



Convention & Visitors Bureau

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News Release

FOR IMMEDIATE RELEASE

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SAN JOSE CVB SALES MANAGER RECEIVES OUTSTANDING CONCIERGE SERVICE AWARD

National Concierge Association Recognizes Max Schultz at 6th Annual Conference

SAN JOSE, CALIF. – August 24, 2004 – The San José Convention & Visitors Bureau's (SJCVB) very own Max Schultz was the recipient of the National Concierge Association's (NCA) prestigious Concierge Outstanding Service Award. The award was presented to Max, former concierge manager turned theater sales manager, at NCA's 6th Annual Conference, which took place in Las Vegas on August 12-14, 2004.

The Concierge Outstanding Service Award recognizes one individual for outstanding service to the industry. Individual chapters nominate a member and submit community support letters on behalf of the nominee. The winner is later chosen by the NCA Executive Board and presented a beautiful glass sculpture at the gala dinner, which is held at the close of the conference.

Max, a SJCVB employee for nearly four years and the Vice President of the NCA Northern California Chapter, is also known as "Mr. San José" from friends and colleagues. His knowledge of the city and its history (both quirky and common), as well as the hospitable and professional service he provides visitors, is what credits the designation.

"We are extremely proud that Max was recognized by the entire concierge community for his great work," said Leta Atlas, president of the Northern California Chapter of NCA. "As Vice President of the NCA-Northern California Chapter, Max is an integral part of our organization. He has helped build the foundation of the NCA concierge community in downtown San José and neighboring cities. As we prepare to host the 7th Annual NCA Conference in 2005, we are thankful that Max is on our team and that he displays proudly the most coveted award the NCA offers to individual concierges."

About The National Concierge Association (NCA)

The National Concierge Association (NCA) was founded in 1998, by a group of concierges from Minnesota, Arizona and Texas with a need to maintain contact with other concierge

professionals throughout the world. The Association was chartered to be inclusive of all concierges -- hotel, residential and corporate -- that are excluded from membership in Cles D'or, the older and the International Concierge Association. Today, the Association has more than 400 members from chapters in Chicago, Washington DC, North Carolina, Indiana, Texas, Arizona, Colorado, Nevada, Hawaii, California, Canada and Japan. The purpose of the NCA is to promote the highest level of competence in the profession, to set the standards of concierge services and to stay abreast of current trends in today's marketplace via our unparalleled network of information resources.

About The San José Convention & Visitors Bureau (SJCVB)

The San José Convention & Visitors Bureau's (SJCVB) mission is to enhance the image and economic well being of San José by taking the leadership role in marketing San José as a globally recognized destination. The SJCVB offers meeting planners, tour operators, and individual visitors a team of professionals who can assist with their destination planning process from beginning to end. To receive a copy of the Bureau's *Meeting Planning Guide* or *Official Visitors Guide*, please contact the SJCVB at 1.800.SAN.JOSE (1.800.726.5673) or visit <http://www.sanjose.org>.

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