

Celebrating a Proud Heritage

Trainers learning, sharing, and growing



70th Semi-Annual



Hospitality Training Conference

CHART *Council of Hotel and Restaurant Trainers*

JULY 23 – 26, 2005

Boston, Massachusetts



***Develop People.
Improve Performance.***

Celebrating a Proud Heritage

**Boston,
Massachusetts**

JULY 23 – 26, 2005

Hospitality Training Conference

“CHART has been a great resource for our training department. With the ability to network with different companies and share best practices, our team always returns from CHART conferences re-energized with fresh training ideas that produce results.”

Larry Flax and Rick Rosenfield,
Co-founders/Co-CEOs, California Pizza Kitchen

Who Should Attend?

Training and human resources professionals in the restaurant, hospitality and foodservice industries who want to positively impact their organizations and further their own career development:

- Vice Presidents • Directors
- Managers • Team Members
- Presidents, CEOs and COOs who are committed to developing people

Register NOW to access a networked community of training and human resource professionals sharing the latest training practices, innovations and solutions.



**Council of
Hotel and
Restaurant
Trainers**

Mission: CHART's mission is to develop hospitality training professionals to advance industry training practices and improve operational results by providing access to education, tools and resources.

Guiding Principles:

Learning. Sharing. Growing. Caring.

About: CHART is one of the oldest and largest non-profit organizations dedicated to training in the hospitality industry. Members number over 400 and represent multi-unit restaurant and hotel companies. By helping trainers do their jobs better, CHART positively impacts millions of employees, customers and companies and the industry as a whole.

JOIN TODAY!

See registration form or visit our website

www.chart.org

Pre-Conference Workshops & Service Event

5th Semi-Annual Service Event

8:00 a.m. – 12:00 p.m.

CHART plans community service projects that not only provide team building skills for attendees, but helps those in need. Bring clothes that “can work,” such as jeans and a sweatshirt, for this interactive, fun event that is a conference highlight.



National Restaurant Association Educational Foundation (NRAEF) Approved Facilitator Tutorial

“Leadership & Management Program featuring ManageMentor® PLUS”

John Alexander, FMP, National Account Manager, NRAEF

10:00 a.m. – 12:00 p.m.

This tutorial session will prepare you to lead this program in your organization or for your customers. The program consists of on-line readings from Harvard ManageMentor PLUS, facilitated discussions and hands-on exercises that apply the concepts and techniques to the restaurant and foodservice industry. Take the first step in helping managers earn the Certificate from NRAEF, co-branded with Harvard Business School Publishing. To register, call John Alexander at 407-330-2122 or email: jalexand@nraef.org. Completion of this session plus submission of a signed and documented application form qualifies you as an Approved NRAEF Facilitator for this program. Registration fee of \$100 is being waived for CHART Boston Conference participants.

NRAEF ServSafe Alcohol™ Course and Examination

John Alexander, FMP, National Account Manager, NRAEF

10:00 p.m. – 5:00 p.m.

The ServSafe Alcohol program is the new standard in responsible alcohol training for all front-of-the-house staff. Information will also be provided on the process for becoming a ServSafe Alcohol Approved Instructor. All participants must purchase the Fundamentals of Responsible Alcohol Service book in advance from the NRAEF prior to the class; which contains the content and exam answer sheet. To register, call John Alexander at 407-330-2122 or e-mail at jalexand@nraef.org. There is no instruction fee for the class.



American Hotel and Lodging Association Educational Institute (AHLAEI) Certified Hospitality Trainer (CHT) Review and Exam

Monique Donahue, Director, Instructional Design, AHLAEI

10:00 a.m. – 5:00 p.m.

The first professional designation for hospitality trainers at the management level, CHT covers a broad body of knowledge including key elements in the learning process and the steps in developing comprehensive training programs. The deadline to apply to attend this seminar is June 30, 2005. Please send your application directly to AHLAEI. 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. Fee: \$350 AHLA Members/\$425 AHLA Nonmembers



“E-Learning: Kicking it Up a Notch with Interactivity”

Jim James, Manager Technology Training, Red Lobster

Audrey Kuna, Co-founder, Get Thinking

Marta Enes, President, Menes LearnInSight

1:00 p.m. – 3:30 p.m.

Get a taste of the process and product of instructionally-sound interactive e-learning through hands on participation. If you really want to make a point with your e-learning program, get the learner involved both physically and mentally! This presentation discusses the benefits of interactivity in e-learning, highlighting different interactive design features including those that were applied to Red Lobster's successful POS online training. Fee: \$39



Jim James

Saturday, July 23rd

Mentor Meeting

4:00 p.m. – 5:00 p.m.

First Time Attendee Meeting

5:00 p.m. – 6:00 p.m.

A must for new members. Come and meet your mentor, begin your networking and learn how to get the most out of your CHART experience.

“Where Everybody Knows Your Name” Welcome Reception

6:00 p.m. – 8:30 p.m.

Networking doesn't even begin to describe the bonds that CHART members share. Come and meet members who have walked in your shoes and sincerely want to help you solve your challenges.

Hospitality Suite

8:00 p.m. – 11:00 p.m.

One of the best ways to access the vast knowledge and ideas of your peers in an informal setting; the hospitality suite is a place to build the sharing member-to-member relationships unique to CHART.



Pre-Conference Workshops *continued*

“Making It Happen: Getting Leaders to Support the Training Effort”

Jerry Keenan, Executive Consultant, AchieveGlobal

1:00 p.m. – 3:30 p.m.

Jerry Keenan, an expert with years of experience helping organizations transform strategies into results will show you how to engage leaders throughout the organization to support the training effort and manage human performance. Through case studies and small group discussion, you'll leave the session with:

- New ways of approaching employee development;
- A new vantage point of the current state of your organization;
- An understanding of your strengths and weaknesses; and
- Tools and advice on how to move forward with transforming your strategy into results.

Fee: \$39

Sunday, July 24th

Conference Opening

8:30 a.m. – 9:00 a.m.

General Session “From Average to Awesome: 41 Plus Gifts in 41 Plus Years”

Jim Smith, Jr., President & CEO, Jimpact Enterprises



9:00 a.m. – 10:00 a.m.

Raised and coached by his mother, Nanci Smith, and educated in the Philadelphia public school system, neighborhood streets and ball fields, Jim personifies energy and passion. His speaking and training style evolved from his ups and downs in life, corporate America, academia, college and professional sports, parenting and marriage. A member of the 1981 Widener University National Championship football team and All Conference player, Jim was the first in his family to earn a college degree. He is currently working on his next book, “Crash and Learn: Stuff Trainers Do in the Classroom that Make Participants Want to Shout, Slip or Sneak Out!” His favorite quote is former baseball great Satchel Paige's “Dream like you'll live forever... Love like you've never been hurt... Work like you don't need the money... and Dance like nobody's watching.” Just watch him in action and you'll see!

Break

10:15 a.m. – 10:30 a.m.

Industry Specific Training Panels (choose one)

10:30 a.m. – 11:45 p.m.

Chain Leader's “Best Places to Work”

Restaurant Panel: Powered by People Report Data

Moderated by Teresa Siriani, President, People Report, and Donna Hood Crecca, Chain Leader

Based on findings from People Report research, Chain Leader's “Best Places to Work” issue honored industry leaders in recruiting, training, retention and compensation. Hear first hand from CHART members who were highlighted for putting the best people practices into action and realizing positive results.



Hotel Panel

“Training for Today While Planning for Tomorrow”

Moderated by Jeff Higley, Editor-In-Chief, Hotel & Motel Management Magazine



Speakers include Norma Brown of MMI Hotel Group, Kelye Rouse-Brown of Cendant Hotels, Mary Jo Dolansinski of White Lodging, Howard McCarley of Club Med, Steve Schuller of Wyndham Hotels and Peter Watson of Fairmont Hotels.

This interactive discussion will focus on developing training programs that meet the needs of a hotel today while also looking ahead to what groundwork needs to be laid for a successful training program in the long term—even when the economic cycle reverses and hotels face tighter budgets.

Business Meeting Luncheon

11:45 p.m. – 1:15 p.m.

Member Breakout Sessions – Round I (see pages 6 & 7)

1:15 a.m. – 2:45 p.m.

Note: Each session will be presented twice (6 of the 9 breakouts will be presented at each of the 3 rounds—see pages 6 & 7).

Break

2:45 p.m. – 3:00 p.m.

Member Breakout Sessions – Round II (see pages 6 & 7)

3:00 p.m. – 4:30 p.m.

Resource Gallery and Networking Reception

4:30 p.m. – 6:30 p.m.

Come and see what CHART member-recommended suppliers have to offer at this exhibition and networking event.

Dinner on Your Own

6:30 p.m. – 10:00 p.m.

Optional dinner groups and activities will be available to extend your networking opportunities.

Hospitality Suite

8:00 p.m. – 11:00 p.m.

Monday, July 25th

Walking Tour of Boston Commons (Optional)

7:00 a.m. – 7:30 a.m.

Get pumped up for the day while seeing more of historic Boston.

Networking Regional Breakfast

8:00 a.m. – 8:45 a.m.

Build stronger relationships with members from your city, state or region.

General Session “Many Houses, One Servant: The Art of Multi-Unit Leadership”

Jim Sullivan, President,
Sullivision.com



9:00 a.m. – 10:00 a.m.

Maybe you've seen him on CNN, NBC, ABC, the BBC, Larry King, the Food Network or heard him monthly on National Public Radio's All Things Considered. Maybe you read his monthly column discussing people, performance and profitability in Nation's Restaurant News. Over 250,000 foodservice and retail employees, executives and franchisees worldwide have read his newsletters, books, or columns and seen his videos, DVDs, webcasts and live seminars. Now come and see him at CHART! This multi-media presentation will focus on Best Practices relative to selection, development, training, and performance of successful Multi-Unit Managers in the foodservice and hospitality industry. Based on brand new research involving 480 high-performing Area Directors and Regional Managers conducted in-person and online by Sullivision.com, he'll detail the do's and don'ts of hiring, grooming, and growing your multi-unit leaders to the next level. Here's some of what you'll learn:

- The 9 habits of high-performing Multi-Unit Leaders
- 7 reasons why new Multi-Unit Managers fail (and what to do about it)
- The 12 fatal errors VPs and CEOs make when supervising and grooming Multi-Unit Managers
- The 3 distinct stages of Multi-Unit leadership (and how trainers shape the experience)
- 17 traits to look for (and avoid) in General Managers who earn promotions to multi-unit leadership
- The differences between managing multi-unit company-owned units or properties versus and managing franchisee owned locations
- The role of Multi-Unit leaders in transferring culture, standards and energy to the next generation of company leaders
- The 8 kinds of meaningful store visits a Multi-Unit leader can make
- The 5 books high-performing Area Directors and Regional Managers are reading

Break

10:15 a.m. – 10:30 a.m.

Member Breakout Sessions – Round III (see pages 6 & 7)

10:30 a.m. – 12:00 p.m.

Member Meeting Luncheons or Lunch on Your Own

12:00 p.m. – 1:30 p.m.

President's Panel

1:30 p.m. – 3:00 p.m.

An annual conference highlight where top industry executives share insights on training issues.

Moderated by Jeff Higley, Editor In Chief, Hotel & Motel Management Magazine

Panelists:

Roger Berkowitz,
President and Chief Executive Officer, Legal Sea Foods



Phillip P. Friedman,
President and Chief Executive Officer, McAlister's Corporation



Paul MacPhail,
President and Chief Operating Officer, Uno Restaurant Holdings Corporation



Stephanie Sonnabend,
President and Chief Executive Officer, Sonesta International Hotels Corporation



Julia Stewart,
President and Chief Executive Officer, IHOP Corp.



Gary Williams,
President, Coakley & Williams Hotel Management Company



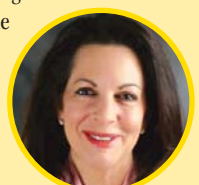
Reception

6:00 p.m. – 7:00 p.m.

Commitment to People Awards Gala

7:00 p.m. – 11:00 p.m.

Join us for a gala dinner honoring Julia Stewart, the recipient of the Commitment to People Award. The award is presented annually to recognize the head of an industry organization who has clearly and consistently demonstrated a commitment to the development of people.



Hospitality Suite

11:00 p.m.



Tuesday, July 26th

First Time Attendee Breakfast

8:00 a.m. – 9:00 a.m.

Review highlights and takeaways from the conference.



Develop People. Improve Performance.

Special Member Programs

9:00 a.m. – 10:30 a.m.

Choose one of these unique learning experiences that will take place in interactive, large group settings.

“Ask My Peers: LIVE”

Facilitated by T. J. Schier,
President, Incentivize
Solutions

Discuss hot topics at the live version of CHART’s popular on-line discussion group, Ask My Peers. Participants will rotate to several tables so everyone gets a chance to interact with different people and share insights and best practices.



“Competencies of Winners”

Facilitated by Rodney Morris, FMP,
SVP, HR, Recruiting
and Performance
Development
Fired Up, Inc.

This interactive roundtable session will take a look at what competencies are present in successful trainers, designers and executives.



“Building Leadership Talent”

Matt Kenslea,
Director of
Corporate Sales,
Harvard Business
School
Publishing

Engage your management talent through an online learning program based on proven



management expertise. Attendees will see specific tools, self-tests and interactive scenarios in action, as well as the Implementation Guide, geared specifically to trainers in the hospitality industry.

Break

10:30 a.m. – 11:00 a.m.

General Session

“If I Knew Then What I Know Now: Reflections from the Field”

Facilitated by Toni
Kottom, Senior
Director, Training
and Development,
Perkins
Restaurants and
featuring CHART life-
time members

11:00 a.m. – 12:30 p.m.

Don’t miss this! CHART’s 20+ year members share the good, the bad and the ugly lessons learned from years in the training and human resources profession.



Lunch

12:30 p.m. – 1:15 p.m.

“Why Customer Service is not Enough”

Lisa Ford,
CSP, CPAE

1:15 p.m. – 2:15 p.m.

This is a presentation you won’t want to miss! Lisa is the author of the videotape series How to Give Exceptional Customer Service, a three-year best seller. In 2002, Lisa was inducted into the Speakers Hall of Fame by the National Speakers Association, one of 140 speakers who have been honored over 30 years. Her presentation will focus on how to improve the customer experience to create a satisfied and loyal customer. She will relate stories, statistics and strategies on how to win and keep customers. Her content will include how the leader sets the tone, how customers define quality service and how your people differentiate you in the marketplace. You will leave with plenty of ideas to execute that will set your service apart from the competition.



Breakout Sessions

Track A

Hourly Staff Training

“Energize! Your Training”

*Katie P. Mangett,
Regional Training
Manager,
Xanterra Parks
and Resorts*



This high energy workshop is a must for beginning trainers or anyone who is interested in using lots of color, music, toys and handouts to energize their training. Topics include how to manage trainer “stage fright,” energizing activities that address basic learning styles, voice/diction and movement for trainers and questioning techniques. Katie’s background as an award-winning high school theatre arts/speech teacher and corporate trainer creates a fun and interactive class.

“Lessons Learned in E-Learning Development”

*Monique Donahue,
Director,
Instructional
Design,
American Hotel
& Lodging
Association
Educational Institute*



Are you just getting started in creating e-learning for your organization (or just thinking about it)? Not sure where to begin? This session will address some of the lessons learned by the Educational Institute as we have repurposed existing programs for online delivery to line level and supervisory staff. We’ll cover decisions we made and their consequences related to content selection, development methods, media elements (including graphics, animations, audio, and video), interactivity, and testing/tracking. We’ll share examples of the good, the bad, and the ugly—what worked and what didn’t. We’ll also share a sample design document, how our standards have evolved, and some of our current best practices.

“Forced Creativity: Steps that Keep Trainers Quick & Training Segments Fresh”

*Adam Huddleston,
Director of
Operations
Services,
California Pizza
Kitchen*



The workshop inspires fun, quick and creative idea generation through an understanding of classic persuasive argument building techniques. Audience participation is guaranteed, as individuals and groups learn to conduct creativity “audits” on everyday advertisements, and work together to produce their own creative, engaging training segments. The system learned can be applied to the training materials development process, public speaking, writing for any audience and general communication practices.



Track B

Management Training

“Top 10 Tips for Training Top Performers”

*Donna Rynda,
Training
Specialist*



Every manager is a trainer - and a role model for employees. There's even proof that the performance and productivity levels of employees can be directly related to the example set by their manager. So how can managers inspire increased productivity? What is the #1 strategy that can ensure improved job performance? Which communication tactic has the greatest impact on employees? And how can laughter impact learning? You'll learn the answers to these questions during this session - and you'll leave with a list of ten techniques that can motivate your managers into proving that top-line training equals bottom-line profit!

“Proven Methods to Teach Effectively”

*Deon Glorius & Christine Dunn,
Instructional Designers, Golden
Corral Corporation*

In this engaging workshop presenting Gagne’s 9 Events of Instruction and modeling the execution of these events, participants will take part in learning and applying the steps to actual training programs with fun and easy examples. This is a workshop that instructional facilitators and designers at all levels can use to boost the effectiveness of performance and retention of their trainees.

Develop People.

Proven training ideas shared by your peers.

“The Impact of Technology and the Role of Training”

Kim Skolnick, Manager, Human Resource Information Systems, Jack In The Box



Debbie McNally, Regional Training & Development Manager, Jack In The Box



This interactive session will share Jack in the Box's strategic training vision, which took the organization from a "stand up trainer in the classroom" format to a technology-based one, allowing the organization to better utilize its training resources. You will see how Jack in the Box redesigned its Shift Leader classroom-based training program using a blended learning solution by combining computer based training (CBT) modules, in-restaurant work and classroom training. The speakers will demonstrate portions of the Shift Leader CBT program including module design, the use of learning interactions, equipment selection, data tracking and reporting. You will learn the effect this program has had on operations, field training and corporate training groups, including what was done to help trainers embrace the changes to their job and utilize their talents in other value-added ways.

Track C

Executive and Multi-Unit Training

“Growth, Succession Planning and Development for Senior Leaders”

Harry Bond, FMP, President, Monical Pizza Corporation



How do you connect with executive and regional or multi unit leaders when it comes to "training"? Learn the "W's:" Who, What, When, Where, Why and How of matching personal development needs and corporate growth expectations as your employee team moves into more demanding positions. Learn what development tools Monical's uses to assure long term satisfaction, high retention rates, the ability to lead multiple projects and offsite projects, and skill growth opportunities for its award-winning senior team.

“Tasks of Leadership”

Denise Franck, Administrative Director, Bilimbi Bay Lamar Hamilton, CEO, Bilimbi Bay



In today's competitive market, leadership is your key to success. Discover 9 tasks of leadership to grow your business and motivate your people. Invest in yourself and take away thought provoking ideas and real life applications for immediate implementation.

“Less Stress...More Success”

John Alexander, FMP, MA-HR Development, National Account Manager, National Restaurant Association Educational Foundation



Milly Sonneman and Thomas Secheyay, Hands On Graphics Managers can become overwhelmed by their daily challenges. Learn ways to help your unit managers deal with stress, become more effective and fulfilled in their work. Learn ways to develop the emotional competencies of individual managers and teams, enhance interpersonal relationship skills, and boost performance. John recently earned his Master's Degree in HR Development and will share his research findings on soft skill training and retention. Milly and Thomas (wildly popular past presenters) will provide practical, fun-to-use visual blueprints for managing stress in the hectic world of hospitality. Get the insider secrets on how to:

- Assess Emotional Intelligence
- Coach for Positive Results
- Transfer Understanding Into Action
- Slash Stress levels

Improve Performance.

Registration Form

CHART Conference #70, July 23 – 26, 2005, Boston

CHART • P.O. Box 2835 • Westfield, NJ 07091
(800) 463-5918 • email: chart@chart.org • www.chart.org • (tax id # 23-7435551)

Register on line at www.chart.org by credit card *OR*

Complete this Form for Each Person Attending the Conference.

Payment can be made by check payable to CHART.

Early Registration Fee: Postmarked on or before June 23

\$625 Member \$820 **Join Now*** \$750 Non-Member

CHART 20-year plus members attend FREE!

Late Registration Fee: Postmarked after June 23

\$750 Member \$945 **Join Now*** \$875 Non-Member

One Day Registration Fee: \$300

Pre-Conference Workshop & Activity (check if attending)

5th Semi-Annual Service Event

NRAEF Facilitator Tutorial, Apply with NRAEF, jalexand@nraef.org

NRAEF ServSafe Alcohol, Apply with NRAEF, jalexand@nraef.org

AHLAEI CHT Certification, Apply with AHLAEI, www.ei-ahla.org

E-Learning: Kicking it Up a Notch with Interactivity \$39

Making It Happen: Getting Leaders to Support the Training Effort \$39

Those who **Join CHART Now will be emailed the link to the on line Application for Membership, where you will be asked to complete a short application form.*

FULL NAME

FIRST NAME FOR BADGE TITLE

COMPANY

ADDRESS

CITY/STATE/ZIP

PHONE FAX EMAIL

This is my first CHART conference: Yes No

I will bring a guest to the Commitment to People Awards Gala:

Yes No

If yes, guests name: _____

Guest fee: \$50.00

Member/Non-Member Registration Fee . . . \$ _____

Guest Awards Gala Fee \$ _____

Pre-Conference Fee \$ _____

Total \$ _____

“I Can Do That” Volunteers

To get the most out of your CHART experience, get involved! CHART relies on its members to make each event at the conference a success. Please indicate where you would like to participate:

- Hospitality Suite Attendant – 1 hour
- Mentor to 1st Time Attendees
- Activity Host
- Registration Desk
- Evaluations Distribution
- Photography
- Audio Visual
- Any Help That Is Needed

Host Hotel: Boston Park Plaza Hotel and Towers

64 Arlington Street, Boston, MA 02116, USA, (617) 426-2000

Room Block Expires June 23, 2005 • Room Rate: \$119

Conference Written Cancellation Policy: \$100 processing fee will be charged on cancellations between June 23 and July 16, 2005. Full refund when requested on or before June 23, 2005. No refunds available after July 16, 2005.

[National Restaurant Association](http://www.nraef.org)
EDUCATIONAL FOUNDATION



JULY 23 – 26, 2005



Hospitality Training Conference

CHART *Council of Hotel and Restaurant Trainers*

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