

BONNIE BEST

Hotel Valencia Santana Row, San Jose, Calif.

Best started in hospitality at a Westin in Kansas City, Mo., and worked in catering, conference services and sales. She moved around the country with Westin as director of sales and marketing before joining Valencia Group in October 2001 as corporate director of sales & marketing. She transitioned to general manager in July 2004.

What is your management philosophy?

How do you inspire staff? “Bonnie’s philosophy is to hire the right people and utilize their strengths to provide the highest quality product and service to guests,” said Amy Trench, corporate director of brand marketing for Valencia Group. “People doing a job usually have some of the best ideas about how to do it better. Bonnie recommends to listen to your customers. In today’s fast moving world, things cannot stay static.”

What is the most pressing challenge you’ve faced and resolved in the last year?

“Bonnie’s most pressing challenge is that the hotel has been under renovation for several months during very high demand in their market,” Trench said. “Determining how and when

