



# FlipCHART



January 2009

Connecting the CHART Member Community

## Inside this issue:

Industry News	2
State of the Industry	2
Do you FohBoh?	2
M.I.N.D.S. Center	3
Social Networking	3
Newsmakers	4
Regional Training Forums	4
Webinars	4

## FlipCHART Goes Green!

We are pleased to announce that as of this January 2009 issue, the FlipCHART is going **green!** A link to the FlipCHART will be emailed to each member the last week of the month for the upcoming months' issue. Not only will we save trees, it will free up some of our budget dollars for higher-impact member activities. As always, enjoy!

## Upcoming Portland Conference

### More ROI with CHART

The investment that you make in attending ANY conference in 2009 must deliver a return to your company's bottom line. The Portland CHART Conference will do just that by providing you with solid "recession resistant" content in areas that are important now:

- ◆ Increasing retention of your strong employees, a key to reducing the financial strain of turnover – and increased guest satisfaction.
- ◆ Addressing the employee's life cycle – more selective hiring practices, culture based orientation, pinpoint training, effective coaching, and internal promotion. Key information on finding and growing a solid, engaged staff that supports your business goals.
- ◆ Creating entrepreneurs within your staff who treat your business as if it were their own – and driving customer loyalty and profitability.
- ◆ Tapping into the efficiencies that can be realized through technology based training – when to use it, when to walk away.
- ◆ Networking opportunities with key training and human resources professionals who understand the same critical issues that your organization is wrestling with at this time. Solutions to your challenges may be realized by interacting directly with other attendees.



### Free Webinars

January 14

Teresa Siriani,  
People Report

February 11

Josh Davies,  
Sage Hospitality

### Portland Conference

Make your hotel and travel plans now.

March 7-10, 2009

Hilton Portland & Executive Tower  
Portland, Oregon

Room Block Expires:  
February 3, 2009  
Room Rate: \$129

More details online at  
[www.chart.org/conference.php](http://www.chart.org/conference.php)

These are difficult times – you need information and answers that will drive results. **Plan on attending, and take back solutions that your company needs now more than ever.** Visit <http://www.chart.org/conference.php> for full descriptions of our content-rich sessions.

### No Umbrellas Please

by Jennifer Johnston, Red Lobster

The Portland Conference is just around the corner and excitement is building! Along with the strong content, we are visiting a great city. As you approach Portland, you may catch sight of the area's famous mountains; Mt. Hood, Mt. Rainer and Mt. Saint Helens. The skies were blue when my flight arrived to scout out the city in preparation for the conference. Activities director **Patrick Yearout**, Ivar's Restaurant, and I spent most of our time on foot walking the city blocks, exploring its offerings. Portland is a diverse and dynamic city. Here is just a sampling of the things you too can experience when you arrive:

**Think Green** - Portland promotes green building practices as a standard for development. The Portland Hilton, our host hotel, boasts being the only green certified out of all the Hilton locations around the world.



Continued on Page 3

## Industry News



### CHART Members Save

CHART members save \$450 on HR in Hospitality™ Conference & Expo, March 17 – 19, 2009 at Disney's Contemporary Resort, Lake Buena Vista, Fla. Use promotional code FCHART when you register at [www.HRinHospitality.com](http://www.HRinHospitality.com) or call 1.800.727.1227 to save.



### Blogging Opportunity

Do you blog? QSR has decided to open six blogs on their home page in early 2009. This could provide a tremendous increase in awareness for your work and give you a somewhat open forum (about 2-3 posts a week) to discuss those issues which are important to you. You would have to decide if the time commitment of the blog translates into related value on your end since there is no compensation. If this appeals to you, contact Sherri Daye Scott, Editor, QSR Magazine at 919.489.1916, ext. 132 or [sherri@qsmagazine.com](mailto:sherri@qsmagazine.com).



### Online Performance Support

Harvard Business School Publishing works with many leading organizations in the hospitality, restaurant and foodservices industries to help address critical issues, from reducing employee turnover to improving customer satisfaction, by helping managers learn key skills and behaviors. CHART and Harvard Business Publishing offers the NRA Solutions Leadership & Management Program, featuring Harvard ManageMentor PLUS®. This online performance support program helps managers develop their employees, solve business problems, and become leaders in their organizations. The program features industry-specific examples and scenarios, along with concepts and tools relating to dozens of core management topics. To learn more, visit: [www.corporatelearning.hbsp.org](http://www.corporatelearning.hbsp.org).

Compliments of CHART, you can explore Harvard ManageMentor PLUS by linking to <http://elearninghome.hbsp.org>. (User name: your email address, Password: 'harvard') To purchase this for others in your organization, please contact Harvard Business directly at 800.795.5200 or [corporatelearning@hbsp.harvard.edu](mailto:corporatelearning@hbsp.harvard.edu).

## Give CHART 15 Minutes, and Help Make History!

Last month, we announced that CHART has partnered with Maritz Research to conduct a groundbreaking **State of Training and Development in the Hospitality Industry Study** that focuses specifically on restaurant and lodging companies. You will be receiving a request via email in about a week or so to complete the online survey. To ensure that we get enough data for significant results, we are asking for **100% eligible member participation!** Thank you in advance for your response!

## PRESIDENTalks

John Isbell



### Do you FohBoH?

So I finally broke down and opened a Facebook account the other day. I have been fighting that out of nothing but pure laziness, frankly. However, I finally had enough people invite me to look at their pictures that I thought, fine, I'll get it out of the way. Here's what was creepy about that (other than some of the disturbing Facebook pictures people sent me) - I got emails from my LinkedIn, FohBoH, Classmates, Multiply, Reunion, AskMyPeers, and Tagged accounts within 5 minutes of my completing the Facebook setup. As if they all knew that there was "someone else." I actually had IT run a diagnostic on my computer to see if I was bugged!

This whole experience got me thinking. No matter how much technology takes over our life – there is still a fundamental need to connect with our fellow human beings. Social networking is one of the hottest topics around because it's so easy to go through an entire day without seeing anyone! I can do a full day's worth of work and never leave the comforts of my Grinch pajamas. Nor do I have to have a conversation with anyone if I time

my day out just right. But that is no kind of existence for someone who is addicted to people, which most of us are, no matter how much we pretend to loath the general public. Networking brings us together with many people in an effort to connect.

I believe that we, as CHART members, network better than most. We are trainers which means we are mostly outgoing by nature or at least because we have to be due to our career choice. Let's embrace social networking but at the same time – let's not forget that the best kind of networking takes place face to face. At a conference, for example. In Portland. You picking up what I'm putting down? There is a tremendous value in being in the same room with your talented peers, like-minded partners, and expert speakers.

I'll see you in Oregon at our Winter Conference. Now if you'll excuse me – I just saw a funny YouTube video that I have to post on 8 different accounts.

Happy New Year!

*John*

## Upcoming Portland Conference

### No Umbrella's Please

**Diamonds and Pearls** - There is no lack of diverse art in Portland. Many gems can be seen as you walk the streets, from the wall murals to the statues and even in the architecture and sidewalks art abounds. Gems of another sort can be found in the Pearl District, a trendy transfigured warehouse shopping area.

**Bubbles and Bubblers** - April 2008 marked the 96<sup>th</sup> birthday of the Benson Bubblers. Fifty-two of these unique four-bowl drinking fountains can be seen throughout the city. They were designed to provide an alternative drinking source to saloons.

**Animal lovers** - Everyday you have the opportunity to see deer, otters and baby bears around the fountains on both Morrison and Yamhill streets between Fifth and Sixth Avenues.

This is just a preview of the many, many places and experiences offered by this fabulous city. Just bring a raincoat and a hat (*umbrellas identify you as a tourist*) just in case it rains and you're all set for a great visit. We plan to provide great opportunities for you to develop yourself professionally and also learn about this dynamic city personally. See you there.

### Great M.I.N.D.S. Think Alike

Not always true. There are many ways to train within the hospitality industry. Attend the Portland conference and you'll be able to share best practices and learn what is on the mind of others as we all strive for training excellence. The M.I.N.D.S. (Members in Need of Dynamic Sharing) Center returns in Portland. Reserve your place now, you too have the opportunity to share programs and materials you're using that may help strengthen CHART members and the industry. No need to be a mind reader, just come join us at the M.I.N.D.S. Center.

*Continued from Page 1*



*Reserve a spot right away for your company by contacting the CHART office today.*

## Social Networking with CHART

Social technologies are more than a trend. They are a groundswell movement touching all aspects of personal, educational and business life. The scope and breadth of social networking cuts across cultural, demographic and interest areas, and has changed how we work.

CHART is embracing social technologies, and is shifting resources from traditional to social media. Like everyone else, we are trying to break social media down into bite-sized portions and determine the return on investment and marketing/business benefits.

Online presence happens. For your company AND your own personal brand. It can be overwhelming. As CHART develops its plan around the social media landscape, we will share tips and strategies with you to help you manage your own personal brand, and to help you promote your affiliation with CHART.

Here are a few online "to dos" you can do right away:

- 1) Blogging is a low-cost and relatively easy way to establish your online presence and share content that promotes your professional expertise. However, it does require a commitment to publish regularly, so time management is key. *See page 2 for QSR blogging opportunity.*
- 2) In terms of which social networking sites to join, choose only a few. Choose wisely. CHART currently has a CHART Training Group on Fohboh ([www.fohboh.com](http://www.fohboh.com)), Facebook ([www.facebook.com](http://www.facebook.com)), and LinkedIn ([www.linkedin.com](http://www.linkedin.com)). They vary in terms of value and activity, but are growing all the time. Like everyone else, we are figuring it out.
- 3) After you have established an account and completed your profile on social networking sites, you can take it to the next level by promoting your own networks. Don't only join the CHART groups, but consider promoting CHART to others. Share a tip learned from a speaker or invite others to one of our conferences or RTFs. Are you speaking at the conference? Perhaps give a little sneak preview of what you are presenting. Feel free to help others learn about CHART.

*by Lisa Marovec, CHART*

### Useful Web Tools

Have you checked out: [www.gcast.com](http://www.gcast.com)? It lets you, for free, publish an audio podcast over your telephone and post on the Web.

Another neat site is [www.slideshare.net](http://www.slideshare.net). It is like a YouTube of slideshows, an easy way to share Powerpoints with others.

*Let us know your favorites.*

# NewsMakers

## Member News

- ◆ **Harry Bond** is all smiles holding his new granddaughter, Elise Deborah Hrach.
- ◆ Best Wishes to **Karla Vargas-Flores**, DKN Hotels, on her son Dylan Issiah.



## Who is making Headlines?

- ◆ Congratulations to **Debbie Fox**, who was recently promoted to VP, Training for Palm Restaurant Group.
- ◆ A few CHART members were mentioned in the November 3 issue of Nation's Restaurant News:
  - ◆ **Rob Gage**, formerly of Pacific Coast Restaurants, was featured in "Laid off midlevel execs face tough job market".
  - ◆ **Rodney Morris**, Carino's Italian and **Kate Shehan**, Morton's, The Steakhouse, were both quoted in "SPIRIT Award honorees feted for hiring, retention practices."
- ◆ According to the December 1 issue of Nation's Restaurant News, **Kelvin Johnson** is the new Director of Training for Wing Zone.

## Upcoming Regional Training Forums

**Friday, January 30** 9:00 a.m.-  
1:30 p.m.

Bertucci's Corporate Office,  
Northborough, MA  
Contact: Erin Cotterell  
[ecotterell@bertuccis.com](mailto:ecotterell@bertuccis.com)  
for more details.

*RTFs are a great  
way to network,  
discuss the latest  
industry news,  
and stay  
connected to the  
training  
professionals in  
your area.*

**Friday, January 30** 9:00 a.m.-  
1:30 p.m.

Perkins, Orlando, FL  
Contact: Barbara Latimer  
[blatimer@sonnysbbq.com](mailto:blatimer@sonnysbbq.com) for more information.

## Upcoming Webinars [http://chart.org/?x=events\\_webinars](http://chart.org/?x=events_webinars)

**Wednesday, January 14** at 1:00 p.m. EST, **Teresa Siriani**, People Report, will present "Beyond Best Practices".

Listen in for a great session on thinking outside the box when it comes to people practices and creating new solutions to respond to the future workforce. The market is highly competitive and you must be creative in order to build a business for the long haul.



**Wednesday, February 11** at 1:00 p.m. EST, **Josh Davies**, Sage Hospitality, will share his thoughts on "The Next Generation of Leaders: Turning Your Kids into Captains".

He'll address the massive generation that is now in our workforce, and how to develop their leadership skills. By looking at the differences in generational communication styles, learning approach, and culture, participants will discover strategies for developing the next generation of leaders. The strategies are designed to be easily implemented for large and small operators to reduce labor costs and improve their operational efficiency.



## CHART Board

*wishes you a healthy, happy and  
prosperous new year!*



Pictured above are: (l to r) **John Alexander**, NRA Solutions, **Kate Shehan**, Morton's, The Steakhouse, **John Isbell**, IHOP, **Gail A. Lyman**, First Hospitality Group, Inc., **Tara Davey**, CHART, **Jen Michaud**, CSM Lodging, and **Mike Amos**, Perkins & Marie Callender's, Inc.

## Contact Us

FlipCHART

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**Back issues:** visit [www.chart.org](http://www.chart.org)

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