INSIDER’S TRACK

OBSERVATIONS OF ONGOING ISSUES IN THE HOSPITALITY INDUSTRY

• Technology in its various forms continues to supplant or supplement personal attention and assistance in the hospitality industry. This is done in the interest of reducing service to guests or allowing them to help themselves given appropriate applications and ease of using them. In some properties personal service and technology for self-help are available. Both may be accessed at the concierge desk or – as of late – in the guest’s room. That includes check in- and out, room-service, and other preferences that are on repeat guests’ data base, keeping in mind today’s need to protect the guests’ privacy.

• Establishing rapport with the customer! Victoria Collom, president and managing director of Flite Logistics, Inc., (cited as “a Higher Standard for Private Jet Travel”) feels that the establishment of rapport and reliance on service “is in a handshake”. Victoria, as she points out in one of her promotional flyers says: “I can learn so much about the customer and through a handshake I can address concerns…..It’s multidimensional.” Fortune Magazine’s 2009 of the World’s Most Admired Companies” 95% of the top 50 S & P 500 companies on that list were users of private jet travel (NEXA Report 2009). Flite Logistics: phone (408) 234-3951; charter@flitelogistics.com; www.flitelogistics.com

• “Understanding Social Media” by PR relations expert Marsha Friedman, was referred to me by Lillian Scoyen from DISCOVER MAGAZINE who in turn got it from Ginny Grimsley (newsandexperts2@newsandexperts.com) “The Rules of Networking Etiquette Apply” says the author and “Social Media is the world’s biggest cocktail party and everyone’s there – including your competitors and your potential customers.” Ms. Friedman has three key points to be observed before using any of the Social Media: 1. Go in with a plan 2. Don’t stand in the middle of the room (i.e. media space) saying the same thing over and over. Repeatedly posting the same thing like “Come in for our big sale tomorrow” or “We won Business of the Year” is like going to a party and saying the same thing over and over. 3. be genuine and show some personality. Marsha Friedman can be contacted at www.emsincorporated.com to guide you to the appropriate etiquette in the Social Media.

• Travel Concierges – The April 2012 issue of Smart Money has this to say under this heading: “Travel Outfitter Abercrombie and Kent is best known for escorting travelers to exotic locales, but its (no longer really) new offering tackles the most daunting destination yet: airport security. This concierge service, starting at about $200 offers to shepherd vacationers through express check-in and security lines. The deluxe option ($2,700) includes a private room at London Heathrow’s VIP terminal, where travelers can fulfill customs and security requirements without waiting in a single queue.

• Concierge Job Listings – I am the lucky recipient of concierge job opening announcements through the following Job Alert communication: alert@indeed.com. You may want to check this out and let me know how you fare, should you apply for one or the other opening.

Whatever means of communications you use, and whoever you are in contact with, be genuine and show some factual and verbal personality of yourself. Others will figure you out – for better or for worse and respond or not.

INSIDERS’ TRACK COLUMN - Gus Holweger@comcast.net
Ready to enjoy the spectacular 25th anniversary edition of the Cinequest Film Festival? Our team has scoured the globe to present to you Cinequest's most electrifying lineup of premiere films, artists, innovations, parties and more... You'll want to jump on tickets and passes to these must-see events:

• **FEB 24 - Opening Night: BATKID BEGINS.** You've heard it on the news. You've retweeted it on Twitter. Now, watch the entire story unfold onscreen. Just how did one kid with one wish (yes, to be Batman) bring together a city and captivate a nation one November day?

• **FEB 25 - Screening of WILD TALES with Media Legacy recipient Anne Thompson.** International sensation-narratives of wreaked vengeance, with both hilarious and catastrophic results, offer one of the most riotous cinematic rides you'll ever encounter.

• **FEB 26 - A Conversation With JOHN BOORMAN + Screening of QUEEN AND COUNTRY.** Legendary Director John Boorman (Deliverance, Hope and Glory, Zardoz, Excalibur, Where the Heart Lies) showcases his latest masterpiece Queen and Country.

• **FEB 28 - An Evening With ROSARIO DAWSON.** Screen sensation (Top Five, Sin City, Kids, He Got Game), singer, comic book creator, philanthropist, social activist, the multi-talented Rosario Dawson is a creative force as well as a dynamic advocate for social justice. A not-to-be-missed conversation with Ms. Dawson, moderated by Jennifer Siebel Newsom (Misrepresentation), will follow the Maverick Spirit Award presentation. Enjoy these SPOTLIGHT FILMS, and many more, in the palatial California Theatre:

  • HANNAH SIMONE (New Girl), stand-up comedian Kosha Patel, and Tiya Sircar (The Internship) in Miss India America.
  • SIMON PEGG (Star Trek, Shaun of the Dead) in Australian comedic thriller Kill Me Three Times.
  • MICHAEL FASSBENDER (X-Men: Days of Future Past) in modern-day western Slow West.
  • KRISTEN STEWART (Twilight) and JULIETTE BINOCHE (The English Patient) mesmerize in Clouds of Sils Maria.

Enjoy individual tickets or enjoy an affordable Pass.

Welcome to the thrilling 25th edition of Cinequest, February 24 - March 8, where we’ll celebrate the best of today’s creativity and also take a look into the future. I look very forward to seeing you at Cinequest.

Warmest Regards,

Halfdan Hussey
Director & Co-Founder

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Community Day
Panama-Pacific International Exposition

On February 20, 1915, the gates were thrown open to the Panama Pacific International Exposition, the official opening celebration of the newly completed Panama Canal. Hailed by some as the most wondrous world fair of all time, the PPIE boasted 635 acres of palaces, gardens, exhibitions, art and music, amusements, livestock shows, feats of daring, and innovations that heralded the future. Historic figures from all walks of life visited the fair, along with more than 19 million others during its nine month run. This day-long community event will honor the 100th anniversary of the opening of the Panama-Pacific International Exposition and will kick-off a year of Centennial events. Visit the website for details.

Palace of Fine Arts
3301 Lyon Street, San Francisco
Info: 415.357.1848 x 233

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SPECIAL VALENTINE’S PACKAGE
Toll House Hotel 140 South Santa Cruz Avenue Los Gatos, CA 95030 (408) 395-7070 - See more at: http://tollhousehotel.com/#sthash.AzgIxzpW.dpuf

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LOOK FOR THE GRAND OPENING IN MARCH
VERGE RESTAURANT

CURRENT STAFF OPENING’S AVAILABLE
Etiquette is an attitude.
Rosalinda Randall, Author

7 Unfavorable Consequences of the Lack of RSVP’ing

Realistically, the “rsvp” should read: “RSVP when you’re sure you’re not getting a better offer.”

Next to cell phone use in public places, the lack of RSVPs is at the top of the “most rude behavior” list.

Picture this; you decide that you want to go out to eat tonight, so you send a text to your friend. After three minutes, he has not replied. You sigh; send an even briefer text requesting a reply. Again, you wait.

Two and a half minutes later he replies; “let you know later.” You become crazed! Later? You need to know now! The urgency is not only because you’re hungry, but you can’t move on to your next choice of dining companion until you hear from dining companion #1. How rude! Right?

That same exasperating feeling is experienced by anyone who sends out an invitation and waits, and waits, and waits for a reply.

As a society, we have collectively decided that the lack of responding to an invitation is considered rude behavior; inconsiderate to say the least.

To be accommodating, we’ve even gone so far as providing a “maybe” choice for the invitee’s convenience. “No big deal, I’ll just set a place for you at the table in case you decide to grace us with your presence.”

I’m not against the “maybe” option, however, as soon as you make up your mind, go back and click the “yes” or “no” option, please. It’s not like the old days when you had to respond by writing a note and handing it to the horse and buggy guy.

7 Unfavorable Consequences of the Lack of RSVP’ing:
1. You may disappoint someone.
2. You may cause worry to someone.
3. Someone else may have been excluded so that you could be invited.
4. You’ve added an unnecessary expense to the host.
5. You may have missed an opportunity, personally and/or professionally.
6. You may be excluded from receiving future invitations.
7. Unfavorable Consequences of the Lack of RSVP’ing

Final thoughts: There are always exceptions. Let’s say you forgot about the invitation and find it the day after the event—simply call the person and apologize.

If you must cancel at the last minute, pick up the phone or send a message; this will ease the host’s mind about your whereabouts.

Consider this; it is a privilege to be invited. The least you can do to express your gratitude is to reply.

Etiquette is an attitude.
Live Weekend Entertainment
Friday evenings beginning at 5p.m.
Saturday’s beginning at 12p.m.
Sunday’s beginning at 12p.m.

Live entertainment can be found in the Oak Tree Lounge (in front of Pinkberry) or Park Valencia (the large grass area in front of Maggiano’s Little Italy). Live entertainment is subject to change, and weather permitted. For a complete list of weekend entertainment available, contact the Santana Row Concierge Center at 408.551.4611.

New on The Row
Pressed Juicery is NOW OPEN on Olm Avenue between Tommy Bahama and Urban Outfitters. Pressed Juicery features drinks that are blended daily and personalized to your lifestyle. The juices are made with a hydraulic press, a machine that squeezes an entire fruit or vegetable into a pulp, extracting three or four times more than an average juicer.

Bonobos Guideshop is NOW OPEN on Santana Row next to lululemon athletica and Paper Source. Bonobos is a unique menswear line that offers on-site measuring & styling with at home ordering and delivery. To schedule your guideshop experience visit bonobos.com.

Valentine’s Day on The Row
Santana Row Restaurants are offering a prix fixe menu for those looking to dine out, and reservations are recommended if not, required. For complete menu details visit SantanaRow.com.

Lark Creek Blue: $125 per couple, exclusive of tax and gratuity.
Left Bank Brasserie: 4 course prix fixe, $60. Limited regular menu also available.
LB Steak: 4 course prix fixe, $80. Limited regular menu also available.
Sino: $50 tasting menu. Tasting menu is designed for 2 people, and will be $110, exclusive of tax and gratuity.
Straits: $50 tasting menu. Tasting menu is designed for 2 people, and will be $100, exclusive of tax and gratuity.
Thea Mediterranean: $65 per person, $85 with wine pairings.

Wine Stroll Benefitting the American Heart Association
February 19th, 6p.m. — 9p.m.
Join us on Thursday, February 19th from 6-9p.m. as we stroll along The Row, tasting Santa Clara County Wineries inside select shops and restaurants, to benefit the American Heart Association and Go Red for Women. Enjoy over a dozen locations offering wine tasting, lite bites, discounts and more.
Tickets are $30, and are available at SantanaRow.com or inside the Santana Row Concierge Center. Tickets are available while last, and you must be 21 years or older to attend.

SANTANA ROW CONCIERGE
377 Sautana Row
San Jose, CA 95128
Located in the Via between Left Bank Brasserie and Sino restaurant inside the parking garage.
WWW.SANTANAROW.COM

CONTACT 408.551.4611 | snovelli@federalrealty.com
HOURS  Mon - Sat: 10AM — 9PM | Sun: 11AM — 7PM

WELCOME STACEE NOVELLI SVCA BEST CONCIERGE 2014 – NEW ADDITION TO THE VAM
Great news! Red and White Fleet now has an online booking portal where travel agents can book directly through our website and earn a 15% commission!

Red and White Fleet has been sailing the waters of San Francisco Bay since 1892 and offers up to 17 daily guaranteed sailings under the Golden Gate Bridge and around Alcatraz Island. So our tours are an easy inclusion in your clients’ itineraries, and will allow them to make the most of their visit. To provide you with a quick overview of Red and White’s services, please feel free to visit www.redandwhite.com.

Please contact us if you have any questions and we look forward to working with you.

Any questions please email cbarrer@redandwhite.com or call 415-901-5260

Christina Barrer, Sales Coordinator
Red and White Fleet

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Symphony Silicon Valley to Present Premiere of Complete Lord of the Rings Film Trilogy with Live Orchestra

“These premiere performances of Lord of the Rings are an once-in-a-lifetime opportunity. The power of the Ring enhanced by the power of live music creates a unique experience for the fans of Lord of the Rings,” said Andrew Bales, General Director of Symphony Silicon Valley. The 250 musicians and singers on stage. The “These are the only West Coast performances of this epic event and our musicians are thrilled to bring it to you.”

The Academy Award-winning films will be shown in High Definition on a giant 48’ by 20’ live musical score, performed by the symphony and chorale, will be played in sync with the film. Lord of the Rings Cycle 1:
- April 16, 2015 7:00 pm The Fellowship of the Ring
- April 17, 2015 7:00 pm The Two Towers
- April 18, 2015 7:00 pm The Return of the King

Lord of the Rings Cycle 2:
- April 18, 2015 1:00 pm The Fellowship of the Ring
- April 19, 2015 1:00 pm The Two Towers
- April 19, 2015 6:30 pm The Return of the King

The San Jose Center for the Performing Arts
www.lotrsv.org and www.symphonysiliconvalley.org
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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.

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