

**MAY 1, 2012**

**SAVE THE  
DATE**



**SILICON VALLEY  
CONCIERGE  
ASSOCIATION  
CELEBRATION  
OF 10 YEARS**

**PRESENTING  
THE  
HOSPITALITY  
AWARDS**

**HOSTED BY  
THE  
MOUNTAIN  
WINERY**

Dear Hospitality Partner:

The Silicon Valley Concierge Association is pleased to announce our Annual SVCA Hospitality Awards Event to be held on Tuesday, May 1, 2012 at The Mountain Winery in Saratoga.

The awards event offers a special opportunity for your company to sponsor the event or donate goods for the silent auction and raffle 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 E-Magazine".

Gift Certificate Prize Donations may be mailed to:  
Silicon Valley Concierge Association  
P.O. Box 2545  
Saratoga, CA 95070-0545

You may contact us via e-mail at [svconcierge@mindspring.com](mailto: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 Friday, April 27, 2012.

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 over 1,600 members in enhancing their professional skills through seminars, networking and familiarization events, meetings, newsletters, and training programs.

We believe that networking, training and education are 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 SVCA awards.

Please feel free to contact us if you have any questions.  
Sincerely,

Mori Mandis  
SVCA President

## INSIDER TRACK

What opportunities the New Year 2012 may bring...the dynamics of Concierge Services!

An article in the New York Times December 4, 2011 Travel section attracted my attention. It was written by Michelle Higgins entitled: "Airlines Cut Back, Hotels Step In". The introductory sentence of the article encapsulates the author's observations. Here is what she has to say: "You don't have to fly first-class to get V.I.P. treatment at the airport – if you stay at the right hotel." The article continues: "As more and more guests show up harried after airline delays, baggage issues and other travel hassles, hotels are stepping in with new services designed to make the airport experience less stressful."

I will expand on this statement by saying that it is not only the airport experience that can be stressful; it can also be the service experience of travelers in the air.

Many of our customers travel on business and have, grudgingly, adjusted to the deterioration of services provided by the airlines. I would venture to say that many of them, given a choice, prefer teleconferencing to meeting face-to-face with their business partners or customers. Corporations watch their travel budgets carefully and hotels keep a keen eye on their occupancy.

While this benefits the companies in this economically stressful time, they, as well as their service providers, the airlines and hotels would do well, reminding them that this may be a cyclical phenomenon that will eventually, return to normal.

However, given the current squeeze on corporate – and personal – travel budgets, we should all take note of the hospitality industry's response to the airlines' reduction in service levels and their ongoing 'nickel-and-diming' of travelers for their services in order to meet revenue goals.

Ms. Higgins points out an array of steps the hospitality industry is taking to make up for service level reductions by the airlines:

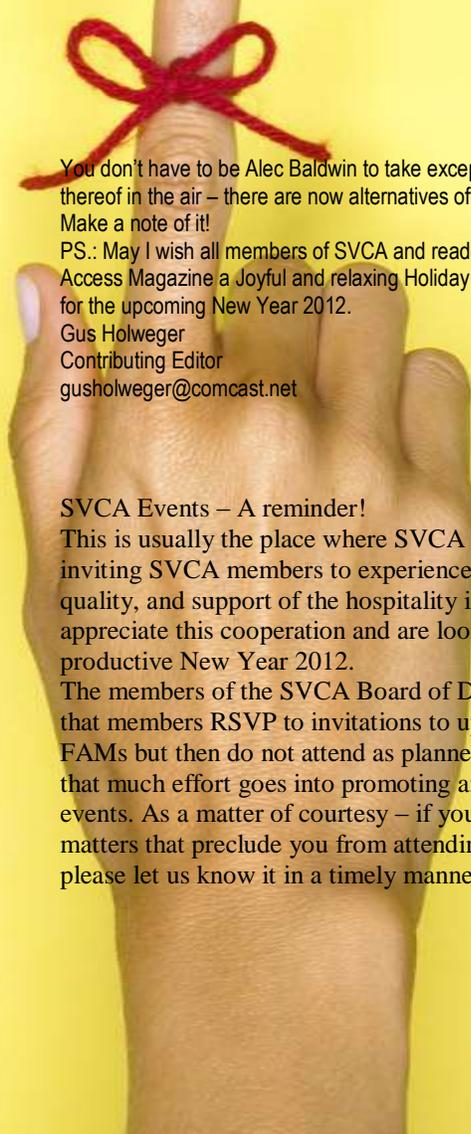
- "Meet guests at the airport, get them access to airline lounges and help solve all manner of problems, including better seats on planes, if available. Mr. Bardolf, director of transportation at the Peninsula Beverly Hills hotel and 'resident airport concierge', can be seen carrying around a 30-pound briefcase filled with everything from baby wipes of Crazy Glue for broken nails."

- Assistance with security and immigration assistance is yet another way of helping travelers at the airport. While Mr. Bardolf does not charge for his or his staff's services for arriving guests, departing guests pay \$100 per family for speeding up the security process and getting access to airport lounges. That's at least \$100 less that American Airlines (which recently declared insolvency) charges per couple for similar V.I.P. option called Five Star Service.

- Guests at the new Four Seasons Marrakech (Morocco) who use its pick-up service for 600 dirhams (\$74) are taken to a VIP lounge to have their passports checked, thus saving them from having to stand in line at customs.

- Several hotels offer imaginative luggage solutions. Westin Hotels & Resorts began lending guests sneakers and workout apparel to reduce the need for bulky carry-on bags; Fairmont Hotels and Resorts has Adidas gear for elite members of its loyalty program or \$10 per stay for other members; the Chicago Ritz-Carlton eliminates the need for luggage altogether by storing clothes for repeat clientele, at no charge beyond laundering. Guests arrive to a closet full of clothes that have been laundered and pressed.

- The article cites many more instances of hotels taking on services that airlines – if they ever offered them – have eliminated from their service menus. Clearly, many of them are chargeable. However, as many a frequent traveler knows, productivity, alertness, focus on business at hand, congeniality when meeting with business partners are greatly enhanced when a knowledgeable, friendly, and efficient concierge relieves the pressures of waiting in line; dealing with less than friendly airline employees (on the ground and in the air); and following customs and passport rules and regulations.



You don't have to be Alec Baldwin to take exception to services or lack thereof in the air – there are now alternatives offered by hotels and resorts. Make a note of it!

PS.: May I wish all members of SVCA and readers of SVCA's Valley Access Magazine a Joyful and relaxing Holiday Season and the Very Best for the upcoming New Year 2012.

Gus Holweger  
Contributing Editor  
gusholweger@comcast.net

SVCA Events – A reminder!

This is usually the place where SVCA thanks its sponsors for inviting SVCA members to experience the ambiance, service quality, and support of the hospitality industry. We appreciate this cooperation and are looking forward to a productive New Year 2012.

The members of the SVCA Board of Directors have noticed that members RSVP to invitations to upcoming events and FAMs but then do not attend as planned. May we remind you that much effort goes into promoting and preparing these events. As a matter of courtesy – if you have urgent other matters that preclude you from attending as scheduled – please let us know it in a timely manner.



# Touring with Maria

This is the time of year for reflecting on the past year and planning for next.

Looking back on travel in 2011 I was fortunate to have travel to eight countries, as well as visit family in New Jersey and friends in New York and Philadelphia.

My goal this holiday season was to buy gifts only in my home town. Except for gifts I bought during my travels abroad I was able to support my local retailers and buy all my Christmas gifts in Mtn. View.

As I hibernate for the winter, I will enjoy my surroundings and be a traveler in my corner of the world. I will marvel at all our area has to offer and hope to instill it in the visitors I will work with this season.



The other day I was a tourist in Palo Alto. I loved hearing all the foreign languages spoken as I sat outdoors at a new cafe on University Ave. Last month while showing a relative San Francisco,

I revisited different neighborhoods and enjoyed their cafes, bookstores and unique shops. I look forward to dining again at Cha Cha Cha in Haight Ashbury.

It is also the season of movie going. I am looking forward to seeing most of the nominated films for all the upcoming award shows and dining at new and favorite restaurants near the theaters. (See VAM 4/10 edition, Film, Food and Friends)

I will dream of and plan for the destinations on my bucket list and pray for a return to a more robust economy and lots of visitors to Silicon Valley.

Happy New Year!  
mlange206@aol.com

## Dear SVCA Community:

We are thrilled to announce that the SVCA website has been upgraded with a refreshed look and more ways to connect with the SVCA network!

Please take a few minutes to visit our revamped website and see what it now has to offer to our SVCA members. There you will also find a link to our Facebook page as well as updated membership, board, sponsors, and events pages.

### SVCA Links:



[www.siliconvalleyconcierge.com](http://www.siliconvalleyconcierge.com)



Facebook:

<http://www.facebook.com/svca.concierge>

Please make sure to "Like" the SVCA Facebook page and participate in the discussions posted.

Your feedback is very much appreciated. Please feel free to contact us with any comments and/or suggestions.

\*\*\*\*We are happy to announce and introduce Elizabeth Espinoza as our intern for the spring semester. As a referral via Dr. Kate Sullivan, Elizabeth joins us as a junior at San Jose State University where she is studying both Hospitality and Human Resources. With her background and willingness to learn more about the hospitality industry Elizabeth will be a welcome addition to the association.

Enclosed is her SVCA email address. Please join us in welcoming Elizabeth Espinoza. [elizabeth.e.svca@yahoo.com](mailto:elizabeth.e.svca@yahoo.com)

Silicon Valley Concierge Association

## TOTEM in San Jose



Opens on  
**March 02, 2012**

**The Grand Chapiteau  
At Taylor Street Bridge**

## WINCHESTER MYSTERY HOUSE

Thank you again for your interest in the Winchester Mystery House. Our attraction would like to offer your employees, and their families a special discount to the Winchester Mystery House on February 7, 2012. This special discount is good for only February 7th for the Mansion Tour, and Grand Estate Tour.

On that day, the Winchester Mystery House will be hosting a unique traveling exhibit from the National WWI Museum in Kansas City Missouri.

This traveling gallery's year-long national tour honors Chauncey Waddell and Cameron Reed, and the men and women who served in World War I. Waddell & Reed produced the traveling gallery in partnership with the National World War I Museum at Liberty Memorial.

Housed in a customized, 18-wheel, "big rig" truck, the traveling gallery provides a window to the war and its primitive tools and equipment, frightening trench warfare conditions, and haunting sights and sounds

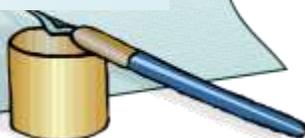
The gallery features:

- Artifacts such as weapons, tools, equipment and uniforms
- A walk-through trench that simulates the war environment
- Videos and audio tracks
- Headlines and historical descriptors

Celebrating the 75th anniversary of Honoring Our History  
This one day event will be held in the Main Parking lot of the Winchester Mystery House ® on Tuesday, February 7th from 9 am to 5 pm  
Admission to the WWI traveling exhibit is free of charge, but donations are greatly appreciated.

Receive \$6.00 off your mansion or estate tour ticket with discount code: **WWICORPORATE**  
Discount code redeemable online only  
**Tickets are available at our website ~**  
**[www.winchestermysteryhouse.com](http://www.winchestermysteryhouse.com)**

The SVCA extends sincere condolences to David Erskine on the death of his father. David has been a loyal member of the Board and received the "Best Concierge" award twice. Our thoughts and sympathy are with David at this time.



KIDS Corner 

Brought to you with Love from:

LIVE<sup>SV</sup>

February is the month for LOVE! However, if love is a bit much for you, how about the month for LIKE? You can LIKE us on our new Facebook page ([www.facebook.com/LiveSV](http://www.facebook.com/LiveSV)) or LIKE events directly on our new site, [www.LiveSV.com](http://www.LiveSV.com). There are many events to LIKE, or... even LOVE.

*The Fresh Beat Band*, Nickelodeon's popular preschool music group, will hit the road for their first-ever nationwide concert tour. Kiki, Shout, Marina, and Twist will perform hits from seasons one, two, and three. **2/10 only** at the **Flint Center** in Cupertino.  
**For more information call 800-745-3000 or visit**  
[www.livesv.com/event/detail/441477047](http://www.livesv.com/event/detail/441477047).



*Family Art Sundays* are designed to provide parents and children a deeper engagement with the arts. Enjoy hands-on arts activities based on MACLA's 4th Annual Chicano Biennial exhibition, performances and gallery tours. **2/19 only** at **MACLA** in San Jose.  
**For more information call 408-998-ARTE or visit**  
[www.livesv.com/event/detail/441475903](http://www.livesv.com/event/detail/441475903).



Spend a family oriented afternoon with storyteller and teacher, Keith Gutierrez, recreating some *Ohlone Indian* activities. It's an afternoon of ancient games, tales of winter lore, and hot cider! **2/19 only** at **Hidden Villa** in Los Altos Hills.  
**For more information call 650-949-8650 or visit**  
[www.livesv.com/event/detail/441476975](http://www.livesv.com/event/detail/441476975).



POWERED BY 



The Montalvo Arts Center hails the year 2012 as the centennial of its historic hillside Villa. "Our centennial year not only celebrates the 100th anniversary of our historic Villa, but also Montalvo's extraordinary accomplishment in carrying out the mandate in our founding benefactor's will," said Montalvo Executive Director Angela McConnell. "Remarkably, Montalvo's leadership has never wavered in its efforts to fulfill Senator Phelan's request to 'use Montalvo and its grounds as far and wide as possible for the development of art, literature, music and architecture by promising students.' We are so proud of our history and the exemplary generosity of a man whose immeasurable vision continues to inspire and engage people of all ages and cultures to embrace the arts with passion."

A series of extraordinary festivities have been planned throughout the year to celebrate the magnificent structure and grounds, and to reflect on the history and future of Montalvo. These include:

**O' GREAT REVERIE: MONTALVO 1912-2012**  
 January 27 through May 10, 2012  
 Thursdays-Sundays, 11 am-3 pm, Project Space Gallery, free admission  
 Opening reception: Friday, January 27, 7-9 pm  
 Montalvo Associate Curator Donna Conwell, in association with Lucas Artist Design Fellows Scott Barry and Neil Doshi, presents an unconventional timeline exhibition comprised of photographs, video, and ephemera. Examined in the exhibition are important questions such as what does it mean to create a history of a place? What makes something historical? Can art practice challenge established historical narratives and generate unexpected new interpretations of place? Organized thematically, the exhibit forgoes a standard chronology to emphasize poetic associative relationships between Montalvo's past, present and future.

**3rd Annual ARTS SPLASH and Senator Phelan BIRTHDAY BASH!**  
 Saturday, April 21, 11 am-4 pm, free admission  
 Montalvo throws open its doors to the entire community for the official centennial kick-off celebration event. Highlights will include a tree planting ceremony and launch of "100 Trees for 100 Years" arboretum fund drive; open artist studios at the Lucas Artists Residency and artists' presentations; hands-on art workshops for children; live music and performances; tours of the Villa; food truck round-up; FREE admission and FREE shuttles for all who attend.

## CINNABAR WINERY POSITION.....

Cinnabar Winery is looking for an enthusiastic, organized and highly motivated individual to become our new Tasting Room and Brand Development Manager. The position requires splitting your time equally between two major functions: the management of all operations at our tasting room and the creation of new business relationships in the local community.

**Tasting Room Management:** Supervising 2 assistant managers and roughly 15 part-time employees, the right candidate must have experience with budgeting, report generation, scheduling and general management functions. However, the majority of your time will be spent with customers and engaging with a staff that is passionate about our award-winning wines.

**Brand Development Management:** You will spend roughly half of your time creating appointments and going out into the community to generate awareness and engagement with Cinnabar. There is a fair bit of romance surrounding wine, so the process of instigating interest and booking events can be quite fun. The ability to make cold calls is necessary, but people generally want to listen to you and the welcome tends to be much warmer than it is for representatives of other industries.

We offer the qualified candidate:

- \$52,000-55,000 annual salary
- Significant annual bonus potential commensurate with performance
- 85% of health insurance costs for individual and family members
- After 2 years of employment, Cinnabar will make an annual IRA contribution equal to 10% of salary
- 2 weeks paid vacation
- Mileage reimbursement
- 50% discount on all wine purchases

We believe in providing you with extensive autonomy and the creative freedom to design promotions and special events. While a basic/intermediate understanding of wines is necessary, the traits that we value the highest are the ability to motivate people and the enthusiasm necessary to make connections with customers and prospective clients. We are willing to provide training and ongoing education in the dynamics of our industry – we encourage all interested candidates to apply (but no direct inquiries please; only online applications will be considered). **TO APPLY FOR THIS POSITION, PLEASE FOLLOW THIS LINK:**

<http://www.new-hire.com/jobs/availablejobs.asp?job=4485>

**Requirements:**

- Proficient computer skills including use of the internet, e-mail, MS Word and Excel
- Social media experience
- Proficient with POS system operations, reports, and troubleshooting
- Minimum three years in a managerial position at a restaurant, tasting room or retail store
- Must be flexible to work a varied schedule including weekends, holidays and evenings
- Must have strong organizational, time management, problem-solving, analytical skills and the ability to communicate effectively both verbally and in writing. Excellent public speaking and presentation skills
- Must be 21 years of age and possess a valid Driver License.
- Able to lift 40 lbs. overhead
- Bachelor's degree

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[www.cmawines.com](http://www.cmawines.com)

Cinnabar Vineyards & Winery  
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[www.LnStarLimo.com](http://www.LnStarLimo.com)

Royal Coach Tours  
[www.Royal-Coach.com](http://www.Royal-Coach.com)

Santa Clara CVB & Chamber of Commerce  
[www.santaclara.org](http://www.santaclara.org)

Santa Clara Convention & Visitors Bureau  
[www.santaclara.org](http://www.santaclara.org)

Silicon Valley Tour Guides Association  
408-978-9543

The Tabard Theatre Company  
[www.tabardtheatre.org](http://www.tabardtheatre.org)

Toll House Hotel Los Gatos  
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The Wax Museum at Fisherman's Wharf  
San Francisco  
[www.waxmuseum.com](http://www.waxmuseum.com)

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International Russian Music Piano  
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[www.russianmusiccompetition.com](http://www.russianmusiccompetition.com)

Rosicrucian Egyptian Museum &  
Planetarium  
[www.egyptianmuseum.org](http://www.egyptianmuseum.org)

San Jose Downtown Association  
[www.sjdowntown.com](http://www.sjdowntown.com)

The Tech Museum of Innovation  
[www.thetech.org](http://www.thetech.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

\* \* \* \* \*

## SVCA Membership

**SVCA Member** \$50.00

- FAM event invitations
- Valley Access E-Magazine

**Non-Profit Groups** \$50.00

- FAM event invitations
- Valley Access E-Magazine

**Sponsors** \$150.00

- FAM events invitation (Up to 5 attendees)
- Listing on Website & Valley Access Recognition

**Associates** Complimentary

- Valley Access E-Magazine

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