

Breakout Sessions cont'd.

Leadership Training With Limited Resources



Patrick Yearout, FMP, CHT; Director of Recruiting and Training, Ivar's Restaurants

Developing the next generation of leaders is a key component to any hospitality company's long-term survival. Without leadership training and opportunities to practice these skills to their best and brightest employees, they risk losing their budding superstars to the competition. You'll learn how training can be effectively delivered without busting your budget, having trainees spend weeks in a classroom, or creating a dozen new training manuals. These proven strategies can pay off huge dividends for hotels or restaurants looking to develop their hourly workforce into successful management candidates.

Key Industry Topics

Strengthening Your Brand Through Philanthropy



Jason M. Lyon; CEO, Common Man Family of Restaurants

Through sharing his restaurants' best practice approaches and tools of market exposure, you will be able to immediately implement strategies to help your organization to meet its branding goals. Through this multi-faceted, heart-centered philosophy, you will discover how to grow your sales at minimum investment, place your organization as the cornerstone of your community, leverage vendor and community relationships to promote charitable partnerships, and finally, gain your leaders' enthusiastic embrace of your ideas!

CHART Fans Speak Out

“We all know that ongoing training and development of our employees is critical to our success. But who develops our trainers? CHART is a great opportunity for our training professionals to network, share best demonstrated practices and improve their skills. They look forward to it every year!”

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

“CHART is an easy sell to my company because my boss is a firm believer in training and continuing education. One of the things that CHART does is allow me to progress. To ask my peers and get some information that I can take back and immediately use, keeps CHART membership valuable year after year after year.”

*Rachel Tyler
Vice President
Microtel Inns and Suites
National Sales, U.S. Franchise Systems*

The CHART Value Proposition

Get More for Your Dollar with CHART!

As a vibrant membership organization, CHART provides a valuable return on investment all year long with practical ideas and concrete ways to implement them.

Your cost-effective registration fee not only includes all the educational sessions, but most meals.

Bring your team and save up to \$125 per person! Companies that bring teams to a CHART conference qualify for significant savings. The multiple-attendee team is a successful strategy to get all that you can out of the conference by:

- working the conference more effectively to cover the breakout sessions and exchange information;
- interacting with a broader range of industry experts and peers;
- learning from expert presenters who provide direction and guidance; and
- holding their regional or national meetings on site pre- or post-conference.

If more than three people from your team are coming, all get the member rate. Call the CHART office to find out how.



Register NOW

Register online:



www.chart.org

Pay online
by credit card
OR
mail a check
payable to
CHART

Early Registration Fee:

On or Before June 22, 2009

\$695 Member

\$820 Non-Member

Late Registration Fee:

After June 22, 2009

\$800 Member

\$925 Non-Member

On Site Registration Fee:

\$900 Member

\$1,025 Non-Member

One Day Registration Fee:

\$300 Member/Non-Member

\$100 Student

Blueprint Competency

Certificate Workshops:

\$49 with conference attendance

\$69 with no conference attendance

Host Hotel:

Renaissance Cleveland Hotel

24 Public Square

Cleveland, OH 44113

(216) 696-5600

Room Block Expires: July 6, 2009

Room Rate: \$139

Conference Written

Cancellation Policy:

Full refund on or before June 5, 2009.

No refunds after June 24, 2009.

\$100 processing fee between

June 6, 2009 and June 24, 2009.

More information:

Phone: (800) 463-5918

E-mail: chart@chart.org

(tax id # 23-7435551)

Mail: CHART

P.O. Box 2835

Westfield, NJ 07091

AN UPBEAT EXPERIENCE WITH DOWN-TO-EARTH TRAINING SOLUTIONS

In a time when many organizations are looking to scale back their training initiatives, your CHART peers will provide you with realistic solutions that help make training and development the investment that will carry your organization through the ups and downs of the economy.

Who Should Attend

Training and human resources professionals who want to positively impact their organizations and further their own career development.

- Trainers
- Instructional Designers
- Vice Presidents
- Directors
- Managers
- Team Members
- CEOs and COOs who are committed to developing people

Register NOW
for the conference that gives you the
Best Value in the
Hospitality Industry!



CHART
Council of Hotel and
Restaurant Trainers

   Media Partners	   Silver Partners	   Silver Partners	  Gold Partner
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CHART: Your Rock in a Rolling Economy



CHART
Council of Hotel and
Restaurant Trainers



Develop People. Improve Performance.

78th Semi-Annual

Hospitality Training Conference

Renaissance Cleveland Hotel - Cleveland, Ohio

July 25-28, 2009



DON'T MISS



DJULIUS



**BERMAN
FORTGANG**



JOHNSON

LIVE



Dear industry professional,

In these turbulent times, when things we used to depend on or take for granted feel as if they are dropping out from under us, **you can count on CHART.**

If you need an inspiration, a mid-year shot in the arm, this 78th Semi-Annual Conference promises our celebrated energy and electric enthusiasm. For an upbeat experience, **you can count on CHART.**

If you need rock solid, practical solutions that answer the increased expectations and decreased resources at work, **you can count on CHART.**

For thirty-nine years, CHART has spread the spirit of developing people by creating uplifting personal and professional development experiences based on our guiding principles of **Learning, Sharing, Growing, Caring.** In a time when many organizations are looking to scale back their training initiatives, your CHART peers will provide you with realistic solutions that help make training and development the investment that will carry your organization through the ups and downs of the economy.

There has never been a better time to experience all that a CHART conference has to offer! Join us and get re-energized!



See you in Cleveland,
Jennifer Michaud, CSM Lodging
CHART Board Member–Education, Cleveland Conference

**AN UPBEAT EXPERIENCE WITH
DOWN-TO-EARTH TRAINING SOLUTIONS**

Commitment to People Gala

This awards banquet is a conference highlight!

This elegant event honors:

- the **2009 Commitment to People Award** recipient,
- the **Spirit of CHART Award** member recipient, and the
- **NRAEF and AHLAEI Scholarship** winners.

Conference Highlights

Saturday, July 25

Pre-Conference Workshops
First Time Attendee and Mentor Meetings
Opening Reception, 6:30 p.m.

Sunday, July 26

Opening General Session Keynote
John DiJulius
Breakout Sessions
Leadership Lunch
13th Semi-annual Community Service Event

Monday, July 27

General Session Keynote Laura Berman Fortgang
Business Meeting Lunch & Board Elections
Breakout Sessions
Resource Gallery Exhibition
Commitment to People Awards Gala

Tuesday, July 28

Best Practice Development Sessions
Closing General Session Keynote
Meagan Johnson
Adjournment, 12:45 p.m.

For exact times, visit www.chart.org

2009 State of Training and Development in the Hospitality Industry Report

At the Portland Conference in March 2009, CHART and Maritz Research unveiled the results of this first-of-its-kind, groundbreaking report. Don't miss this repeat presentation on the findings, which will summarize *the structure of training departments, time allocations by job function, average training budgets by industry segment, use of outside resources, percent of training budget dollars and time for various positions*, among other benchmarks. To view the report in advance, go to www.chart.org.

SPECIAL CONFERENCE FEATURE

Your Blueprint for Trainer Development

Attendees can use a landmark study by CHART and Batrus Hollweg International that defines the competencies necessary for success across a variety of roles in hospitality training.

4 Roles			
Trainer	Instructional Designer	Manager	Executive/Leader
3 Competencies	3 Competencies	3 Competencies	3 Competencies
Presentation Effectiveness Participant Management Evaluation/Assessment	Technical Knowledge Program Design Process Improvement	Operational Knowledge Project Management Coaching/Development	Communication/Influence Business Acumen Strategic Planning

CHART, a non-profit professional association founded in 1970, is the leading resource for the development and advancement of hospitality training professionals and their organizations. With more than 700 members from more than 400 multi-unit restaurant and hotel companies, CHART represents a workforce of almost five million. CHART includes all facets of hospitality training, learning and performance professionals; from entry level to senior executive. 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.

Pre-Conference Workshops

Blueprint Competency Certificate Workshop, Executive/Leader Role: Communication and Influence



Joleen Goronkin; President, People and Performance Strategies

You don't need formal authority to motivate others through influence. Rather, effective communication is the key to accomplishing tasks and having successful group relationships. Come and learn how active listening skills and negotiation techniques can help you develop strong working relationships with senior management and operations. You'll take home tools to help you integrate your company's mission, vision and values in all aspects of your communication, be viewed as the corporate expert on all aspects of training, and serve as the champion for the training department. *Fees on page 5.*



Blueprint Competency Certificate Workshop, Manager Role: Coaching and Development



Kim Rivera Beattie; Owner and President, Catapult People Solutions, LLC

In order to be successful, a training manager must demonstrate an awareness of associates' strengths and weaknesses, improve the skill set of their team, give feedback, place a high value on development, and delegate effectively. Come learn how to successfully lead your team through the strategic planning process to identify specific goals and objectives for their respective areas. Using the Coaching Method, Kim will develop your skills in these areas and encourage deeper learning. You'll walk away with greater confidence, ownership and the ability to achieve peak performance. *Fees on page 5.*



Blueprint Competency Certificate Workshop, Instructional Designer Role: Program Design



Monique Donahue, CHT, MHS; Vice President, Research & Development, American Hotel & Lodging Educational Institute

Taking raw content and shaping it into easily digestible, relevant learning that links to your company's big picture takes skill. Come and get it! This workshop encompasses training program design including obtaining input from stakeholders, utilizing project management techniques, establishing objectives, and piloting test programs. This workshop will help you link training priorities to your company's strategic plan, use the ADDIE model to create accurate and credible training, and effectively manage the development of training programs. *Fees on page 5.*



Blueprint Competency Certificate Workshop, Trainer Role: Participant Management



TJ Schier; President, Incentivize Solutions and SMART Restaurant Group

If your participants fall asleep, it's a sure sign your training session needs modifications! Because time is too important to waste on ineffective training sessions, TJ will share his experience and knowledge to improve your skills to more effectively manage and facilitate objective-based training sessions. Learn how to use group facilitation techniques, adapt to each class, and use presentation tools with a proficiency that will engage and motivate your attendees! *Fees on page 5.*



AHLAEI Certified Hospitality Trainer (CHT) Review and Exam

American Hotel and Lodging Educational Institute Special conference price of \$350.

Keynote Speakers

Workshop: What's the Secret?



John DiJulius; Author, Presenter, Founder of the DiJulius Group

One of the most captivating and charismatic speakers today, John will not only share what the best customer service organizations do, but more importantly how they implement and execute it consistently companywide. You'll see how your own company can successfully implement world class service and avoid obstacles. John's high energy, enthusiasm & passion for what he loves and what has made him a success is contagious. Be prepared because John will come at you like a machine gun, firing dynamic ideas at a rapid pace!

Forging New Directions



Laura Berman Fortgang; Author, Personal Coach

Change is a given. The question then becomes how do you become more proactive and remain focused in the face of turbulent change instead of reacting to circumstances as they present themselves? Laura will teach you the fine points of dealing with change so new horizons can be determined. Resistance, fear, blocking innovation and lack of clarity can all be overcome. Creativity, answers, and clarity are the path to attaining a bright, concrete future. Learn how to get everyone you need on board with you. Laura will show you how to make this positive change, based on principles in her latest book, *Now What? 90 Days to a New Life Direction.*

Zap the Gap! Working with Multiple Generations



Meagan Johnson, CSP; Generational Humorist

If you think you've heard all there is to hear about the four different generations in the workplace, you have not heard Meagan's spin on how to attract, market, manage and communicate with people from every generation without strangling someone in the process. "*Bright, Funny, Delightfully Obnoxious,*" Meagan Johnson is known as the "Generational Humorist." During this session, you'll laugh while acquiring tools you can use immediately to improve your multi-generational relationships with bosses, co-workers and in your every day personal life.

For more information, visit www.chart.org

Breakout Sessions

Trainer

It's All Fun and Games



Robin Henley; Director of Training and Development, Perkins and Marie Callender's Incorporated
Donna Herbal; Senior Manager of Field Training, Perkins and Marie Callender's Incorporated

In the quest for efficient, engaging, effective training, play emerges as a universal training tool. Explore ways to put play to work in this interactive session! Play is the place where rapid learning occurs, natural adult learning styles are leveraged and performance is triggered. Come and learn how trainers and managers encourage learners to put what they have learned into practice on the job...by tapping into each individual's natural learning and practice method...play.



An Effective Train-the-Trainer Approach to Break Through the Tough Economy



Kelye Rouse Brown, CHA, CHT, CHDT, CHS; President, KRB Customized Training Solutions

With people as our principle resource, and to prove ROI in this tough economy, we have to be very effective in all we plan, say and do! Attend this session and find out how to be so much more effective in your next training session that your results will leave them asking "What did you do differently?" Come and take home a checklist for best learning approach, methods for increasing motivation to learn, a description of the training cycle and best teaching methods along the way, and a training planning worksheet guaranteed to freshen up your approach!

Manager

Leveraging Your Most Important Asset—Employees



Dr. Rick Garlick; Director of Consulting and Strategic Implementation, Maritz Research

Front line employees make numerous decisions daily that will make or break the success of your business. In this session, Dr. Garlick will share specifics on how to leverage your talent by focusing training and incentives on what truly motivates and engages your employees. Learn how the integration of brand values, employee engagement, and customer experience works to increase profitability.

How to Win Respect and Influence Others by Doing NOTHING!



Donna Rynda; Owner & Training Consultant, Make It Matter!

Taking the time to listen to another person is a sign of respect. And respect breeds not only respect, but increased morale and professional productivity. This session will focus on the do's and don'ts of listening with activities that can easily be integrated into your own training programs. You will learn how to becoming a more influential listener and leader, and generate a plan for more effective communication.

The Master Manager—Moving From Manager to Leader



Julie Burch; Speaker, Author, President of JLH Presentations

Leadership isn't something you "pick up as you go," it takes formal training. This dynamic session will inspire you to become a successful leader, someone whom others believe in, respect and are willing to work with to achieve extraordinary accomplishments. You'll learn what motivates leaders, and how to project personal power to achieve your goals. Learn how to evaluate performance and effectiveness and understand the behaviors that characterize exemplary leadership, identify strengths and develop plans for improvement. Don't miss Julie's top ten secrets of the world's greatest leaders!

Executive/Leader

ROI Demystified: A Proven Approach in Good and Bad Times



Curt Archambault, FMP; Regional Training and Development Manager, Jack in the Box

John Kidwell, FMP; HR Senior Consultant, Mazzio's Corporation

Calculating the contribution of your training initiative to your company's "bottom line" is paramount, especially in these challenging times. This calls for putting on your financial and accounting "hat" and thinking in terms of the cost-compared-to-return of your projects and programs. Learn to breakout costs in a comprehensive manner. Evaluate success metrics and learn to convert them to dollars. Participate in an engaging session around an ROI model that takes participants through the "needs analysis" process to the evaluation process. Learn how to use the CHART "ROI Calculator" that simplifies the number-crunching and executive reporting. All presented in a way that will be interactive and doesn't require a degree in accounting to understand!



Breakouts continued on next page