SANTA CRUZ MOUNTAINS FALL FESTIVITIES

WINE HARVEST DINNER

October 17 @ 6:00 pm - 9:00 pm

Event Navigation
- Cinnabar Wine & Music at the Mudd Room

Join us for a wine harvest dinner celebration under the stars at the Sesnon House at Cabrillo College. Meet celebrity wine professionals including distinguished wine writers, Master Sommeliers and celebrity chefs. Enjoy an array of award winning wines produced by our local vintners and culinary delights prepared by the students of the Culinary Arts Department of Cabrillo College. Ticket includes wine reception and a three course dinner. All ticket proceeds go to the Culinary Arts and Wine Program at Cabrillo College. It wouldn’t be a fundraiser without a silent auction so come prepared to support these two causes!

TICKETS: $55/PERSON OR $500/TABLE

WWW.SCMWA.COM

SAVE THE DATE
SEPTEMBER 16TH

Monopoly in the Park
The Friends of San Jose Will be hosting a Game in Discovery Park Along with Paolo’s Restaurant & Hyatt House INVITATION TO FOLLOW

SAVE THE DATE
SEPTEMBER 25TH

Arya Restaurant
Cupertino
INVITATION TO FOLLOW

SAVE THE DATE
OCTOBER 9TH

Campbell Chamber
Walk Around
INVITATION TO FOLLOW

SAVE THE DATE -OCTOBER
INVITATION TO FOLLOW

Morton’s Steakhouse
Halloween Party
That information is then used to decide which rates you’re charged based on whether the hotel is, as the site explains, targeting frequent travelers, loyal travelers, or “guests who work in specific industries such as fashion, entertainment, business, or education.” Hotelied does the matching between its members and the hotels. Information: Hotelied.com

Following is a list of hospitality lodging brands that are participating in this “like you back” program:

- CitizenM Hotels. Information: CitizenM.com
- Marriott. Information: Marriottrewardspluspoints.com
- Hilton. Information: Hilton.com
- Kimpton. Information: Kimptonhotels.com/karma-rewards/overview

The long and short of these two new developments in the hospitality industry are – in my opinion – that in the first case, the use of robots, ostensibly freeing up the hotel desk clerk from having to run up to the (guest’s) room, giving the staff more time with the guests, will more likely de-personalize the relationship between the hotel staff and the guest. In the second case, it is a new marketing ploy to use the guest’s time and efforts for brand re-enforcement through incentives of yet unproven efficacy. Guests, I think, still prefer to be given the personal touch in service and an environment that does provide access to new technology but not at the expense of the personal touch. As an aside: Is the business traveler looking forward to spending time on tasks that he’d rather not undertake in favor of resting after a hard day’s work or resorting to the personal touch with family or hotel staff members?

Finally, the Business Section of the August 26 issue of the San Jose Mercury News had an article headlined: “Check your hotel bill” subheaded: “Following the airlines: New surcharges making it harder than ever for guests to anticipate the true cost of their stays”.

Scott Mayerowitz from Associated Press opines that “coming out of the recession, the travel industry grew fee-happy. Car rental companies charged extra for services such as electronic toll collection devices and navigation systems. And airlines gained notoriety for adding fees for checking luggage, picking seats in advance, skipping lines at security and boarding early. Hotel surcharges predate the recession, but recently properties have been catching up to the rest of the industry.” He states as an example of the latter that hotels, which once stored luggage as a courtesy, now, in growing numbers, charge $1 or $2 per bag.

Clearly, the profit motive is underlying all these developments. Similar to the airlines whose passengers, so it seems, prefer a videoconferences to being cramped into an airplane seat with meager or chargeable amenities, the hospitality industry in general is nickel- and diming its customers beyond reason. Cases in point: The Bellagio is charging a $30 fee to guests who want to skip the notoriously long check-in lines and the Aria Resort and Casino in Las Vegas charges a personal use fee of $25 a day if a guest puts his/her own soda or bottled water in the minibar.

Your comments and feedback are always welcome
Gus Holweger, Gusholweger@comcast.net, (408) 445-2015
SVCA Adjunct Board member and Contributing Editor to VAM
Calendar of Events
South Bay Regional Mixer

Date And Time
9/18/2014
5:30 PM TO 8:00 PM

Event Description:
Join us for the first ever South Bay Regional Mixer! Meet members from the Campbell, Gilroy, Los Gatos, Morgan Hill, San Benito County, San Jose Silicon Valley and Saratoga Chambers of Commerce. Our host for the South Bay Regional Mixer is one of Santa Clara County's oldest wineries, Guglielmo Winery. Enjoy local wines, great food, all while making new business connections! Cost to attend the mixer is $5 per person. Additionally, the Santa Clara Chamber has made arrangements for bus transportation to the event. Avoid the traffic and take the bus! Light snacks and beverages will be served on the way to the mixer - sit back, relax and leave the driving to us! Cost for the round-trip bus ride and admission to the mixer is just $20/person. RSVP's for the bus will be accepted through Friday, September 12; mixer-only RSVP's will be accepted through Tuesday, September 16.

PLEASE NOTE: Bus fee is non-refundable if cancelled after September 11, 2014. Mixer-only registration is non-refundable if cancelled after September 14, 2014.

info@santaclarachamber.org

Bottle Your Own!
Date: Saturday, November 1st
Time: 10am to 3pm

Bottle your own red wine! Bring your clean bottles or purchase them at the winery for $1.00, then fill them using our antique filler. We cork them; you label them - only $6.00 per bottle! This is one of our most popular events and is always a fun time!

VivaFest 2014 and Commonwealth Club Announce Community Conversations Speakers Series

VivaFest and the Commonwealth Club of California will continue its speaker’s series that launched earlier this year with a conversation with Linda Ronstadt, as well as author Deborah Rodriguez. On September 9 the program will include Kat Taylor and Tom Steyer. The community conversation, moderated by Dr. Gloria Duffy, CEO of the Commonwealth Club, will be at 7 PM at the Mayer Theatre.

Kat Taylor’s life has been dedicated to serving social justice and environmental health. She is active in a variety of social business, public benefit and philanthropic ventures in the San Francisco Bay Area.
Kat, and her husband Tom Steyer, founded the TomKat Ranch Educational Foundation (TKREF), which is dedicated to sustainable food production through ranching, tours, research, and school lunch and garden programs. TKREF owns the social business LeftCoast GrassFed, which raises cattle in ways good for people and planet.
Tom Steyer is an investor, philanthropist and advanced energy advocate. He is President of NextGen Climate, an organization that acts politically to avert climate disaster and preserve American prosperity.

Tickets are $30 to the general public, $20 for members, $10 for students, and available at: www.commonwealthclub.org The Mayer Theatre is located on the campus of Santa Clara University, 500 El Camino Real, in Santa Clara, CA.

On September 26 VivaFest and the Commonwealth Club of California present a conversation with Academy Award, Golden Globe and Grammy Award winner Paul Williams at the Mayer Theatre in Santa Clara. The program begins at 7 PM. Currently President of ASCAP, Williams’ recent work includes major Latino creative projects with Guillermo del Toro and a new book, “Gratitude and Trust: Six Affirmations That Will Change Your Life.”

Then on October 17, 2014, VivaFest and the Commonwealth Club present a conversation with Latina icon Rita Moreno. Moreno is one of the few artists to win a Grammy, Oscar, Tony and Emmy awards and the National Medal of Honor. She continues to maintain a busy performing schedule and is the author of the recently published book, “Rita Moreno, A Memoir.”

All programs are at the Mayer Theatre on the campus of the University of Santa Clara and will begin at 7 PM. The Mayer Theatre is located on the campus of Santa Clara University, 500 El Camino Real, in Santa Clara, CA.
SEPTMBER HIGHLIGHTS:

Here are top picks from Discover Silicon Valley Magazine for what’s going on this month. For a complete calendar, visit http://www.dineshopplay.com/events_main

AN EXPLORATION OF MUSIC AND TECHNOLOGY...
Visionaries and luminaries, inventors and investors, artists and musicians, engineers and entrepreneurs will converge in San Jose’s preeminent art and design district for C2SV Technology Conference and Music Festival (Sept 11-14). Sharing ideas, insights and observations about the technologies transforming our world, the technology conference takes place Sept 11-12 at Zero1 Garage (439 S. First St). The music festival runs Sept 12-14, with a local music showcase hosted by Café Stritch, Sept 12-13 (374 S. First St.) and a SoFA Street Fair on South First, Sept 14, featuring more than 50 artists on 3 outdoor stages and in multiple indoor venues. For more info, visit www.c2sv.com

WICKED FUN FOR ALL AGES... You’ve heard about it. You’ve been eager to see it. And now’s your chance. Wicked, the musical phenomenon is coming to town. This highly entertaining musical with dazzling visual effects has won over 50 major awards, including a Grammy Award and three Tony Awards®. Find out what happens in the Land of Oz long before Dorothy drops in, when two other girls meet. One—born with emerald-green skin—is smart, fiery and misunderstood. The other is beautiful, ambitious and very popular. Wicked tells the story of their remarkable odyssey, and how these two unlikely friends evolve to become the Wicked Witch of the West and Glinda the Good. Runs Aug 28-Sept 14. (San Jose: Center for the Performing Arts, 255 Almaden Blvd.; 408/792-4111; www.broadwaysanjose.com)

MAIDENS, MINSTRELS AND MERRIMENT... Travel back centuries to a time of magic and merriment at the Northern California Renaissance Faire, held on weekends from Sept 13-Oct 12. A lively, colorful recreation of a Renaissance-era harvest fair, this beloved event comes alive with costumed performers and strolling musicians, staged performances and exciting full-contact jousting tournaments. Wander through an authentic marketplace to browse artisanal wares; try your hand at archery or axe throwing; take part in traditional music and dance; feast like a king on a vast selection of tasty fare; and quench your thirst with fine English ale. For a little touch of modern music flair there’s also a Celtic Rock Concert Series, Saturdays at 6pm. Sat-Sun, 10am-6pm. (Hollister: Casa de Fruta, 10031 Pacheco Pass Hwy.; 408/847-FAIR)

A CELEBRATION OF MEXICO... Celebrating the heritage, music, cuisine, arts and beauty of Mexico, San Jose’s annual ¡Viva Fest! (Sept 14) features a full day and evening of music, food, activities and cultural events in downtown San Jose. Before the festival, stop by the Cathedral Basilica of Saint Joseph (80 S. Market St.) for a special Mariachi Mass at 10am, followed by Feria del Mariachi (2-9pm) a free outdoor celebration of Fiestas Patrias with games, music, food, arts and cultural activities held at Discovery Meadow. The highlight of the feria is the El Grito, an evocative, synchronized, call-and-response vocal tradition more than a century old. For more info visit www.vivafest.org.

THE HEAT IS ON IN REDWOOD CITY... Downtown Redwood City will kick up the heat at its 7th annual Salsa Festival (Sept 27), featuring multiple outdoor stages offering continuous live Latin music performances, including salsa and jazz, to get the crowds dancing to its sizzling beats, as well as a vast selection of salsas to taste—the tongue-tingling kind. You’ll also get to enjoy amateur and professional salsa-making competitions, tequila tastings, local food offerings, family-friendly activities and much more. 12-8pm. (Downtown Redwood City: 2200 Broadway St.; 650/780-7000)

IS THE PRICE RIGHT?... With gut-busting hilarity and biting poignancy, Art—the Tony Award-winning play by French playwright Yasmina Reza—tells the story of three men whose long-time friendship is put to the test when one buys an all-white painting by a trendy artist at a ridiculously high price. As they square off over the true value of the canvas, their arguments become less theoretical and more personal. Lines are drawn, sides are taken, and the bonds that tie the men together are stretched to the breaking point. Only a pointed act of self-sacrifice can save their friendship from destruction—proving that there is a limit to what one might pay for art. Presented by City Lights Theatre Company, Sept 18-Oct 19. Wed-Sat, 8pm; Sun, 2pm. (San Jose: 529 S. Second St.; 408/295-4200; www.cltc.org)

THE FACES OF CALIFORNIA... In 1914, one of the most influential American artists of the early 20th century—Robert Henri—made the first of three trips to California, where he was enchanted by the light, landscape, people and the cultural diversity he encountered. California Portraits: Realism, Race, and Region (1914-25) at the San Jose Museum of Art showcases a dozen of his oil paintings that focused on everyday working people: Native Americans, African Americans and newly arrived immigrants from China and Mexico. Runs Sept 18-Jan 18. Tues-Sun, 11-5. (San Jose: 110 S. Market St.; 408/294-2787)
Discover Silicon Valley Arts & Entertainment

A program of Silicon Valley Creates

It’s already September but don’t feel obligated to hit those schoolbooks just yet. In fact, bring your whole family to learn about different cultures, antique automobiles, and San Jose’s history at the three events below. (Or, if you still want to do some research, open your “tablets” and find a multitude of events waiting to be discovered at LiveSV.com!)

200 antique autos, fire equipment, motorcycles, and steam powered autos – all from the late 1800s to 1945 – will be featured at Antique Autos in History Park.

- **Date:** Sept 14
- **Location:** History Park in San Jose
- **Cost:** $5

For more information, call 408-287-2290 or visit: [http://www.livesv.com/event/detail/441842167](http://www.livesv.com/event/detail/441842167)

Come experience the Polish Festival of San Jose! Enjoy Polish culture, traditional Polish food, folk dance performances, books, pottery sales, a raffle, and games for children.

- **Date:** Sept 21
- **Location:** Polish Mission in San Jose
- **Cost:** Free!

For more information, call 408-251-8490 or visit: [http://www.livesv.com/event/detail/441871078](http://www.livesv.com/event/detail/441871078)

Enjoy Old Russia in beautiful Saratoga at the Russian Festival. Browse the booths and feast on traditional foods—including Golubtsy, Shashlik, and Pelmeni. Traditional folk singers, dancers, children’s puppet theater and vodka tasting at the Zakuska table for the grown-ups. Great family fun in a lovely setting!

- **Date:** Sept 27-28
- **Location:** St. Nicholas Orthodox Church
- **Cost:** $1-$3

For more information, call 408-867-0628 or visit: [http://www.livesv.com/event/detail/441863253](http://www.livesv.com/event/detail/441863253)

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Express Yourself With Global Entry Kiosks at SJC

Silicon Valley travelers and local members of the press warmly welcomed the news on August 8 that U.S. Customs and Border Protection (CBP) now offers two automated Global Entry kiosks in SJC’s International Arrivals facility. View the NBC Bay Area coverage here.

“The addition of Global Entry kiosks at San Jose International Airport allows travelers with existing Global Entry membership to immediately take advantage of expedited processing and reduced wait times,” said Brian J. Humphrey, CBP Director of Field Operations in San Francisco.

Program participants proceed to Global Entry kiosks, present their machine-readable passport or U.S. permanent resident card, place their fingerprints on the scanner for fingerprint verification, and make a customs declaration. The kiosk issues the traveler a transaction receipt and directs the traveler through an express line to baggage claim and the exit. See a demonstration video of Global Entry here.

Global Entry is open to U.S. citizens, nationals, lawful permanent residents, and citizens of certain other countries. Applicants pay a $100 non-refundable application fee and undergo a rigorous background check and interview before enrollment. Upon approval, membership is valid for five years. Apply online for Global Entry here.

*We Want to Hear From You
Tell Us what you think of SJC Air Time
Email us at: infoSJC.org
with your comments and suggestions*
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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.

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.
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* Santa Clara Convention & Visitors Bureau * Santa Cruz Mountains Winegrowers Assn.

* San Jose Downtown Association * Team San Jose * Vyne Bistro San Jose * wine@ 52 degrees

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