

## Newsletter Fall – Winter 2012

Edition 26



JUST TO KEEP YOU FOCUSED – THE FIRST DAY OF SUMMER IS JUST  
141 DAYS AWAY!!!!

### President's Welcome

Dear Members: I am pleased to announce that Board Elections were held at the Palm on January 23. We now have an official Communications Director, yeahhhh, and this will be my last newsletter as I am handing the scepter over to Megan and will Co-Editor going forward. I will still assist Megan by reaching out to several members to write articles for the upcoming newsletters. I know you like to see your name in print and I feel it is important that we hear your thoughts on subjects. We welcome ideas and if you would like to submit something we certainly will consider printing it. All articles are subject to review by the board. Please welcome your new Board:

**James Hawkes** - Vice President  
**Halina Marinscin** - Treasurer (re-elected)  
**Gail Marrandino** - Philanthropist  
**Ana Blanco** – Secretary (NEW ELECT)  
**Julio Driggs** - Social Director (NEW ELECT)  
**Mary Beth DeClementi** –  
Membership Director (NEW ELECT)  
**Megan Scherer**– Communications Director (NEW ELECT)  
**Alan Solovitz** – Allied Representative/Public Relations (assigned by your President)  
**Vonnie Clark** – President (re-elected)

With that, I am enthusiastic about the opportunities we have planned for you this Winter Season. Along with that I am pleased to announce that the **At The Shore – Press of AC Wine Tasting Art Show** will return this year on February 2, 2012. Be sure to mark your calendar and please make every effort to come out and support this event. I am excited to announce it will be held at the Atlantic City Country Club this year. GACCA, ACCVA and the Press have agreed to join forces again this year in sponsoring the event. This is great news to us and great news

to several hospitality students for the opportunity to receive scholarship monies! It is not too late to purchase a ticket – PLEASE. PLEASE PLEASE support this event. Details are shown below in the Scholarship section of this newsletter.

Yours in service,

Vonnie Clark  
President  
Greater Atlantic City Concierge Association

### A Message from John Palmieri CDRA

I want to thank the Greater Atlantic City Concierge Association for inviting me to speak at your meeting on 1/23. I had a wonderful time. As the father of a daughter who spent 3 years working for Starwood at the W in Hoboken, NJ, I know first-hand how critical hospitality is to the success of tourism and visitation. Concierge representatives are the “first lieutenants” who serve as the eyes and ears of this industry, and are a critical component to providing guests with a positive first and second impression. Your role in providing the Atlantic City Alliance, ACCVA and CRDA with advice and counsel as we move aggressively to create a world-class destination environment for visitors will be an important way to improve services and measure our progress. CRDA's master plan will be presented on Feb 1st, and will provide us with a game plan for revitalizing the tourism district. ACA's advertising and branding campaign is taking form and will soon be rolled-out. Liza Cartmell,

executive director, of ACA and her board of trustees are very excited about this \$30m/year campaign. As partners, ACA/CRDA are confident that positive changes are ahead. But we will not be able to do it without you – so get ready!

### New Members - Welcome

Chris Beattie	Legends In Concert
Dina Bongiovanni	Resorts
Katonia Thomas	Tropicana
Moira Kirkpatrick	Fairways

### 2012 UPCOMING EVENTS

**2/02 At The Shore – Press of AC Wine Tasting Art Show– Atlantic City Country Club, Northfield**

2/15 Rainforest  
3/01 Latz by the Bay  
3/14 The Chelsea  
3/29 Mangos

### Greater AC Concierge Association – ACCVA Foundation Scholarship

If you missed the opportunity to attend our “**At The Shore – Press of AC Wine Tasting Art Show**” last year, do not make the same mistake this year. The Event will be at a new location this year - the beautiful Atlantic City Country Club located on Shore Road in Northfield, NJ. The date is February 2nd 5:00pm - 8:00pm. We have a host of great Artists supporting us this year with many pieces available for purchase that will fit your pocketbook. Ticket price is \$25.00 and all proceeds will benefit our Scholarship Fund. Live music will be playing while you view the fantastic art, Wines provided by Gallo will be available for tasting along with an array of Atlantic City Country Clubs special hors d'oeuvres will be served. There is plenty of parking available and the Country Club will have a special bar menu avail for those that would like to take advantage of the opportunity to eat there. A fun evening for everyone is planned. Tickets will go on sale at our meeting at the Palm.

The Scholarship Committee for 2012 is as follows:

**Doreen Prinzo**, Atlantic City Convention & Visitors Authority

**Joyce Cook**, Atlantic City Convention & Visitors Authority

**Wilma Hanna**, Atlantic City Convention & Visitors Authority

**Gail Marrandino**, Atlantic City Convention & Visitors Authority

**Jamie Winkler**, Borgata Casino Hotel & Spa

**John Battista**, Carisbrooke Inn Bed & Breakfast

**Vonnie Clark**, Trump Taj Mahal Casino Resorts

**Holly Laird**, Sheraton Atlantic City

**Charles Fahy**, Atlantic City Country Club

*Donald Hoover*, Fairleigh Dickenson University

**Donna Albano**, Richard Stockton College of NJ

**Josette Katz**, Atlantic Cape Community College

**Jamie Hoagland**, The Press of Atlantic City

**Anne Nguyen**, The Press of Atlantic City

**Sandy Reed**, The Press of Atlantic City

**Scott Cronick**, The Press of Atlantic City

### 5-steps to be a Great Concierge by Doreen Prinzo

**Step One – Commit** In order to be a great concierge you must first make a decision to commit to a plan of action. You can only be great at something if you make the commitment.

**Step Two – Learn** Now that you have made the commitment to become a great concierge you need to learn everything you can about your destination. Read the At The Shore and the Atlantic City Weekly, check websites such as [www.atlanticcitynj.com](http://www.atlanticcitynj.com), read the billboards on the way into town. Check with your property events team. Stop at the library and pick up some history books. Make contacts, you can't know everything but do you have contacts you can consult with? Membership with the GACCA will give you many contacts that you can go to for advice.

**Step Three – Manners** To be a great concierge you must be well groomed, pleasant tempered and approachable. If you have a slovenly appearance, are frowning, are eating at your station - No one will want to go near you, much less ask you a question. Be neat, smile often and respond to questions in a pleasant voice.

**Step Four – Examine Your Habits** To be a great concierge, take a good look at your habits. Do you chew gum, chew candy, respond sarcastically to customers, are you rude or in any way confrontational? Do you stand straight? Do you smile while waiting to help customers? A good examination of your habits will tell you where you can improve.

**Step Five - Conscious Competence** This is the point where you begin to understand how much knowledge you have received and how this new understanding and knowledge, when applied, helps you become a great concierge.

**Recent Member Meetings**

**McCormick & Schmick  
by Vonnie Clark**



McCormick and Schmick is always a favorite of the GACCA Membership. Located at Harrahs, our gracious host Kay extended cocktails, appetizers and tastings of fresh seafood to our members. The atmosphere is great, servers kind and considerate. M&S has a great happy hour 4P – 6P Monday thru Friday. Discounted drinks and a great array of happy hours food choices are offered.

**The Palm December Mtg.  
by James Hawkes/Vonnie Clark**



Palm Restaurant-OMG - Outstanding from the minute you walk in the door. This is definitely the GACCA's largest turnout. The cocktail reception was a great start. Once again the

Palm exceeds expectation with outstanding service and delicious menu items. The oversized Nova Scotia Lobster that's too large for your plate and filet are a big hit for the Greater Atlantic City Concierges Association; not to mention the chicken parmesan. Bon appetite! Vonnie Clark the association's president kicked off the event and presented two guest speakers; Kay Seelig and Howard Bacharach. Kay Seelig, representing "The Just For Kids Foundation" talked about her foundations efforts and reaching out to the less fortunate. The Concierges Association did their fair share by contributing a table load of toys.

Howard Bacharach, representing The Atlantic City Hotel and Lodging Association spoke about the start of the GACCA with only six members and how it has grown to over one hundred. His closing remark was

about how important the Concierges Association is to the promotion of Atlantic City.

**JANUARY 2012 MEETING**

We returned to the Palm for our Annual Elections. Our gracious hosts, Barbara and Paulie treated us to some of their newest entrees. And to no surprise, all were excellent from the portabella stuffed raviolis to the decadent chocolate dessert.

Our speaker for the evening was John Palmieri, representing CRDA. We were excited to hear about all the changes and plans that are in store for the Atlantic City area. We look forward to partnering with John and his staff in working towards their goals for the betterment of the Atlantic City area. John has graciously penned a message to you which is included in the beginning of this newsletter. Thanks, John we look forward to working with you.

**Il Mulino  
by James Hawkes**



Trattoria Il Mulino @ the Taj Mahal hosted the Greater Atlantic City Concierges Association. The Associates converged on the premises to check it out. Il Mulino is one of, if not the best Italian restaurant in Atlantic City. The Abruzzese inspired menu has been a Zagat rated restaurant in New York for two decades. Valerie Lear head of sales and marketing invited the GACCA for a food tasting and concierge outing. She presented the association with the different offerings the Il Mulino makes available to customers. The Happy Hour with ½ price drinks and free real New York style pizza from 4:30pm to 6:30pm daily. Our guest speaker Steve Winklestein, a local artist/writer presented his latest books about Atlantic City History and gave an explanation of his works. Many of the members were thrilled to purchase his books for holiday giving – and Steve was gracious enough to sign them. Vonnie the Association President also spoke about upcoming events.

The GACCA members had a sampling of the some menu items and enjoyed the welcoming ambiance of the Trattoria IL Mulino. This will definitely be high on our recommended list.

See [www.ticketmaster.com](http://www.ticketmaster.com) or Resorts box office for show times. After the show some of us decided to go back into Prohibition, which was HOPPING. It was prime time to have a good time. Some of the bartenders

and servers were up on tables dancing. It really got the crowd excited and dancing themselves. I have read that Prohibition is an "alternate lifestyle" club, but after going myself I see that it has something for everyone. Prohibition is open Thursdays-Sundays from 8pm-3am.

### Old Waterway Inn by Vonnie Clark



This was our first visit to the Old Waterway Inn. The new owner and our hostess for the evening, Lisa gave several members a tour of the historical site. Renovations are in the process therefore we look forward to a return visit in the Spring/Summer to get a feel for the ambiance of the deck and music on the water. Members were treated to cocktails and happy hour treats and tastings. The Old Waterway Inn is located in the Venice Park area of Atlantic City off the White Horse Pike. The Old Waterway Inn offers great discounted drinks and discounted bar bites at happy hour.

### 2012 LEGENDS IN CONCERT by Vonnie Clark



Legends In Concert has been very kind to the GACCA Members – we have had the opportunity in 2011 to view each show as they change entertainers. I am very pleased to find that the show has become such a success that they are a permanent attraction now in Atlantic City. The show will change four times during the year with a rotation of acts.

This New Show opens February 17 featuring Tina Turner, The Blues Brothers, Liza Minnelli, Ray Charles and of course Elvis continuing through May 17th. The Summer line-up will be announced soon.

Show times: Tues – Sun 8P Sat. 7:30P and 10P. There is a Matinee Show on Wed at 3P. No Show

on Monday. Tix \$32.50. Visit [www.ballysac.com](http://www.ballysac.com) for more info, the box office, or ticketmaster.com or call 800-745-3000.

### Upcoming AC Happenings

Rascal Flatts "Thaw Out 2012" Sat. Jan 28, 2012 at Boardwalk Hall Tickets \$115, \$85, \$65 and \$39.50. 7:30PM

2<sup>nd</sup> Annual Atlantic City Boardwalk Rodeo Mar 30, 31 & Apr 1 Tickets are \$16, \$31, \$51 and \$102 various times For information on the Atlantic City Boardwalk Rodeo visit <http://acboardwalkrodeo.com>. For information about Barnes PRCA Rodeo, visit [www.barnesprcarodeo.com](http://www.barnesprcarodeo.com). For information on the PRCA, visit [www.prorodeo.com](http://www.prorodeo.com). This event is presented by the Atlantic City casinos.

### Entertainment Listings

For the latest in entertainment, check out Visit [www.atlanticcitynj.com](http://www.atlanticcitynj.com) from your computer or smart phone to see all the new features.

or pick up the following publications:

**At the Shore - Press of Atlantic City, Atlantic City Weekly.**

#### Contact

Megan Scherer – Editor  
[Megan.Scherer@wyndhamvo.com](mailto:Megan.Scherer@wyndhamvo.com)

Vonnie Clark – Co-Editor  
[vonnie.clark@trump.com](mailto:vonnie.clark@trump.com)

All members are welcome to submit articles for publication. Articles submitted will reviewed by the GACCA board for relevancy and content. GACCA Board reserves all rights to regulate content.

[www.acconciierge.org](http://www.acconciierge.org)