

valley access

MAGAZINE

silicon valley
CONCIERGE
association



MARCH 2012

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SAVE THE DATE

MAY 1, 2012

SVCA - 10 YEARS
OF HOSTING THE
HOSPITALITY
AWARDS

HOSTED BY
THE
MOUNTAIN
WINERY

CHEF CARVING TABLE
MTN. WINERY

RESTAURANT O

MTN. WINERY WINES

GUIGLIELMO WINES

NOTHING BUNDT
CAKES

MAGNOLIA JAZZ
BAND

RAFFLE PRIZES

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PART OF THIS LIST
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SVCONCIERGE@MINDSPRING.COM

7 DAYS FOR A BETTER
WORLD

Performances from March 21 to March 25

TOTEM in San Jose

Now Playing Under the Grand Chapiteau at
Taylor Street Bridge (MARCH 2 THRU APR 15)

Tickets for these performances are on sale in support of 7 days for a better world,
an awareness program imagined by Cirque du Soleil in support of ONE DROP foundation.

If you purchase tickets for one of these performances, 5\$ will be donated to ONE DROP, a
foundation
that aims at fighting poverty by giving access to clean water through innovative programs

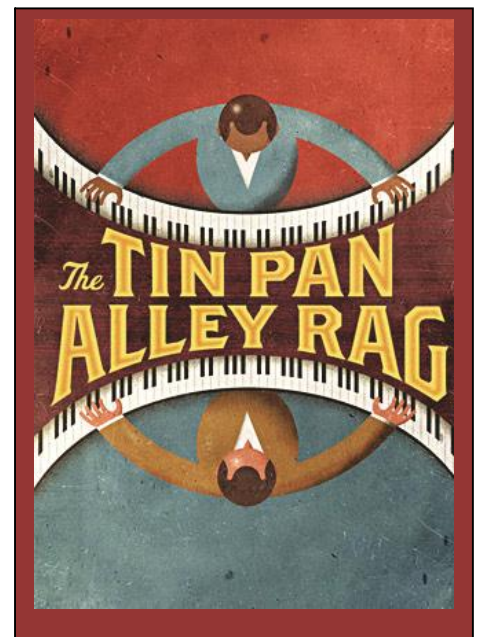
A banner for Tabard Theatre with a purple border. On the left is a logo for "THEATRE ON SAN PEDRO SQUARE" featuring a stylized face. The main text reads "The Destination for Arts Discovery" in red, "Jazz, Theatre...and More!" in green and orange, and "TabardTheatre.org" in black. Below the website is the tagline "Theatre is more than a show. Tabard." On the right is a logo for "The Tabard Theatre Company" with a stylized figure.

March 30–April 22, 2012

Tabard Theatre presents:

Tin Pan Alley Rag

Glorious, toe-tapping music introduces you to two of America's favorite and influential composers—Scott Joplin, grandson of a slave, and Irving Berlin, son of immigrant Russian Jews—in this tuneful journey intertwining their lives and aspirations. Joplin's grail of artistic success encounters Berlin's commercial success in this imaginative meeting of the King of Ragtime and the Titan of Tin Pan Alley



INSIDERS TRACK

Keeping you marketable – Observations and comments!

Much has been written and spoken about acquiring specific knowledge about one's area of specialty (that is not redundant!). Yet, the hospitality industry is – as are most fields in the business world – in a constant state of flux. The country's and the state's economies are affected by a variety of factors and the well-being of companies and individuals depends on them. Demographics, technology, strategic commodities, dealing with business cycles affected by market factors, and – in this election year – prognostications about decisions that ought to be made, should require us to be alert and remain flexible in order to maintain or increase our marketability.

Here are some observations that ought to attract our attention:

- **Technology:** Silicon Valley remains one of the key players in this area. Social networking; robotics; development of alternate, sustainable energies; striving for cost-effective allocation of resources domestically and internationally; first class education – all are areas that are fiercely competitive in this new century. Let me be specific: Thomas L. Friedman, the New York Times columnist had a recent column under the headline: "Accelerating technology eating away at more jobs". Friedman is referring to technology replacing labor with machines or foreign workers. Our experience has been, that jobs such as Concierges, Maitre D's, Tour Guides, waiters and waitresses are becoming victims of *technology*.



Handheld devices let visitors and guide you property, dining room, or prospective customers. Search engines enhance their findings with graphics, sounds, and interactive communications. Friedman mentions two products to underline his view: One is "E la Carte" that lets guests in a restaurant view menu offerings and order and pay right at your table. MIT engineers invented "Presto" similar software that may show you nutritional information, ingredients lists and photographs. Both may shrink the need for waiters and waitresses.

Siri was developed by SRI International for the Apple iPhone as one's personal assistant. According to Curtis Carlson, CEO of SRI, "Siri is the beginning of a huge transformation in how we interact with banks, insurance companies, retail stores, health care providers, information retrieval services and product services."

- **Strategic commodities:** The price of gasoline is about to exceed \$4 per gallon. Much is being written on the effect of fossil fuel prices on the cost of doing business and one's personal cost of living. In the hospitality industry it will certainly affect car rental companies, limousine companies, courtesy vans etc. who have to factor such increases into their cost of acquiring appropriate, cost effective vehicles and into the rates they charge customers. It would also stand to reason that business trips will more frequently be replaced by teleconferencing or simple Skype-assisted face to face communications, as airlines pass increased fuel expenses on to their customers.

- **Tourism:** In addition to changes in business travel, the hospitality industry will also be affected by changes in leisure travel. Exchange rates among international currencies may affect the choice of destination, as will the search for a safe place to enjoy one's well-deserved vacation. Excellent personal services provided by the hospitality industry will always be a factor as technology may not be an adequate substitute. Having just returned from a personal trip, I was amazed how almost paramilitary and paranoid the TSA staff at the airport conducted the search of passengers before releasing them to the boarding gates. This is on one hand reassuring – yet on the other hand – a disincentive for foreigners to choose the USA as a vacation destination given the many more lenient and, in some respects, friendlier countries.

Hugo Martin, in a December 2011 issue of the Los Angeles Times had an interesting column headed: "Tourists spending big bucks in U.S." Yes, it would be wise if we were to pay attention to this influx of tourists. Foreign visitors, according to Martin, spent \$127 billion in the first 10 months of 2011 in the United States, compared to \$92 billion spent by Americans traveling abroad.

Wouldn't it be a good idea to acquire some fluency in Spanish, German, and French – whatever languages those visitors speak?

The Effectiveness and Contribution we, in the hospitality industry can and should make, depends – in all instances – on the skills inventory we establish and maintain in our daily interactions with visitors and clients. Increasing technology will never supplant knowledgeable, friendly, efficient concierges, meeting planners, tour guides, restaurant service employees, interpreters and others in the hospitality industry. Social networking – a misnomer in my opinion – as it creates a more anti-social, anti-face-to-face environment – has its distinct advantages. It does diminish individual interpersonal communications skills much to the chagrin of us in the hospitality industry. Similarly, search engines, no matter how up-to-date and comprehensive will not replace a concierge whose reputation depends on his or her personal knowledge (and feedback from his guests) of tourist attractions, restaurants, transportation services and so on.

Maintain and enhance your skills inventory including a thorough knowledge of available technology but remember: Your marketability depends on your interpersonal skills, an asset that your guests will always prefer over a touch screen on a new technical gadget.

Keep up the good work!
Gus Holweger
Contributing Editor and SVCA Board Member at Large

PS.: Your comments and suggestions are always welcome
(gusholweger@comcast.net)



Every Thursday night, music, creatures and cocktails come together for **NightLife at the California Academy of Sciences**. Explore exhibits and aquarium displays while sipping creative cocktails, and let exotic animals from around the world transport you to the tropics, Tibet, and dozens of other remote destinations. Special planetarium shows will take you even farther afield. Each week features a live band or DJ, and a unique theme – from salsa dancing to sustainable seafood and beyond. 21+

OFF THE BEATEN PATH.....

Visit New Santa Cruz Wineries Kiss the Blarney Stone on March 17, 2012



Okay, I admit, there are quite a few wineries in the Santa Cruz Mountains for people to choose from for tasting and wine clubs. How do you pick one?

My insider information recommends that once you visit all wineries using the **SCMWA Passport**, start looking at the different fun events that happen throughout the year.

Coming up is Irish Cheese & Wine Tasting at Skov Winery on St. Patrick's Day

I have known Annette Hunt, owner of Skov Winery, for several years. The Hunts have the expert knowledge from running Roudon Smith Winery for several years before this recent venture which they have embarked on with Skov Winery.

Transitioning to her own one year old winery now, I know Annette's events are well designed, fun, and simply-elaborate to attend. The name Skov (pronounced "skó") means "forest" in Danish, combining the Danish background of the Hunts with the Santa Cruz Mountains.

Follow me in March to the Irish Cheese & Wine Tasting at Skov Winery! On Saturday, March 17 from 12-4:30pm

They will be showcasing an assortment of spring cheeses from the British Isles will be tasted and paired with Skov wines this year. Yummy! I can't wait to sample these!

And of course there will be many of their favorite scrumptious local honey, chocolate, baked goods and salmon-jerky makers out to introduce their products to you for sampling. This is great place to try out some of the best products!

Let's all have a bit of fun and help celebrate the first year anniversary of Skov Winery!

Where: Skov Winery, 2364 Bean Creek Rd, Scotts Valley

Contact: Annette Hunt 831.438.4374 or wines@SkovWinery.com
Ticket Price: \$15pp or \$10pp for Skov Wine Club members. No advance ticket purchase needed
www.SkovWinery.com

Donna West
Lighthouse Tours
Follow me online or on a trip!

Kids & Family Corner

Brought to you by:

LIVE^{SV}

March on up the Peninsula this month to visit these stately venues in San Mateo County that are not only historic and beautiful, but host many arts and cultural events year-round. Find "all things San Mateo" on our new site **LiveSV**: www.LiveSV.com or on our sister site **Discover San Mateo**: www.discoversmc.com.

Filoli Estate, in Woodside, is hosting the Students' Art Exhibit *Landmarks of California – Hall of Fame*. Filoli's first art exhibit of the season features 62 original pieces depicting California landmarks. **March 6th-15th**.

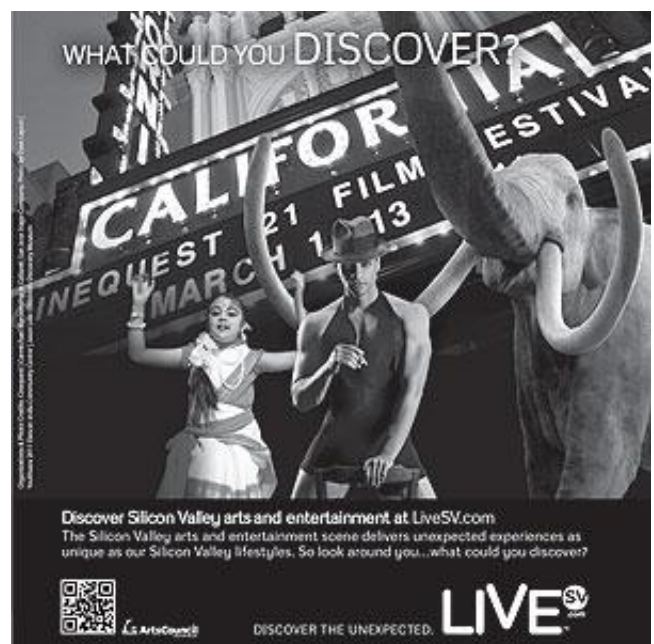
For more information, call 650-364-8300x508 or visit www.livesv.com/event/detail/441479491.

Notre Dame de Namur's Cunningham Memorial Chapel in Belmont presents *The Poetry of Music*, a concert of song, poetry, and wordless music performed by the Ragazzi Boys Chorus. **March 25th** only.

For more information, call 650-342-8785 or visit www.livesv.com/event/detail/441479693.

Kohl Mansion, in San Mateo, hosts a free family concert by *Quartet San Francisco*, playing jazz, tango, bluegrass, big band, and beyond! **March 31st** only.

For more information, call 650-762-1130 or visit www.livesv.com/event/detail/441478443.



Submitted by, Kereli Sengstack (kereli@artscouncil.org)

silicon valley



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 svconciierge@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

MEMBERSHIP

As we kick off 2012, we would like to say THANK YOU to those who hosted and produced the 2011 FAMS and Events.

Your continued involvement remains vital to the efforts aimed at enriching our association and to continue our reputation as a model of excellence and innovation in the hospitality industry.

We now invite you to join the Silicon Valley Concierge Association in supporting future educational networking events and programs.

BUSINESS SPONSORS \$150.00*

- 12 month group membership for up to 5 employees
- Invitations to ALL SVCA events
- Listing in the SVCA website with a direct link to your business
- Periodic announcements on the SVCA Facebook page
- Listing in the Valley Access E-Magazine (emailed monthly to over 1100 members in the hospitality industry)
- Subscription to the Valley Access E-Magazine (SVCA monthly newsletter)

NON-PROFIT GROUPS \$100.00

- 12 month group membership for up to 3 members
- Invitations to SVCA events
- Listing in SVCA Website with a direct link to your group
- Periodic announcements on the SVCA Facebook page
- Listing in the Valley Access E-Magazine (emailed monthly to over 1100 members in the hospitality industry)
- Subscription to the Valley Access E-Magazine (SVCA monthly newsletter)

INDIVIDUAL MEMBERS \$50.00*

- 12 month individual membership
- Invitations to SVCA events
- Subscription to the Valley Access E-Magazine (SVCA monthly newsletter)

Click here for an application
<http://www.siliconvalleyconciierge.com/wp-content/uploads/2010/12/Membership-Form-.pdf>

Please make your checks payable to
"Silicon Valley Concierge Association"

For those interested in payment via credit cards, let us know and we can email you an invoice via PayPal. tax deductible

Silicon Valley Concierge Association
65 Washington Street
Santa Clara, California 95050



Dolc Hayes Mansion is hiring:

Conference/Catering Admin. Assistant Full Time AM/PM; Flexible/Weekends/Holiday

Seeking qualified candidates to provide administrative support for the Conference Planning and Catering departments. Assist with departmental administrative functions including but not limited to updating of CSM binders, email daily events by 5pm and load daily events in the intranet. Assist with preparation of Banquet Event Orders for Conference Planning and Catering Departments.

The ideal candidate must possess strong communication skills and must be able to deal with all levels of the organization, work in a fast paced environment where there is constant change and daily deadlines to meet and possess strong organizational skills and the ability to multitask.

Knowledge of Delphi is a plus! This position requires a minimum of one year experience in a hotel or other industry related experience. Schedule varies according to business demands and needs.

Interested parties, please send your Resumes to our HR Specialist Sheila Cena: scena@hayesmansion.com

Please note in your cover letter that you are responding to a link on MPINCC Message Board and the Silicon Valley Concierge Association.



25th Anniversary Celebration

STAR CHEFS & VINTNERS GALA

MEALS ON WHEELS OF SAN FRANCISCO

Meals On Wheels of San Francisco Celebrates the 25th Anniversary Star Chefs & Vintners Gala

Annual Gala Funds 350,000 Meals A Year Sunday, April 22, 2012

Pier 48 | San Francisco

Factory with Author Jon Gertner



Event Details

Computer History Museum
1401 N. Shoreline Blvd.

Bell Labs, the 1980s, was the most innovative and productive institution of the twentieth century. Long before America's brightest scientific minds began migrating west to Silicon Valley, they flocked to this sylvan campus in the New Jersey suburbs built and funded by AT&T. At its peak, Bell Labs employed nearly fifteen thousand people, twelve hundred of whom had PhDs. Thirteen would go on to win Nobel prizes. It was a citadel of science and scholarship as well as a hotbed of creative thinking. It was, in effect, a factory of ideas whose workings have remained largely hidden until now.

New York Times Magazine writer Jon Gertner unveils the unique magic of Bell Labs through the eyes and actions of its scientists. These ingenious, often eccentric men would become revolutionaries, and sometimes legends, whether for inventing radio astronomy in their spare time (and on the company's dime), riding unicycles through the corridors, or pioneering the principles that propel today's technology. In these pages, we learn how radar came to be, and lasers, transistors, satellites, mobile phones, and much more.



BALLET SAN JOSE

Ballet San Jose's PROGRAM TWO includes four Company Premieres (two of which are also Bay Area Premieres), April 13-15 at San Jose Center for the Performing Arts in downtown San Jose. Jessica Lang's pas de deux, *Splendid Isolation III*, and Stanton Welch's *Clear* will be making their first appearances on the Bay Area stage. Joining them as Ballet San Jose Company Premieres is George Balanchine's *Allegro Brillante* and Clark Tippet's *Bruch Violin Concerto No. 1*. The short, four-performance run plays Friday and Saturday nights at 8pm with Saturday and Sunday matinees at 1:30pm. Tickets are \$30 - \$100 with discounts for students, seniors and groups. The Saturday afternoon program is a Discount Matinee priced at \$20 - \$70.

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www.Royal-Coach.com

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www.sanjoseavrentals.com

Santa Clara Convention & Visitors Bureau
www.santaclara.org

The Tabard Theatre Company
www.tabardtheatre.org

West Valley Charter Lines
www.westvalleycharter.com

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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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SVCA Membership

SVCA Member \$50.00

- FAM event invitations
- Valley Access E-Magazine

Non-Profit Groups \$100.00

- FAM event invitations
- Valley Access E-Magazine

Sponsors \$150.00

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

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