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 Thursday, May 14, 2015 at The California Theatre in downtown 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 Monday, May 10, 2015

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.

Mori Mandis, SVCA president
INSIDER’S TRACK

Is there a consensus on the definition of the function of Concierge? Would a consensus be desirable?

I am on the mailing list of Indeed Job Alert (alert@indeed.com) and receive regularly a mailing with the heading: “Concierge jobs in San Jose, CA.” It encourages me to post my resume on “Indeed”. Here are some of the positions listed in the latest mailing among a total of fifteen:

- Immediate Housekeeper – Celebrities Concierge & Staffing Services. Further explaining this posting with a remuneration of $30 per hour states: “Must have at least 5+ years of experience working in upscale large homes, cleaning of antiques, fine furnishings, etc.” and it goes on from there.

- Clinical Psychologist. Vericare 12 reviews - San Jose, CA. Job Description We are currently searching for Full Time Clinical Psychologist for our partnering skilled nursing facilities in the San Jose region. It then states the related duties. S

- Anticipated Financial Advisor – Chase Wealth Management – Fremont, CA and Surrounding Area

Excellent communication and organizational skills. JPM, a leading global financial services firm with assets of $2.3 trillion and operations in more than 60 countries.

During my two years as concierge at the Fairmont Hotel in San Jose, I had many requests for information and services that were, in my opinion on the fringe of what a concierge might need to provide. The above items might further illustrate that point. It is true that concierges can be found in many types of businesses other than the hospitality industry. It is also true that the general opinion is that concierges are to be a repository of information, to be supplied accurately and timely. I for one, once had a guest request that I supply him with a list of all residential property foreclosures in a given geographic area the next morning after his arrival.

Not much has changed since I was a concierge - or so I think. It does, however, raise the question as to the definition of a Concierge. Katherine C. Giovanni, CCS, and an award-winning author, motivational speaker and the world’s leading concierge trainer and consultant is the founder of both Triangle International and the International Concierge and Lifestyle Management Association (ACLMA) as well as the author of several business and motivational books wrote a comprehensive article on the subject. You may visit her websites at www.triangleinternational.com; www.katherinegiovanni.com and www.ICLMA.org>

In September 2010 she wrote a copyrighted article under the heading: “What exactly IS a concierge? Depends Who You Ask.” You may want to contact Ms. Giovanni for this article which very accurately and based on her experience, describes the many facets of this function. I am excerpting below the listing of a “few services that are currently offered by concierge around the country” listed in her article:

- Search for tickets to concerts and special events
- Transportation Services
- Business Referral Service
- Restaurant Recommendations and Reservations
- Dry cleaning pick-up/delivery
- Grocery shopping
- Pet Services
- Senior Care
- Modified house sitting
- Travel and Vacation Planning
- Meeting and Event Planning

Ms. Giovanni adds at the end of this list: “This is only a few of the many services a concierge can offer. The sky is the limit here! There are dozens of things you can do here.” So, is there a consensus on the definition of the range of services a ‘Concierge’ may provide? I agree with Ms. Giovanni: “It depends on who you ask. The sky is the limit”.

Your comments and suggestions are always welcome
Gus Holweger, Contributing Editor Valley Access Magazine gusholweger@comcast.net, tel.: (408)445-2015

THEATRE ON SAN PEDRO SQUARE

Home of The Tabard Theatre

TOSPS TUESDAYS - TOSPS hosts some of the best live music from all genres, most Tuesday nights at 7pm, featuring local musicians, full bar service, and FREE admission!
March 3rd - Silicon Valley Blues Society/Bands TBA
March 10th - Double Bill starting @ 7pm:
Ciaran MacGowan (Acoustic) plus The Black Mountain Radio Band (Bluegrass)
March 17th - O’Flaherty’s St. Patrick’s Day Party
March 24th, 31st & April 1st - No TOSPS Tuesdays

NAATAK presents THE TAMING OF THE SHREW in Hindi with English super-titles
March 14th - 29th
Shakespeare comes to Bundelkhand through this ageless comedy. We invite you to be part of the first Shakespearean play in Naatak’s 20-year history!
Etiquette is an attitude.
Rosalinda Randall, Author

How can the hospitality, customer service and related industries prepare to greet and dazzle these visitors?
Here are 7 simple and effective ways:

1. Smile. Nothing starts things off right like a genuine smile. Before you’re “on”, make sure those pearly whites have nothing stuck between them, then, let them shine. If the customer doesn’t smile back, keep on smiling anyway.

2. Display positive posture. Nothing makes someone hesitate approaching you if you look tired, bored, or apathetic. Stand up or sit up straight. If you are sitting, try not to hold up your head with your hand. Have an energetic step when you walk.

3. Speak in a clear and audible voice. Mumbling, especially in a busy and loud environment can become frustrating to the listener. Also, this helps when interacting with foreign-speaking guests. Yes, you may have said, “Welcome to the…I hope you enjoy your stay.” more than eight hundred times, but this guest is hearing for the first time.

4. Use a pleasant tone. This is probably the most important. Saying nice and welcoming words and phrases is great, but when your tone is all tired, drawn-out, played out, filled with annoyance, it sort of loses its charm. We all get tired and annoyed; take a deep breath, remind yourself that this person is expecting you to be happy to see them. Besides, a pleasant tone and demeanor is the foundation of the hospitality industry.

5. Make and maintain eye contact. Naturally, maintaining eye contact throughout an interaction may not be possible depending on your duties; but when possible, glance back at the guest assuring them that you are listening and engaged.

6. Clear your mind of everything. Focus on your duties not on checking your smart phone, snacking at your post, eyeing an attractive passerby, or watching a coworker for gossip purposes. Your focus is the guest and/or related matters to make their experience pleasurable.

7. Maintain a neat and clean appearance. You represent your industry, the company that employs you, and yourself. Although you may not agree with the company/industry dress code, there is a purpose. Clients come to expect a certain look. Cleanliness is of utmost importance; if you aren’t concerned with your personal appearance, the perception can trigger doubt in what else you’ll lack effort in.

Final thoughts: Naturally, you will have times when you are being pulled in nineteen directions and unable to simultaneously exhibit all seven of these traits to their fullest. And when that happens, a genuine and brief apology to the guest would be an appropriate option. Leaving the guest feeling acknowledged and satisfied knowing that even when there’s an imperfect moment, it will be handled professionally.

Yes, there are the guests that you will never be able to please, but don’t let them let you lose your cool or your professional reputation.

Keep it civil. Keep it polite. And a sense of humor doesn’t hurt.

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

Photos with the Easter Bunny
March 29th, 10a.m. — 2:30p.m.
Get your photo taken with the Easter Bunny for a good cause. Santana Row and Autism Diagnostics & Consulting Center have partnered up to bring Easter to The Row. Enjoy Easter photos, Easter Egg decorating, cookie decorating and face painting in Santana Row’s Park Valencia. Photos are $12, Easter eggs are $3 and the additional activities are $1 each. Proceeds benefit Autism Diagnostics & Consulting Center, a non-profit organization dedicated to raising awareness and providing educational and recreational opportunities for children with autism and similar neurological disorders.

Santana Row Nowruz Celebration
March 24th, 5:30p.m. — 9p.m.
Join us, in partnership with the Iranian Federated Women’s Club (IFWC), as we proudly celebrate the arrival of spring and the 2015 Persian New Year (Nowruz) in Park Valencia, from 5:30 to 9:30 p.m. Enjoy nationally-acknowledged musicians and artistic performers free to the public.

The Persian New Year, commonly referred to as “Nowruz,” is a spring festival of Persian origin, which has been celebrated for more than 3,000 years. It marks the first day of spring. The festival of Nowruz is celebrated by many groups of people in the Middle East, and Central and South Asia, but particularly by Persians or various Iranian peoples.

Cars and Croissants
March 28th, 9a.m. — Noon
Springtime brings out some exotic new faces on The Row with the return of Cars & Croissants. Hosted on the fourth Saturday of the month March—December by 100 OCT, the series invites specialty car owners and new, high-end exotic cars to be parked on Santana Row from Gucci to Brooks Brothers and LB Ditsch to Maskewill. Car owners meet monthly for breakfast, mingling and car bragging while onlookers get a serious dose of car envy. Join us for a morning stroll on The Row and enjoy some unique & beautiful cars!
National Tourism Week Luncheon
Learn About Santa Clara’s Plans for Super Bowl 50!

Friday, May 8, 2015
11:30 a.m. – 1:30 p.m.
Santa Clara Convention Center

Guest Speakers:
Santa Clara Mayor Jamie Matthews
“Update on the City of Santa Clara’s plans for Super Bowl 50”

Raul Rehnborg
California Great America’s V.P. and General Manager
“What’s New at the Park in 2015”

SAVE THE DATE ~ MARCH 27TH
Little Italy Arch Unveiling Celebration

Little Italy San Jose,
350 W Julian St, San Jose, CA
Starting @ 6:00pm

Academy Awards nominated for Best Documentary.

Virunga: The Movie is deeply connected to your local zoo? Yes, Happy Hollow Park & Zoo has been raising funds for and supporting Virunga National Park, in the Democratic Republic of Congo, for TEN YEARS, helping to protect some of the last 800 Wild Mountain Gorillas and the people that risk their lives to protect them. Virunga is a moving film and an important film with a crucial message. You can see it on Netflix streaming.

Happy Hollow Staff and our partner, Happy Hollow Foundation, are committed to providing support for these Rangers and their efforts to protect Virunga National Park. Many of you have supported these efforts over the last several years - attending fundraising events, purchasing “Gee is for Gorilla” honey and donating directly to the effort.

We thank you.
Dear Darla,

I'm an executive admin with a million details already on my workday plate. How they want me to plan a really important meeting for next quarter, and I have no idea where to start. I feel like I need some super powers to pull it off.

Doubtful in Downtown

Dear Doubtful,

Fear not! You need not be Wonder Woman to plan a magnificent event. We all know that D-tails are important but devolving into D-tails without proper preparation would be like hitting send before you type a text message. Sure, your recipient’s phone will ping in anticipation, but disappointingly and instantly there will be no substance there.

So, let’s take a step back and start with proper preliminaries. Sticking with our text analogy, you want to have a few questions answered before you send a text, like “To whom am I writing?” “What do I want to say?” “What is the best way to say it?” “Is the right time to send this?” “Do I expect a reply?” “When do any recipients need to do?” and so forth. All this should occur before you even text them on your phone. Planning a great meeting or event requires that same process before a guaranteed to make a great-event checklist can be created.

No matter how experienced or inexperienced a planner you may be, you must begin at the beginning with a host of questions. Once those are answered, you will have created a kind of road map. Only then, with your destination now clearly D-fixed, can you D-velop your D-tailed checklist to get you there. But, first things first.

1. What is the meeting (event) Goal? and objectives?
   a. Product Launch?
   b. Sales Kickoff?
   c. Team Building?
   d. Global Conference?

2. What is the budget?
   a. Will there be a registration fee?
   b. Travel costs?
   c. Speaker or entertainment fee?

3. What are possible dates/times?
   a. Year?
   b. Month?
   c. Week?
   d. Day?
   e. Hours? All day? Morning? Lunch? Evening?

4. How much space do I need?
   a. Who is attending?
   b. How many?

5. What type of space do I need?
   a. Do I need General Session space (refer to #1)?
   b. Breakout space (refer to #1)?
   c. Inside? Outside? (Refer to #1)?
   d. Classroom? (Refer to #1)?

6. Related to #1:
   a. Do I need AV equipment? If so, what kind and how much?
   b. Is parking a factor?
   c. In house or remote?
   d. Is travel a factor?

7. Will we need to provide food and/or beverages?
   a. How many meals need to be provided?
   b. What type of beverage service is needed?

8. Will there be speakers, performers, or entertainment?
   a. Who is mandatory?
   b. Who is discretionary?
   c. Budget?

9. Which top 3 or 4 venues meet all my criteria?
   a. Can the basics be determined from website or phone call?
   b. Can a preliminary proposal be requested to narrow down options?

10. Do I have all the information I need to put together a comprehensive D-tail list?
   a. Any other info that is needed?
   b. Any other unique challenges for this event that should be considered?

Armed with answers to the above questions, next month we will delve into steps for taking your hard won information and generating an effective D-tailed checklist, that will ensure your meeting comes together smoothly and your attendees are D-lighted!

"Failing to plan is planning to fail”
Darla Arndt #12

Darla Arndt  408.770.1202
darla@clubautosport.net

CLUBAUTO SPORT.net

Q for U:

VALLEY ACCESS ELECTRONIC MAGAZINE®
Southwest Airlines LUVs SJC - New Flights to Dallas Love Field -

Southwest Airlines shared its love with Silicon Valley travelers in February with a new service announcement. SJC’s largest carrier will begin daily nonstop flights between San José and Dallas Love Field (DAL) on April 8, 2015. This new market is Southwest's 13th destination from Silicon Valley’s airport.

With these new flights, Southwest is offering more of the low-fare nonstop travel our San Jose and Dallas customers want, at the time of day that makes the most sense to connect them to what’s important in their lives,” said Gary Kelly, Southwest’s Chairman, President and CEO.

The daily flight departs SJC at 4:00 p.m., arriving DAL at 9:25 p.m. Visit flysanjose.com and book your flight to Dallas Love Field or another of Southwest’s many destinations from SJC.
Step behind the lens and take a peek into the lights, camera, and glamour of the golden age of Hollywood with the newest exhibition from The Walt Disney Family Museum. The Photography of George Hurrell brings together a selection of rare, vintage prints from George Edward Hurrell (1904–1992)—one of America’s finest photographers whose professional career had a worldwide impact that continues to this day.

Hurrell is credited with creating the standard for the idealized Hollywood glamour portrait. Always an innovator, he invented the boom light and developed several—now standard—lighting techniques. Hurrell’s signature use of precision lighting, spotlights, shadows, and hand-retouching on the negatives produced romantic portraits that became his trademark style and the definition of glamour for the movie industry. This influential look became known as “Hurrell style.”
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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

Info & 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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