

Test Drive: 2010 Jaguar XFR

# The \$nob<sup>®</sup>

www.thesnobmag.com

January 2010

## Travel Issue

### Destinations

The Grand Del Mar

Mark Hopkins San Francisco

*Plus*

Aston Martin Accessories

Baume & Mercier Talks Time

# No Beach Out of Reach

A Company That Gives You All the Access You Need

Gen Hershey is frantic. Almost every moment of her day is tasked with fulfilling requests from the extreme to the most exclusive. As president of Genuine Access, LLC, a luxury travel and leisure company, Gen has to be on top of her game. The day I spoke with her, she was immersed in planning a bespoke itinerary for one of her many well-heeled clients.

With a rolodex of contacts, which spans the gamut of private retreats and refined destinations, Gen is definitely the person to know. As I listened to her think out loud about South



America and the bevy of private jets that can accommodate last minute flights, I couldn't help but fantasize me being on the other end of her phone line. How wonderful it would be to get a case of wanderlust and then delegate the often tedious task of hotel reservations, activities and the dreaded airports to someone else.

However, Gen makes it a point to let me know that she is "not available for just anyone to call me." Certainly her precious time, which always ends with nothing short of success, is reserved for only a select clientele. And as any remedial business class will teach you, supply and demand needs to be controlled. Besides, VIP status is not for just anybody.

Undeterred by her always ringing mobile phone, Gen continues her planning. And just as soon as she started to ponder a plan, one emerged from the depths of her keen mind; which by the way, is filled with the latest news of hotel openings and private spas. I, humbly sit, in awe of actually knowing someone who can make it happen.

It is worth pointing out that Ms. Hershey is very much delineated from the mundane and monotone travel agents of yore. For her exuberance to fulfill a request is only outshined by her genuinely warm nature. She is very much the best friend you never had. With service that is thoughtful and poignant, Gen can make a believer out of anyone... including this well traveled luxury writer.

So as the days fade into months and your need for a little luxury gets the better of you, Genuine Access is ready- 24 hours a day, 7 days a week. Such is the never ending cycle of a truly special service. To merely satisfy is the playground for lesser companies. For Gen and her plethora of talents, a cup that runneth over is the only true success. Everyone should be so lucky.

-- James Woodhouse

---

Genuine Access, LLC, [www.genuineaccess.com](http://www.genuineaccess.com)