Next up in our "Meet the Hotel General Managers" is not currently a Hotel GM, but is Bruce MacKenzie, the GM of the Silicon Valley Capital Club, the private business and social club atop the famed Knight Ridder Building. With the goal of making his club members and guests "Raving Fans" of the Club, MacKenzie maintains a popular management philosophy of "Servant Leadership."

Prior to his six years at the Capital Club, MacKenzie’s career looks like a wonderful travel log with management positions in hotels, restaurant groups, convention centers, arenas, race tracks and catering companies in 10 different cities and Fiji. Organizations included Americana Hotels, Atlas Hotels, Starwood Hotels, and Premier Food Services, Levy Restaurants, and finally ClubCorp.

In his 20 year plus career in San Diego, MacKenzie served as president of the San Diego Restaurant Association and as a board member of the San Diego Convention and Visitors Bureau. His career highlight during this period was being awarded the San Diego F&B Person of the Year by HMA, the Restaurant Association and NACE. Later, he was recruited to develop and open the food and beverage services at the now famed San Diego Convention Center.

Since coming to San Jose, MacKenzie has made it his priority to be involved in the downtown community. He currently serves on the San Jose/Silicon Valley Chamber of Commerce’s Executive Committee of the Board of Directors. Additionally he was recently named secretary of the Chamber’s Foundation. In order to meet key citizens of San Jose, Mackenzie also joined San Jose’s large downtown Rotary Club and was sponsored by Chris Citti. Five years later he is on the Rotary Board, is chair of their membership committee, and is a member of the club’s Downtown Development Committee which organizes the July 4th Fireworks.

Bruce holds an MBA and a BS in Hotel & Restaurant Management from the University of Denver. His passion for hospitality brought him back to his career in hospitality after beginning college degree program as an electrical engineer at Cornell University.

His current community projects include the development of employee partners into full time positions in our industry through recruitment and training of candidates from local non-profit organizations like TeenForce, and developing training programs with the assistance of his experienced management team. Giving back is what "Servant Leaders" do is his mantra.
SAVE THE DATE
THURSDAY, APRIL 28TH
COMING MEET THE STARS
OF THE
SVCA
HOSPITALITY AWARDS
HOSTING THE AWARDS
THE MARRIOTT HOTEL - SAN JOSE

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IF YOU WISH TO DONATE TO OUR SILENT
AUCTION (FOR OUR SCHOLARSHIP AWARDS)
OR PARTICIPATE AS A SPONSOR
PLEASE CONTACT: MORI MANDIS
SVCONCIERGE@MINDSPRING.COM

BALLOTS
TO FOLLOW

Dear Hospitality Industry Partner:

The Silicon Valley Concierge Association is pleased to announce our celebration at our next Annual Hospitality Awards Event to be held on Thursday, April 28, 2016 at the Marriott Hotel in Downtown San Jose.

The awards event offers a special opportunity for your company to sponsor the event or donate goods for our Silent Auction, which goes towards our SVCA Hospitality Scholarships, awarded to students participating in Hospitality Programs in Santa Clara County. Sponsors and Donors will receive recognition at the Hospitality Awards Event and 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
Saratoga, CA 95070

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 April 8, 2016.

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

VALLEY ACCESS ELECTRONIC MAGAZINE/2
MARCH 2016 CALENDAR HIGHLIGHTS:
Here are just a few of the events going on this month, selected by Discover Silicon Valley Magazine. For a complete calendar, visit www.dineshopplay.com/events_main

CINEMATIC IMMERSION… Cinequest, Silicon Valley’s revered vanguard film festival is back, uniting world leading artists and creators with Silicon Valley audiences to experience a fusion of creativity and innovation. Celebrating its 26th year, it runs from March 1-13, bringing a brand new selection of electrifying films by renowned as well as emerging artists and showcasing outstanding feats in cinematic technology.

Highlights this year include Maverick Spirit winners James Franco and Rita Moreno; 124 world and U.S. film premieres, featuring stars such as Helen Mirren, Geoffrey Rush, Emma Watson and Penelope Cruz; Storytelling Reimagined experiences; the unveiling of the “Virtual Reality Lounge” where attendees experience the cutting edge of a new reimagining of the storytelling tradition; plus lavish venues and round-table discussions. Featured are groundbreaking Barco Escape movies and shorts, with technology that immerses audiences in a triptych of screens, lush with digital images and sound, heightening their emotional response. (Various theatre locations; for complete schedule visit www.cinequest.org)

Hotel Observations

This past year, I’ve been traveling for business to several cities across the country. Naturally, I’ve stayed in variety of hotels. So far, my experiences have been favorable. However, there a few hotels that stand out either because of the exceptional service, ambiance, or other subtle or unique details.

I’ve listed some of these subtleties that helped make my stay a bit more pleasant, and exceedingly memorable.

1. Warm cookies. It was endearing to see how many business travelers looked forward to, and delighted in being offered a freshly baked chocolate chip cookie upon their arrival—including me. A warm freshly baked cookie was a reminder of home. (Inn at the Colonnade, Baltimore, MD)
2. Maintaining eye contact while sharing a genuine smile with the each guest. When a guest is greeted with a smile it quickly puts them at ease. Taking those few seconds to maintain eye contact is perceived as more genuine, not just a standard glance that must be performed as a duty. (Courtyard by Marriott, Bellevue, WA)
3. Making and maintaining eye contact while the guest is speaking. Why is this important?
   • It’s respectful to look at someone when they are speaking.
   • It’s helpful when a person is soft spoken.
   • It’s helpful to understand the person who tends to use their hands to express or explain themselves.
4. Greeting every guest as though they are frequent patrons. Greeting a guest by name, is an extraordinary touch that requires a great memory. When I stayed at The Paramount Hotel, Seattle, WA, I was greeted by name every time I passed through the lobby. When a guest feels connected to the staff, they often tend to tip better and more frequently. Satisfied guests also tend to voluntarily take the time to post on social media and travel sites.
5. Immediate attention to a guest’s concern or preference. The Inn at the Colonnade, Baltimore, MD, comes to mind, again. I had a particular preference; nothing out of the ordinary. After expressing my preference, the hotel desk staff immediately sent “house maintenance” to make the necessary adjustment; no questions asked. I’m not saying that every whim must be satisfied, but every concern or preference should be acknowledged and addressed.
6. A special touch for a special occasion. Although my stay was for pleasure, not business, the special touches my husband and I received were memorable; enough so, that we chose to stay there again for our wedding anniversary the following year. We were granted early check-in and late check-out, as well as reserving the room we wanted. Guess where we’ll be staying again this year? The Fairmont, San Jose, CA.

While business travelers have unique requirements or preferences than the vacation traveler, there are some standard niceties that are favored by both.

• Courteous and friendly interactions by staff and among staff.
• Being acknowledged and understood.
• A memorable flair or characteristic unique to that hotel or establishment.

All of the above subtleties can be achieved by large or small establishments with any size budget. Despite the budget, “courtesy” doesn’t cost a dime!

Rosalinda Randall, Civility & Etiquette Trainer, Speaker, Media Source, Author of “Don’t Burp in the Boardroom” W: rosalindarandall.com T: 650.871.6200 E: rosalinda@rosalindarandall.com Tw: @rosalindatweets
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SILICON VALLEY CHAPTER’S

Black Tie & BOOTS

Benefiting the Mission College Hospitality Scholarship Program
and the Foundation of NACE

Wednesday, March 23, 2016
Six o’clock in the evening

Broken Spoke Western Saloon
370 Saratoga Avenue
San Jose, California

Cocktails, Casino, Bull Riding,
Dinner, Awards, Line Dancing
Additional Information on the Reverse Side

ATTIRE:
MEN: Black Tie to Black Wranglers
Jacket, Tie, Boots encouraged

WOMEN: Dressy Cocktail
Boots, Bling encouraged

TICKETS:
Member: $125 per person
Non-Member: $145 per person
Student: $95 per person
Table Sponsor: $1000 (seating for 8)
Includes two drink tickets per person

RSVP:
By March 11th at www.siliconvalleynace.org
Please note any dietary or allergy restrictions

For your safety we encourage designated drivers, using Uber or Lyft services.

NATIONAL ASSOCIATION FOR CATERING AND EVENTS
INVITATION
HERE’S WHAT’S HAPPENING IN THE WEDDING INDUSTRY

PLEASE SHARE WITH CO-WORKERS AND INDUSTRY PARTNERS

MARCH 6

FLORAL WORKSHOP
THE ART OF THE BOUQUET
ST. ALBANS COMMUNITY HALL
DATE: Sunday, March 6
TIME: 2:00p to 4:00p
ADDRESS: 1501 Washington Ave, Albany
EVENT FEE: $135 (includes all floral material and a vase)

This workshop begins with a demonstration teaching the principals of design and how to create dynamic and beautiful bouquets, then moves to a hands-on session.

INSTRUCTOR: PAT GIBBONS

APRIL 21

BAWN
WEDDING CHAT
PAMPAS, PALO ALTO
DATE: Thursday, April 21
TIME: 11:00a to 2:00p
ADDRESS: 529 Alma Street, Palo Alto
EVENT FEE: $40 before / $50 after April 20

Small group discussions on wedding community topics. We all have issues and challenges. Let’s find the solutions together!
Music and Nightlife:

Fetty Wap & Post Malone
3/4 - City National Civic, San Jose

Bay Area Festival of Laughs
3/5 - Oracle Arena, Oakland

Jeff Dunham
3/11 - SAP Center, San Jose

Nightwish
3/11 - City National Civic, San Jose

Bruce Springsteen & The E Street Band
3/13 - Oracle Arena, Oakland

Justin Bieber
3/17 - SAP Center, San Jose

Justin Bieber
3/18 - Oracle Arena, Oakland

Styx
3/17 - City National Civic, San Jose

Men Are From Mars,
Women Are From Venus Live!
3/17 - Montgomery Theater, San Jose

Ana Gabriel
3/18 - City National Civic, San Jose

Yanni
3/19 - City National Civic, San Jose

Other Events:

Wine & Jazz Brunch featuring
The Noel Catura Band
3/6 - The Mountain Winery, Saratoga

Dinner & Dancing...
Reggae Island Vibes
3/11 - The Mountain Winery, Saratoga

5-Course, Sierra Nevada Beer
Maker Dinner & Home Brew
Demonstration
3/12 - The Mountain Winery, Saratoga

Bourbon Pub-March Madness
Bracket Party
3/14 - Levi’s Stadium, Santa Clara

Blossom Festival
3/14 - Heritage Christian and
Warner Hutton House

Bay Area Wedding Fair
3/20 - Levi’s Stadium, Santa Clara

Whiskies of the World
San Pedro Square
3/24 - San Pedro Square Market, San Jose

Easter Sunday Brunch
3/27 - The Mountain Winery, Saratoga

Sports:

San Jose Sharks vs. Vancouver Canucks
3/5 - SAP Center, San Jose

San Jose Sharks vs. New Jersey Devils
3/10 - SAP Center, San Jose

San Jose Sharks vs. Washington Capitals
3/12 - SAP Center, San Jose

San Jose Sharks vs. Boston Bruins
3/15 - SAP Center, San Jose

San Jose Sharks vs. New York Rangers
3/19 - SAP Center, San Jose

San Jose Sharks vs. Arizona Coyotes
3/20 - SAP Center, San Jose

San Jose Sharks vs. St. Louis Blues
3/22 - SAP Center, San Jose

San Jose Sharks vs. Edmonton Oilers
3/24 - SAP Center, San Jose

San Jose Sharks vs. Dallas Stars
3/26 - SAP Center, San Jose

San Jose Sharks vs. Los Angeles Kings
3/28 - SAP Center, San Jose

San Jose Sharks vs. Vancouver Canucks
3/31 - SAP Center, San Jose

WWW.LOMONACOGROUP.COM
A First Look at British Airways' Nonstop London - SJC Service
- Flights on Dreamliner Begin June 8th -

British Airways will begin flying between San José and London beginning May 4. This marks the first regularly scheduled nonstop service to the UK for the city of San José. British Airways will operate the newest aircraft in its fleet, a Boeing 787-9 Dreamliner, featuring the airline's newly designed First cabin.

Lufthansa to Launch Frankfurt - SJC Flights on July 1

SJC is excited to welcome first-ever nonstop service to Frankfurt on Lufthansa German Airlines beginning July 1.

Connections through Frankfurt are possible on Lufthansa's extensive network within Germany to 96 European cities and many destinations in Asia, Africa and Africa.

Lufthansa will offer five weekly flights on the Frankfurt-Silicon Valley route, operating the Airbus A340-300. The aircraft can seat up to 298 passengers, and travelers have three seating classes to choose from - Business Class, Premium Economy and Economy.

Book your visit to Europe now at www.lh.com.

Flames Eatery & Bar
- A Local Favorite Now Open at SJC -

Gridiron Glory: The Best of the Pro Football Hall of Fame
Triton Museum of Art
January 18 - April 3, 2016
In cooperation with the City of Santa Clara, the Triton celebrates Super Bowl 50 by hosting the Pro Football Hall of Fame’s largest traveling exhibition in its history – Gridiron Glory: The Best of the Pro Football Hall of Fame. FREE event.

2016 Copa America Centenario - Levi's® Stadium
June 3, 6, 13, and 18, 2016
The world's best soccer players are coming to Santa Clara. Levi's® Stadium hosts three first round games and one quarterfinal for the Copa America Centenario at Levi's Stadium June 6, 13, and 18, 2016. Scheduled to play are the national teams of Argentina, Chile, Columbia, Jamaica, Uruguay, and USA.

SJC is excited to host the region's first-ever Copa America Centenario. The stadium will host three first round games and one quarterfinal for the tournament.

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Book your visit to Europe now at www.lh.com.

Flames Eatery & Bar
- A Local Favorite Now Open at SJC -
MARCH 2016

408K Race to The Row
March 6
Show your 408 pride and join the fifth annual 8k Race to The Row from downtown San Jose, benefiting The Pat Tillman Foundation. The event starts at 8a.m. at SAP Center in downtown San Jose and the finish line is at Santana Row. Don’t miss the famous Mariachi Mile! Enjoy exciting post-race activities and delicious brunches at Santana Row after the race. Registration is open now at the www.408k.com. FREE shuttles to the start line are available in the Flames parking lot departing at 6:45a.m. and 7a.m.

Easter Bunny Photos to Benefit Autism Diagnostics & Consulting Center
March 20, 10a.m.-2:30p.m.

Have your picture taken with the Easter Bunny at Santana Row! Join us on Sunday, March 20th in Santana Row Park, across from Left Bank Brasserie from 10a.m.-2:30p.m. Photos are $12 and other activities include cookie decorating ($2), face painting ($2) and egg decorating ($3). All proceeds from the event benefit the Autism Diagnostics & Consulting Center.

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 Santana Row Park (near the large chess board). 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.

Cars & Croissants Kick-Off
March 26, 9a.m.-Noon

Cars & Croissants will kick-off its third season at The Row Saturday, March 26th from 9a.m.-Noon. Hosted on the fourth Saturday of the month through 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 Steak to Madewell. 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!
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Lone Star Limousine
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Monopoly in the Park
Nemea Greek Taverna
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Pier 39
Roudon Smith Winery
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San Jose Earthquakes
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DEADLINE TO SUMBIT 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.

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

**PHOTOS TAKEN AT SVCA EVENTS:**

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