textbooks including one used at more than 250 colleges and universities worldwide. Continues the article: “in 2008, Feinstein was named the California State University’s statewide director of Hospitality Management Education. Before coming to San Jose State, he was dean and James A. Collins Distinguished Chair of the Collins College of Hospitality Management at Cal Poly Pomona – the largest hospitality program in California and ranked as one of the nation’s best.”

The focus on Hospitality Management should come as no surprise to those of us who practice it daily, either as concierges, or in the many of its other facets be it Meeting Planning, Tour Guiding, Restaurant Management, or – as I mentioned in my last column – as ‘Butlers’ in upscale properties. California has been and still is a magnet for travelers - whether they come as tourists or on business. The many attractions, the very desirable climate, and a history punctuated by the gold rush era, the migration from other parts of the country, the construction of the transcontinental railroad, San Francisco’s China Town – make a visit an experience especially if supported by experienced professionals in hospitality management.

The Silicon Valley Concierge Association congratulates Mr. Feinstein to his appointment as SJSU’s provost and vice-president for academic affairs which became effective April 21, wish him continued success and is looking forward to working with him so that San Jose, Silicon Valley and California will become and remain landmarks in Hospitality Management under his academic leadership and tutelage.

Airbnb allows people to rent homes, apartments, rooms or other living space at a daily rate to vacationers as an alternative to hotels. Much has been written lately about this development. Cities with rent controls, tax departments that haven’t come to grips with it, owners or renters who make space available to supplement their incomes, city departments concerned about parking space, noise, crime increase etc., states worried about the impact on existing state laws etc. These are all issues that are being reviewed and haven’t been finally resolved. I, for one, had a very pleasant B & B experience in Paris two years ago, two blocks from the Louvre, at a reasonable price. May be we should ask the French how they solved Airbnb matters?

Finally, I saw a cartoon under the title: Cubesouls by John Rasmussen. It shows a couple with him saying to his friend: “I’m not sure that I am going to handle this switch to customer service very well. I mean, the customer is always right? That’s just wrong on so many levels.” The man couldn’t be in the Hospitality Management field……nor could he be???

Your comments and suggestions are always welcome
Gus Holweger
Adjunct / SVCA Board /Contributing Editor to VAM
gusholweger@comcast.net
Where To? A History of Autonomous Vehicles

Join us at the Computer History Museum for our latest visitor experience, Where To? A History of Autonomous Vehicles opening Friday, May 9th!

Self-guiding vehicles go way back, from auto tillers on sailboats to the modern torpedo in the 1860s, and autopilots for planes before World War I. Your breakfast cereal was likely harvested by a driverless combine. Robotic carts are cruising around Mars right now. Yet one deceptively modest goal has stayed in the driveway since our grandparent’s youth and that’s the self-driving family car.

Celebrity Bartender Night

Christmas in the Park has been awarded the generous opportunity to hold a fundraiser at the Silicon Valley Capital Club. Featuring Celebrity Bartenders, this event promises to be a fun-filled evening where we hope to raise much needed funding while kicking off the summer. So, if you’re ready for a unique experience and to tip magnanimously, contact us at 408-271-9627 so we can add you to the guest list as this is an invite only event.
The Stanford Park Hotel & Menlo Grill is hiring!!

Do you want to love coming to work? Do you want to enjoy the job you do every day? The Stanford Park Hotel and the Menlo Grill are looking for some fresh new faces and we might just be looking for you!

Are you in school? Do you already have a second job? We are willing to work with flexible schedules! Let us know what your availability looks like and we’ll do our best to accommodate a schedule that fits your needs, as well as ours.

We are currently seeking professional, motivated, energetic associates who have a genuine passion for creating a memorable experience for their guest. We offer a unique product and take pride in providing the best service to our valued guests. The ideal candidates for our open positions are detail oriented, results-driven and dedicated to exceeding the expectations of those they serve.

AVAILABLE OPPORTUNITIES INCLUDE:

FOOD & BEVERAGE:
- Restaurant Manager
- Banquet Manager
- Food Servers
- Server Assistants
- Hosts/Hostesses
- A.M. Bartender (Part-Time)
- A.M. Barista (Part-Time)
- In-Room Dining Server

FRONT OFFICE:
- Guest Service Agent
- Bell Person
- P.M. Reservation Agent

HOUSEKEEPING:
- Housekeeping Supervisor
- Room Attendant

KITCHEN:
- Line Cook
- Dishwasher

SALES & EVENTS:
- Director of Sales & Events

Medical, Dental and Vision benefits are available for full-time associates after the completion of ninety days on the job. In addition to great benefits, we also offer complimentary overnight stays at our sister properties and excellent discounts in our award-winning restaurants.

If you are interested in applying for any of our open positions, please email your resume to jobs@stanfordparkhotel.com or fax it to 650-687-9726. When submitting your resume via email or fax, please include the position you are interested in applying for, as well as any salary requirements. You may also apply in person at 100 El Camino Real, Menlo Park, 94025. Applications are accepted anytime; however, we recommend dropping them off between 2pm and 5pm Tuesday through Friday, as our managers are often available to interview during those times.

Lisa Lautsch
Human Resources Manager

In honor of National Volunteer Week - SJC thanks our HOST Volunteers for helping passengers 365 days a year

Westfield

JOB DESCRIPTION
POSITION TITLE: Westfield Customer Service Ambassador
DEPT/LOCATION: Valley Fair
REPORTS TO: General Manager/District Marketing

You are the primary point of personal contact for Customers who are seeking information, service, assistance and shopping & dining recommendations while visiting & shopping at a Flagship Center. You are also the primary point of engagement for Customers who are seeking information to plan their shopping & dining, as well as the latest details to take advantage of upcoming in-center and retailer events. You will demonstrate a passion for and understanding of providing service at a luxury level to include ensuring guest needs is met, and their experience is memorable. You must be able to provide service in person, online and digitally through a variety of social media outlets (Facebook, Twitter, Internet, and Apps).

This individual will:
• Work/partner with the (District) Marketing Director or General Manager at a Flagship Center to achieve the goals within the Center.

• Define, communicate, and maintain high standards of customer service at all times.

• Inform & suggest opportunities to engage customers in center & retailer events, theatre, spas and restaurants available at Westfield Centers.

• Think out-of-the-box to resolve all customer concerns, and anticipate their interests in services, amenities, programs & events while at Westfield Centers.

To apply: Visit http://corporate.westfield.com/careers/search-jobs/ and find the job listing for Customer Service Ambassador – Valley Fair

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- A.M. Bartender (Part-Time)
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- In-Room Dining Server

FRONT OFFICE:
- Guest Service Agent
- Bell Person
- P.M. Reservation Agent

HOUSEKEEPING:
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- Dishwasher

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Lisa Lautsch
Human Resources Manager

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ARTIST OF THE MONTH

Tom Colla's Vintage Signs come to DISCOVER SAN JOSE for May's South First Friday event. These hand designed and hand crafted works of art pay special attention to historical accuracy and authentic design. None are exactly the same and each piece is numbered, dated and signed. These signs are nostalgic representations of original advertisements and signs that were a part of the San Jose area during the 'golden days' of the 1920's through the 1960's.

Tom Colla is a third generation native of San Jose. He has lived his entire life in the Downtown area where he was exposed to many old businesses, buildings and signs. He started 'hanging around' sign shops in his early teens and was influenced by some old-time sign painters, including Rey Geise, Ed Rose and Bill Brown. After studying business and art history at San Jose State, he entered the sign business full-time in the early 1980's. This was at a time when nearly all signs were still hand painted.

Tom's art pieces are collected by many, including local celebrities, politicians, musicians and fellow artists. Commissions and personalized signs can be customized to fit your needs. So stop by DISCOVER SAN JOSE May 2, where Tom will be on hand to discuss his unique process and sign his works for customers. It’s the perfect time to add a part of Old San Jose to your home or business with an original work by San Jose's very own retro sign master!
Executive Board Members

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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

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svcaemail@yahoo.com

Christopher Citti, Sponsorship Chair
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Shawna Dedrick, Hospitality Awards Co-Chair
Chris Citti, Hospitality Awards Co-Chair
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Michael McLain, Industry Outreach Chair
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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 complementary beverage and raffle coupon for each member and one guest upon check-in at applicable events.

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.

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

* AAA Corporate Transportation * B-Robin Networking * Capital Club Silicon Valley
* Cinnabar Hills Golf Club * Citti’s Florist * ComedySportz * Discover Silicon Valley Magazine
* Lone Star Limousine * Lexus of Stevens Creek * Monopoly in the Park
* NYC Food & Beverage-Casino M8trix * Parcel 104 * Pier 39 * Portola Hotel & Spa
* 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)