

## Go-To Girl

A flair for  
entertaining  
& knowledge of  
all things  
New York helped  
**Jenene Danenberg**  
redefine the luxury  
concierge business.



By Mike Kennedy

**J**enene Danenberg knows how to get things done. Consider how she gained admittance to Colorado University. "I called the school two or three times a week," says Danenberg, "until a dean told me enough—I was in."

It seems only natural, then, that Danenberg eventually transitioned to a career that put to use her greatest talent. The difference today? Danenberg, the Founder, CEO and Managing Partner of JD Concierge Service, is getting things done for the world's equally demanding rich and famous.

Need box seats to tomorrow night's Yankees game? You'll be close enough to the action to share your popcorn with Derek Jeter. Want first-class travel for your next corporate lark? Sit back and relax, as a helicopter whisks you to your private jet. Trying to plan a special dinner in your uptown penthouse? Welcome a celebrity chef into

your home, or enjoy a sumptuous feast with a unique British twist from Serena Bass Catering.

"JDCS is at your service from eight in the morning until ten at night," says Danenberg. "Our clients like to have someone hold their hand and listen to what they want."

Along with business partner Dominic Roncace, founder of the Ultimate Concert Experience, Danenberg oversees a staff of 20 professionals whose expertise touches every aspect of New York City life. Their job is to keep abreast of what's hot in everything from theater, art and music to travel, sports and interior décor. They then match their findings to the interests of their clients.

The JDCS service is for high rollers only—fees start at \$50,000. "We help our clients learn how to enjoy their money," says Danenberg.

Make it happen.  
Get it done.  
Jenene  
Danenberg (right)  
is in the ultimate  
bottom-line  
business.



"For example, we'll make a client aware of an off-off-off-Broadway play or a hip gallery opening. The reaction we usually get is, 'I never would have known about that if it weren't for you.'"

"We're affiliated with the world's most exclusive vendors and purveyors of luxury goods and services," adds Danenberg. "We have contacts in every state and major city in the country. Everything we do is with New York savvy."

That's a sensibility with which Danenberg is intimately familiar. She spent the better part of her teenage years exploring the Big Apple's restaurants, theaters and clubs. After a stint working at Club Med in the Far East, Danenberg returned to New York, where she became the Executive Concierge for 5 Penn Plaza and Manager of Guest Relations at CNN. Her tenacity, attention to detail and understanding of Manhattan culture made her the city's most sought-after concierge by media personalities and Fortune 500 CEOs.

High-end concierge services, however, are only part of the picture at JDCS. The company's fastest-growing arms are Luxury Residential and Prestigious Real Estate. Both of these categories offer a new model for at-home indulgence, providing a full range of 'round-the-clock personal services to prestigious buildings throughout Manhattan. JDCS boasts on-site concierges in many of Manhattan's most exclusive addresses, including 100 11th Avenue, 141 5th Avenue, 170 East End Avenue, 311 West Broadway and 1 Madison Park.

"We see a big opportunity here," says Danenberg. "Currently, this is where I'm focusing most of my energy. We look at buildings with units starting at three million dollars and up."

That, of course, is the philosophy at JDCS—think big, spend big and live big. "We want our clients," says Danenberg, "to get everything they can out of life." 