

The Hotel Beat

“TO THE HOTELS, FOR THE HOTELS, WITH THE HOTELS IN MIND”

7th Edition

February 2004



Khanh's Vietnamese Restaurant- #372 in your What 2 Do™ Guide
“#1 Vietnamese restaurant in the Bay Area” – San Jose Mercury News.



Silicon Valley Hotel Loyalty

Which General Manager has the longest tenure at their hotel?

In the age of rapid career change, constant flirtation with competitors jobs, inner company moves, and general attempts to see if the grass is really greener on the other side, there comes along a story of management who have stayed happy and loyal at one job for an extended period of time. It's a far cry from generations past when steel and mine workers would spend 40-50 years at one job, retire, and collect their pension. But, today 6 general managers (GM's) have been at there respective hotels for 10 years or more.



The longest standing GM of the 176 hotels in Silicon Valley is Steve Summers from the Ramada Inn Silicon Valley in Sunnyvale. He tops the charts at 19 years. Although his tenure is a little different than most “employed” general managers, Steve is a cousin of the owners. Steve says the reason he has stuck around for so many years has been “family”. He also has a few other business ventures, so he relies heavily on his managers for day-to-day operations of the hotel.

In second place and with no relation to ownership is Gary Hageman of the Sheraton Milpitas. Gary came to the Sheraton when it opened 16 years ago, and never left. Gary says “My position and responsibilities have changed and increased over the years whereby allowing me to remain challenged and motivated.” Often management and ownership have different opinions on the direction of a property, but Gary points out he's been fortunate that the ownership group of his hotel has mirrored his beliefs of focusing on raising sales through customer service. The four other GM's with long stays at their hotels are Bozidar Orlovic (Mariani's Inn-12 years), Robert De Bene (Vagabond Inn Santa Clara-10 years), Christine Smith (Mapletree Inn-10 years), and Jeff Magan (Super 8 San Jose-10 years).

In Silicon Valley, we have 176 hotels, and only 6 GM's have been at their position for 10 years or more. Thirty-four GM positions have changed in the last year alone. Today the average stay of a GM at their hotel is 3 years. Now, all cannot be blamed on the wandering eye and fascination with other jobs. Companies like Pacific Hotels and Joie de Vivre (JDV) often move their GM's vertically to accommodate new hotel openings or positions that become available. Joie de Vivre is in the process of this as we speak. With the new Montgomery Hotel planning to open this summer, Julie Conde (Hotel Avante), Greg Mauldin (Montgomery), and Mark Polochak (Wild Palms) (3 current GM's) have all been shuffled to different hotels within JDV to open this one hotel.

This article has only focused on employed management, but the hotel industry is largely populated by owner-operated businesses. People like Chris Billawala (Park Plaza) or Lorraine Kelly (Granada Inn) have both been at their respective hotels for many years, but they are at least partial owners of a thriving business – a much different set of circumstances than the employed management model. (Continued on Page 4)

Name	Hotel	Year
Steve Summers	Ramada Inn Silicon Valley	19
Gary Hageman	Sheraton Milpitas	16
Bozidar Orlovic	Mariani's Inn	12
Christine Smith	Mapletree Inn	10
Jeff Magan	Super 8 San Jose	10
Robert De Bene	Vagabond Santa Clara	10
Muriel Matt	Best Western Airport Plaza	9
Jay Patel	Howard Johnson Santa Clara	9
John Southwell	Hilton Towers San Jose	8
Pete Horoszk	Holiday Inn Express – 4 th St.	8

Concierge Association 2004 Annual Awards Ceremony



The Silicon Valley Concierge Association (SVCA) is hosting its 2nd annual Silicon Valley awards ceremony for the hospitality industry. Last years event hosted at Eulipia restaurant saw 175+ attendees, and was a veritable who's who of our industry. This year the organization is expecting 200 to witness the best of the best in 26 Categories. World 2 Do, Inc. and the SVCA would like your vote on the following categories. The establishments that receive the most votes will be nominated for their particular category.

Best Art Gallery _____

Best Attraction _____

Best Concierge _____

Best Festival _____

Best Golf Course _____

Best Hospitality Information _____

Best Hospitality Program _____

Best Hotel _____

Best Kept Secret _____

Best Museum _____

Best Nightclub _____

Best Performing Arts Group _____

Best Restaurant – Asian _____

Best Restaurant – French _____

Best Restaurant – Italian _____

Best Restaurant – California _____

Best Restaurant – Seafood _____

Best Restaurant – Steakhouse _____

Best Shopping Mall _____

Best Shopping Independent Store _____

Best Day Spa _____

Best Tour Guide _____

Best Visitor Publication _____

Best Transportation _____

Best Website _____

Best Winery _____

Please fax your votes to Randy Zechman at 408-254-4443 or email RandyZ@World2Do.Com. We appreciate your feedback.

What 2 Do™ Call Volume

Where Do You Stand?

Below is a list of the top 50 hotels for the What 2 Do™ Guide. The hotels are ranked by the total number of calls from hotel guests and staff for winter quarter 2003. Total calls are divided by the number of rooms in the hotel. The top 5 receive prizes including dinners for two, AMC movie passes, and ski lift tickets:

**1. COMFORT INN SJ-13TH
AVE. PRIZE WINNER**

**2. HOLIDAY INN EXP. SJ
MONTERREY RD.
PRIZE WINNER**

**3. TRAVELODGE –THE
ALAMEDA PRIZE WINNER**

**4. WYNDHAM SAN JOSE
PRIZE WINNER**

**5. WILD PALMS SUNNYVALE
JDV – PRIZE WINNER**

6. Super 8 San Jose

7. EZ8 – Santa Clara

8. Hawthorn Suites Santa Clara

9. Vagabond Inn San Jose

10. Silicon Way Inn

11. EZ 8 Motel– 1550 North 1st

12. Campbell Inn

13. Quality Inn –Mountain View

14. Arena Hotel

15. Best Western Airport Plaza

16. Best Western Brookside

17. Hawthorn Suites Milpitas

18. Howard Johnson Downtown

19. Courtyard Marriott San Jose

20. EZ 8 Motel– 2050 North 1st

21. Park Plaza – airport inn

22. Vagabond Santa Clara

23. Best Western Lanai

24. Executive Inn Airport

25. Clarion Presidents Inn

26. Candlewood Suites Milpitas

27. Residence 1- Lakeway

28. Guesthouse Inn

29. Ramada Limited Santa Clara

30. Days Inn- 4th St.

31. Pacific Inn Sunnyvale

32. Towne Place Suites - Milpitas

33. Fairfield Hotel San Jose

34. Crowne Plaza San Jose

35. Woodfin Suites

36. Courtyard Marriott Milpitas

37. Homestead Village San Jose

38. Pacific Euro – Mountain View

39. Studios Plus San Jose

40. Sierra Suites

41. Best Western Santa Clara

42. Marriott San Jose

43. Adlon Hotel San Jose

44. Microtel Morgan Hill

45. Hilton Garden Inn - MV

46. Best Western Gateway Inn

47. Sterling Motel

48. Crestview Hotel

49. Holiday Inn Express –Santa Cl.

50. Ramada Sunnyvale

**This is the top 50 out of 175
hotels in the Silicon Valley.**

Around Leisure Town

New Businesses in Silicon Valley



Glo— 396 South 1st Street, Downtown San Jose- Some people say the market doesn't exist in Silicon Valley for a truly high-end New York/LA style club with reserved tables, bottle service, and VIP rooms. Well, we're about to find out. The highly anticipated Glo opens in early March. The owners of the wildly popular Suite one8one in San Francisco are parlaying the success of this concept into Glo. The upstairs will be known as Shine where high rollers can buy whole bottles of liquor and mixers for a table and be treated like kings. Look for this to be a very high profile opening. Call 995-6414.

Omogari Korean Restaurant – 154 E. Jackson St., San Jose. The small Korean restaurant opened this winter in the heart of Japantown. The restaurant seats 40 and its house specialty is a soft tofu hot pot. Call 280-6588.

Negeen Restaurant – 801 W. Hamilton Ave., Campbell. The new Persian restaurant inhabits the space formerly occupied by Borsalino Saaghi. Negeen is the only true Persian restaurant in town serving kebabs, stews, basmati rice and more. Belly dancers often perform on Friday and Saturday evenings. Call 866-6400.

India Movie Cinema- IMC– 1433 The Alameda. Bollywood comes to San Jose in Silicon Valley's first all Indian film center. The cinema takes over the old Towne Cinemas in West San Jose on The Alameda. Call 830-9999.



Cinequest San Jose Film Festival - Opening March 3rd and running for 12 days, see 165 films, including 68 features playing at Six Downtown venues including; Camera One and Camera 3 Cinemas, San Jose Repertory Theater, and three sites at San Jose State University - Morris Dailey Auditorium, University Theater and Hall Todd Theater. In addition, 38 of the 68 feature films to be shown will be premiered. For it's Maverick Spirit Awards, Cinequest will celebrate the work of Gov. Arnold Schwarzenegger, ski filmmaker Kurt Miller and husband-wife screenwriting team David and Janet Peoples during the festival. Dial #128 in your What 2 Do™ Guide (888-987-8636).

Beaver's Bar and Grill– 1180 Lincoln Ave., San Jose. Located in downtown Willow Glen, the space formerly occupied by The Glen has undergone a face-lift and concept change. With pool tables, dart machines, and foosball upstairs and a lounge, 2 bars, live music, and a fireplace downstairs, the new Beaver's offers something for everyone. Open for dinner and drinks 7 days a week plus lunch on Saturday and Sunday. Call 288-9422.

Aprilia – 167 South Main St., Milpitas. An old world-style family owned and oriented Italian eatery. The owner, James Carbone, describes Aprilia as a New York supper club ambiance with a full bar, in the style of a jazz and blues club. James, also the former executive chef at Zahir's, adds that live performances will occur at the restaurant. Call 263-7259.



Babe's Bar and Grill– 398 Bascom Ave., San Jose (near Stevens Creek) This is not your typical sports bar. Although it has a large screen TV playing all sporting events, Babe's is much more of a modern- nouveau-fancy-sports-bar. The menu, larger than most bars, offers pasta, sandwiches, appetizers, salads, and more. The chic trend continues in Silicon Valley. Call 271-9000.

Sleep Inn– 2390 Harris Way – Off Montague Expressway. The Choice Hotel's property will open in Early March. The 3-star, limited service property will have 50 rooms. Comfort Suites in San Jose's General Manager David Huddleston will manage the hotel, as well as retain his position at Comfort.

Stay Bridge Suites– The Summerfield Suites Hotels in San Jose and Sunnyvale have changed flags, bringing Stay Bridge Suites to Silicon Valley for the first time. The management has not changed. Call 436-1600 for San Jose or 745-1515 for Sunnyvale.

Shooting Star Tournament

BAY 101 HOSTS THE RECENTLY POPULAR POKER CHAMPIONSHIPS IN SAN JOSE



Once a year, local poker players get the chance to rub elbows with the best players in the world during the **Shooting Star Tournament** held at Bay 101 in San Jose on February 27th through March 5th. In its eighth year, the Tournament is a \$5,000 buy-in-no-limit hold'em tournament where one high profile player (star) with a \$5,000 bounty on his or her head is seated at each table. Whoever knocks the star out of the tournament receives the bounty money.

With the recent surge of interest over the poker world, this year the event will be televised nationally on the Travel Channel in June. The tournament will host 210 players, bringing the purse to over \$1 million. The tournament winner will receive approximately \$300,000 cash plus a \$25,000 seat at the World Poker Tour Championship event, making this the biggest first-place poker prize ever awarded in the Bay Area. Among the celebrities attending this year will be TJ Coutier, winner of more major poker tournaments than any player in history, along with other big names in the poker world such as Kathy Liebert, David "Devilfish" Ulliot, Howard Lederer, current world champion Chris Moneymaker, celebrities Ben Affleck, and James Woods.

Stop in at Bay 101 to catch the excitement of championship poker in action. Must be 21 and over. Bay 101 is located at 1801 Bering Rd (at 101), San Jose. 408-451-8888.

Hotel's Changing Faces

Vagabond Inn – San Jose

Sue Drochak takes over the General Manager helm at Vagabond Inn San Jose on North First Street. The Vagabond is a limited service 76-room hotel near the airport. Sue heralds from Canonsburg, Pennsylvania (the home town of Perry Como & Bobby Vinton) at the outskirts of Pittsburgh. Most recently, Sue worked at the Sheraton in Cleveland, a 482 room major hotel in downtown. While back East, she also worked at a Holiday Inn and Hampton Inn. She has two sons, Michael (25) & James (27). When asked what brought her to San Jose? She responded "California, I just love it out here." Welcome to San Jose, Sue. We're glad to have you as part of our community. Call up Sue and welcome her to the neighborhood 453-8822.



Toys for Tots – Thank You

During the Christmas holiday, World 2 Do collaborated with the Silicon Valley Concierge Association and some area hotels to collect toys for underprivileged children via the Toys for Tots foundation. The Hampton Inn & Suites in San Jose, Comfort Inn San Jose, Holiday Inn Express-Monterrey Road, and The Fairmont all took time out of their busy schedules to donate toys from their employees and/or hotel guests. Thank you for your support for such a worthy cause.

Tenure (continued page 1)

Perhaps Gary, Steve, and the gang will start a trend not seen for many years in our valley. Since the fear of going overseas with jobs doesn't pose imminent danger like many of our other more technical counterparts in town, it could very well happen.

One may have many opinions on the reasons and wisdom of long-term employees, but one thing for certain is this elite group has had a major impact on the growth of their hotels. They are always well respected internally. Most are

often active in the community. And they should be proud of what has become a unique accomplishment. Here's to 10 to 20 more years.

Opening Dates

Summer is upon us, and it's time to look at seasonal attractions opening/starting dates:

Paramount's Great America- Opens March 27th

Raging Waters- Opens May 15th

Waterworld- Opens May 15th

Six Flags Marine World- Opens March 20th

Bonfante Gardens- Opens March 27th

All theme open for weekends only and switch to daily operation in May or June.

San Jose Giants- April 8th at Visalia. Home opener is Friday April 16th vs. Visalia

Oakland A's- Monday April 5th home opener vs. Texas Rangers

San Francisco Giants- April 5th at Houston. Home opener is Monday April 12th vs. Milwaukee Brewers.

San Jose Earthquakes- Home opener Saturday April 10th vs. the Chicago Fire. This is a rematch of last year's MLS finals in which San Jose captured their 2nd title in 3 years.

