

CHART's 68TH CONFERENCE

Council of Hotel and
Restaurant Trainers
CHART Dallas

**MOVE THE NEEDLE ON
LEARNING , RETENTION
AND OVERALL BUSINESS
PERFORMANCE!**

**From fundamental training
practices to performance
improvement, hospitality
training professionals at
all levels need to hone
their training skills and
professional effectiveness to
move the needle on learning,
retention, productivity and
overall business performance.**

**CHART's 68th semi-annual
hospitality training
conference in Dallas is the
most energizing educational
program designed to help
restaurant trainers and
human resource professionals
positively impact their
organization's performance
and further their professional
development. Come and be
introduced to the latest
industry-specific training
resources, new techniques
and insights that will help
you develop robust training
programs that generate returns.**

**An organization run by
trainers for trainers, CHART's
unique blend of practitioner-
based knowledge attracts all
levels of expertise. Whether
you are new to the industry
or a long-time member
CHART's 68th conference
promises to provide you
with knowledge you can
immediately apply to
your operation.**

**For more information visit
www.chart.org**



REGISTRATION FORM

CHART CONFERENCE #68 ■ AUGUST 1-4, 2004 ■ DALLAS

COMPLETE THIS FORM FOR EACH PERSON ATTENDING THE CONFERENCE

PAYMENT CAN BE MADE BY CHECK PAYABLE TO CHART

(OR BY CREDIT CARD IF REGISTERING ON-LINE: www.chart.org).

CHART ■ P.O. BOX 2835 ■ WESTFIELD, NJ 07091

PHONE: (800) 463-5918

email: chart@chart.org www.chart.org (tax id # 23-7435551)

Early Registration Fee: Postmarked before July 1st

\$595 Member \$725 Non-Member

Late Registration Fee: Postmarked after July 1st

\$645 Member \$775 Non-Member

One-Day Registration: \$200

Pre-Conference Workshop: *(Check if attending)*

ServSafe Certification Exam
Fee: \$40

AHLA Educational Institute
CHT Review Session & Exam
Apply and pay AHLA directly
Fee: \$350 AHLA Members
\$425 AHLA Nonmembers

"The Totally Awesome Trainer"
Jim Smith, Jr., Jimpact Enterprises
Fee: \$49

"How to Build a Better You"
Bryan Dodge, Dodge Development, Inc.
Fee: \$49

Full Name _____

First Name for Badge _____

Title _____

Company _____

Address _____

City/Street/Zip _____

Phone _____

Fax _____

E-mail _____

How did you hear about this conference?

I will stay at: Host Hotel Other

This is my first CHART Conference: Yes No

I will bring a guest to Dinner Events: Yes No

If yes, guest's name: _____

Guest fees: August 1st, \$40 August 3rd, \$50

Member/Non-Member Registration Fee \$ _____
Guest Fees \$ _____
Workshop Fees \$ _____
Total \$ _____

"I Can Do That!" Volunteers: CHART is a volunteer organization. We rely on our members to make each event at the conference a success. Please indicate where you would like to participate:

Binder Collating: Saturday Yes
Registration Desk: Yes
Evaluations Distribution: Yes
Photography: Yes
Audio Visual: Yes
Hospitality Suite Attendant (1 hour) Yes
FlipCHART Notetaker Yes
Mentor to First-Time Attendee Yes
Any Help That Is Needed Yes

Hotel Information:
Gaylord Texan on Lake Grapevine
1501 Gaylord Trail
Dallas, TX 76051
(817)778-1000

Room Block Expires July 9th, 2004
Room Rate: \$119

Conference Written Cancellation Policy: \$100 processing fee will be charged on cancellations between July 1st and July 24th, 2004.

Full refund when requested on or before July 1st, 2004.

No refunds available after July 24th, 2004.

WEDNESDAY, AUGUST 4TH

7:30 a.m. – 8:15 a.m. – FIRST-TIME ATTENDEE FEEDBACK BREAKFAST

8:15 a.m. – 9:45 a.m. – TRAINING FORUM ROUNDTABLES

One of CHART's most intense, useful and unique forums, the training roundtables offer attendees an opportunity to tap into the hospitality industry's most extensive pool of experiential knowledge: CHART members. The true value of CHART is found in the collective knowledge base of its members and their unparalleled willingness to share that information. In this session, the best of CHART will be on display as we gather to discuss the most critical challenges our industry faces today. Don't miss this opportunity to share with the best in the industry.

10:00 a.m. – 11:30 a.m. – EMOTIONAL EVOLUTION™

HOW TO CREATE STABILIZING RITUALS™

FOR SELF-DIRECTED LEADERSHIP



Steven Barth, HospitalityLawyer.com

Topic Areas: Self Management, Leadership, Diversity

Negative rituals drive negative outcomes. Today's culture of conflict and negativity thrives on negative rituals and drives destructive behavior, eroding relationships and organizations. Emotional Evolution™ is a discipline that discovers and builds upon your fundamental foundation to create positive, Stabilizing Rituals™. These rituals enhance your ability to direct the mental states that routinely and spontaneously arise through your interactions with life. This presentation enables you to manage, direct and manifest positive emotional responses enhancing personal and professional outcomes.

11:30 a.m. – 12:00 p.m. – Conference Closing

National Restaurant Association
EDUCATIONAL FOUNDATION



Maritz
LEARNING

PEOPLE REPORT™

BHD

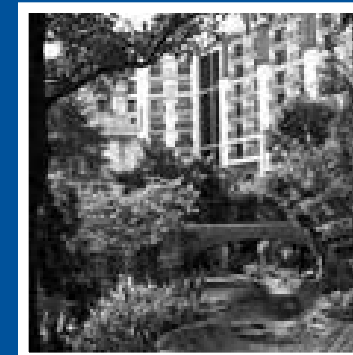


P.O. BOX 2835
WESTFIELD, NJ 07091

**CHART'S 68TH
HOSPITALITY
TRAINING
CONFERENCE**

**Dallas
August 1-4, 2004**

**Move the needle on
learning, retention
and overall business
performance!**



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The Council of Hotel and Restaurant Trainers (CHART)

helps hospitality training professionals improve

operational performance by developing people.

www.chart.org

PRE-CONFERENCE WORKSHOPS

NATIONAL RESTAURANT ASSOCIATION EDUCATIONAL FOUNDATION (NRAEF) SERVSAFE TRAIN-THE-TRAINER

9:00 a.m. – 4:00 p.m. Fee: \$40
Join seasoned trainer, John Alexander, as he introduces you to new tools for your training toolbox, featuring the proven effective ServSafe Train-the-Trainer materials. Designed to help you with training the new 3rd edition of ServSafe, this interactive, stimulating and hands-on session will serve as a model for your future training endeavors. You will learn:

- Ten standards for training competency
- How to match teaching styles to various learning styles
- Tips and techniques for meeting the needs of adult trainers
- How to train unit-level employees
- How to implement the ServSafe program and much more!

You'll receive the ServSafe Train-the-Trainer Participant Guide-information to help you excel as a trainer—plus, a Train-the-Trainer certificate of completion to be signed by your session leader. Register through CHART on the Conference Registration Form, or on-line at www.chart.org.

AHLA EDUCATIONAL INSTITUTE CHT REVIEW SESSION & EXAM

8:00 a.m. – 5:00 p.m.
Fee: \$350 AHLA Members/\$425 AHLA Nonmembers
As a hospitality trainer, you can earn professional certification through the Certified Hospitality Trainer (CHT) program developed by the Educational Institute of the American Hotel & Lodging Association (AHLA). The first professional designation for hospitality trainers at the management level, CHT covers a broad-based body of knowledge, encompassing all levels of training within the hospitality organization. It focuses on identifying key elements in the learning process and recognizing the steps in developing a comprehensive training program.

The CHT program features a full day of activities, beginning with a four-hour review session that provides an overview of the program materials and a chance to ask questions in an informal environment. The review class is an excellent opportunity to prepare for the proctored exam session, which takes place from 1:00 p.m. – 5:00 p.m. that day.

The deadline to apply to attend this seminar is June 30, 2004. Please send your application directly to the AHLA Educational Institute. For additional information, or to obtain a CHT application, please contact the Educational Institute at 888.575.8726 or visit www.ei-ahla.org, click on Certification, then choose CHT.

9:00 p.m. – 12:30 p.m.
"THE TOTALLY AWESOME TRAINER"
Jim Smith, Jr., Jimpact Enterprises
FEE: \$49

Tired of killing your trainees slowly with PowerPoint? Want to avoid that end-of-class stampede of trainees? Are you getting bored hearing yourself present this information? Then this workshop is for you! Advanced and new trainers alike will get an up-close look at participant-centered

techniques, theories and proven practices for accelerated learning, group responsibility and learner retention. You will also learn creative and fun methods for opening, closing and reenergizing your workshops by creating and maintaining an empowering learning environment.



1:30 p.m. – 3:30 p.m.
"HOW TO BUILD A BETTER YOU"
Bryan Dodge, Dodge Development, Inc.
FEE: \$49

Climbing the corporate ladder does not need to leave you professionally or personally winded. In this unique seminar Bryan Dodge will teach you a stair-step method of how top producers and effective managers maintain consistent upward growth – both professionally and personally. Learn how

successful managers attract and retain quality employees. Also, he will discuss the three main laws of leadership while offering ideas and insight about how to keep yourself and others motivated. Brian will help rejuvenate your passion for your job and show you how to better manage your time and enhance the strategy behind your goals.

6:00 p.m. – Midnight HOSPITALITY SUITE AND DINNER GROUPS

Join us in the Hospitality Suite to meet up with other trainers, join a dinner group and start getting the most out of CHART by networking with your peers!

SUNDAY, AUGUST 1ST

8:30 a.m. to 10:30 a.m. BRANDING THE CUSTOMER'S EXPERIENCE

It seems everyone these days promises outstanding customer service. The problem is, very few truly understand what that means to their customers. "Branding the Customer's Experience" is a highly participative workshop designed to highlight how organizations can proactively manage their customers' experience. In this workshop, AchieveGlobal will facilitate the understanding of how organizations can begin to implement strategies that focus on managing customer experiences that build loyal relationships. Participants will walk away with actionable steps they can begin to implement that will help them build the competitive edge.

9:00 a.m. – 12:00 p.m. REGISTRATION AND CYBER CAFÉ

9:45 a.m. – 11:00 a.m. FIRST TIME ATTENDEE MEETING
12:00 p.m. – 12:30 p.m. CONFERENCE OPENING

12:30 p.m. – 2:00 p.m.

"GET WHAT YOU WANT WITH WHAT YOU'VE GOT"
Christine Holton Cashen
Chances are your resources – time, financial, etc. – are growing tighter and tighter while the expectations under which you operate get higher and higher. In this session Christine Holton Cashen teaches you how to meet your professional and personal expectations using the resources at your disposal, no matter how limited they may appear. After this program you will be able to:

- communicate effectively
- get more done in less time
- handle conflict like a pro
- discover how humor can increase job satisfaction, improve morale and reduce stress



2:15 p.m. – 3:00 p.m. LEADERSHIP 2005

3:00 p.m. – 5:30 p.m. PLAY WITH A PURPOSE

In this playshop (come prepared for interaction!) we'll explore how to differentiate your business creating a "Possibilities Environment™." Fresh ideas and new ways of doing business come from a trusting team, an inspired management style, and wise use of the tools and techniques available for generating ideas. We'll explore ways to:

- Nurture creativity and prevent 'schtomping' of ideas
- Foster a risk-taking environment
- Create a team spirit and support the 'mavericks'
- Set the stage and assemble the right team for idea-generating
- Utilize specific creativity tools for specific problems.

The results: By creating a "Possibilities Environment™" you'll gain an energized workforce, fresh ideas on creating value and improving services for your customers, and higher profitability. Come explore how to move your team from "What Is" to "What Could Be!"

7:00 – 9:00 p.m. RECEPTION AND DINNER
9:00 p.m. – Midnight HOSPITALITY SUITE

MONDAY, AUGUST 2ND

8:00 a.m. – 8:45 a.m. NETWORKING BREAKFAST



8:45 a.m. – 10:30 a.m.
WHYS BUY IN—HOW TO KEEP YOUR YOUNGEST EMPLOYEES FROM DRIVING AWAY YOUR OLDEST CUSTOMERS

Eric Chester of Generation Why, Inc.
Your front line is the catalyst to your bottom line. This means if your 16-to-24-year-old employees don't buy in to your business, they can put you out of business. In this session, you'll discover the secrets and strategies for attracting top young talent, gaining their allegiance and maximizing their performance.

10:45 a.m. – 12:30 p.m. BREAKOUTS (SEE BREAKOUT LIST)
6 PRESENTED MONDAY, 12 PRESENTED TUESDAY

BREAKOUTS TRACK #1 FUNDAMENTALS

"REVIEW! REVIEW! REVIEW!"

Sara Jane Hope, Valley Services and Karen Mitchell

Sanibel Harbour Resort & Spa
Learning reinforcement is a key element to ensure lessons learned in the classroom are carried out on the front lines. Oftentimes, though, reinforcement is left to the managers and supervisors back on the job. Why not incorporate reinforcement into your classroom exercises? Doing so will help you gauge whether your message is being received and your trainees' readiness to apply this information. Plus, trainees will have the opportunity to generate feedback about their own learning and demonstrate their understanding. This session will provide you with some of the techniques used to make review and reinforcement fast, friendly, and fun!

"THE RELATIONSHIP BETWEEN TRAINING AND NEW HIRE RETENTION"

Wayne Vandewater, Applebee's International
Ever wonder how much impact the training experience has retaining new hires? Applebee's International partnered with Batrus Hollweg to develop a better understanding of those elements of new hire training have the biggest impact on retention. In this 90-minute workshop, we will share the results of our three-year case study and describe how we have used this information to build strategies to improve training execution and retention.

"I AM HOSPITALITY: HOW TO TRAIN YOUR TEAM TO GIVE EXCELLENT SERVICE"

John Isbell, IHOP Corporation
Describing what great guest service looks like is one thing but telling your people how to actually do it is another. This breakout provides you with the phrases to use and steps to take to ensure your servers, cooks, bussers, host/hostesses, and management are all giving the best possible service to the guests. We will answer the following questions:

1. What's the difference between a customer and a guest?
2. How do we manage the ripple effect?
3. How do we manage our moments of truth?
4. What are the six steps of service?
5. What do our service teams say and how do they say it?

"THE ENERGIZED LEARNER"

Joey DeHart, Arby's
Any team is only as motivated or energized as their leader. By attending this session you will learn how to:

- Create positive first impressions by using "openers"
- Maintain participants' focus on the learning objectives throughout the workshop
- Deliver strong workshop closers that "Fire Up" the participants, celebrate learning and motivate them to go back to the work place

TRACK #2 TRAINING DESIGN
"PUTTING TOGETHER A TRAINING CD-ROM OR VIDEO: FROM BIDS TO ROLLOUT" **Lori Van Holmes, Buca di Beppo**
You have been given the task to create a training video but lack the proper equipment to do so. How do you get the project started? How do you create something meaningful? This presentation answers all these questions and more as it teaches you how to create an entertaining and educational training piece from start to finish. Learn how to get bids, work with your vendor, write a script, edit, and rollout a training CD-complete with training materials on time and under budget.

"TRAINING MATERIALS: PRESENT AND FUTURE"

TJ Schier, Incentivize Solutions
Wondering how your training materials stack up compared to others? Not enough time to create eye-catching memorable materials? Can't afford an e-learning solution? In this session you will learn how easy it is to create everything from flash cards to orientation guides to rockin' PowerPoint presentations to e-learning applications and much more! You will leave with a toolbox full of ideas to create more effective training-on-demand resources.

"TRAINING DESIGN 101"

Christine San Juan, Bertucci's
Learn how to develop the framework for a training program from scratch. This session covers a variety of topics to get you started including:

- Job task analysis
- Blended learning applications
- Project plan development.

TRACK #3 PERFORMANCE IMPROVEMENT

"CREATING & MAINTAINING A CULTURE THAT ROCKS"
Jim Knight, Hard Rock Café
Having a strong and viable company culture is priceless. Depending on your company's behavior, creating that culture may be the hardest thing you ever do. This session focuses on a fundamental, grass roots approach to developing a company's culture. Highlights include:

- Tapping into the desires of today's workforce
- Creating a positive Employee Life Cycle
- Matching your values to your methods

Although controversial in many of its approaches, you will be amazed at your company's potential, as Hard Rock shares how its culture evolved by setting a service standard through guest obsession, allowing freaks to be freaks and creating community ambassadors. If "anarchy and rebellion" are right up your alley when it comes to stuffy business practices, then this session is for you. By adopting the practices we discuss, you will form the type of cultural revolution necessary to recruit and select the individuals you need to create long-term success.

"CONDUCTING A NEEDS ANALYSIS THAT ACHIEVES BUSINESS RESULTS AND ENHANCES PERFORMANCE"

Susan Steinbrecher, Steinbrecher and Associates
Today's business environment ties training initiatives to the organization's goals and objectives. If a training need exists, then there is a gap in people's attitudes, opinions, knowledge or skills. Clarifying the specific need lets you design a solution targeted to meet it. In this session you will learn how to use patterned interviews, focus groups, surveys and observations as four different methodologies to help you determine if a training need exists and what would be the best way to design the program to ensure it delivers business results.

HIGS "(HOW'S IT GOING)": A SYSTEM OF EMPLOYEE DEVELOPMENT AND QUALITY ASSURANCE"
Peggy Reich, Xanterra Parks and Resorts
Setting expectations in specific and measurable terms and providing consistent, positive reinforcement is critical to all employee development and quality assurance efforts. Learn how Xanterra Parks and Resorts built a tool around these principles that:

- Corrects performance issues in a way that minimizes defensiveness
- Reduces the subjectivity of traditional evaluations
- Involves employees in their own ongoing performance development
- Insures consistency in standards.

This unique system takes into account that most hospitality managers do not have extensive experience in the areas of people management and it supports their development, too.

12:30 p.m. – 1:45 p.m. COMMITTEE MEETING LUNCHES/LUNCH ON YOUR OWN

1:45 p.m. – 3:30 p.m. INDUSTRY SPECIFIC PANEL PRESENTATIONS

HOTEL SYMPOSIUM

"TRAINING THE NEXT GENERATION OF HOTEL LEADERS"
Facilitated by Ray Goodman
As the demand grows for hotel leaders we need new ways to grow them from within. This panel looks at ways hotel companies are developing training and growing their internal candidates. Join us as we discuss practical techniques you can start implementing immediately.



CHAIN LEADER'S "BEST PLACES TO WORK"
Moderated by Donna Hood Crecca
Introduction by Teresa Siriani

Which people practices move the needle on retention, productivity and overall business performance? Based on the findings of People Report research, Chain Leader's special "Best Places to Work" issue shone the spotlight on chain operators that are putting the best people practices into action and realizing positive results. Donna Hood Crecca moderates a panel of recruiting, training and human resource pros from several Best Places companies who will share their challenges, practices, programs and results in a session that's sure to inform and inspire.



TRAINING: MORTON'S, Steve Baker
Director of Training

MANAGEMENT: LAROSA'S INC., David Fromson
Training Programs Administrator

RETENTION: RESTAURANTS UNLIMITED, John Bottum
Senior Director of Communications and Human Relations

COMPENSATION: TACO BELL, Sandi Spivey, Human Resource Manager

3:30 p.m. – 5:30 p.m. RESOURCE GALLERY

6:00 p.m. – 10:00 p.m. DINNER ON YOUR OWN/DINNER GROUPS

9:00 p.m. – Midnight HOSPITALITY SUITE

TUESDAY, AUGUST 3RD

7:00 a.m. – 7:45 a.m. – POWER WALK



8:45 A.M. – 10:30 A.M.
"HOW TO GIVE IT SO THEY GET IT! LEARNING STYLES, TRAINING STYLES, AND HOW TO USE BOTH TO MAKE YOUR TRAINING STICK"

Sharon Bowman, Lake Tahoe Trainers Group
Explore the connections between how you learn, teach, train, and communicate. Discover the needs of four major learning styles, how to "style-stretch" to meet those needs, and how to use two powerful instructional tools – the Training Compass and Map – to make your message stick. You'll leave with lots of training tips, remarkable resources, and renewed enthusiasm for fine-tuning what you already do well – giving it so they get it in fun, interesting, and memorable ways.

10:45 a.m. – 12:15 p.m. BREAKOUT SESSIONS – ROUND TWO

12:15 p.m. – 2:00 p.m. BUSINESS MEETING LUNCHEON

2:15 p.m. – 3:45 p.m. PRESIDENT'S PANEL
Norman Abdallah, President of Fired Up!
Wally Doolin, President of La Madeleine French Bakery and Cafe
David Goronkin, President of Famous Dave's of America
Billy Downs, President of BD's Mongolian Barbeque
Thomas Higgins, President of Best Western

4:00 p.m. – 5:30 p.m. BREAKOUT SESSIONS – ROUND THREE

6:30 p.m. – 7:30 p.m. RECEPTION AND PHOTO SESSION

7:30 p.m. – 10:00 p.m. COMMITMENT TO PEOPLE DINNER

10:00 p.m. – Midnight SOCIAL EVENT & ENTERTAINMENT

improving
performance
developing
people...

