



FlipCHART



November 2008

Connecting the CHART Member Community ~ *in print*

CHART News

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CHART 2.0

The new CHART Web site (www.chart.org) was over a year in the making. Anyone involved with CHART knows that we approach change methodically, always questioning whether maximum member value has been achieved.

It is a good thing we took our time as much has changed over the past year. Namely, 2008 was the year that social networking tools came out front and center. Names like FohBoh and LinkedIn are now common, and many CHART members meet virtually on these sites to learn, network and grow.

It was a brief fad in the late 90's and early 2000's that professional associations wanted to give each member an email address and call it a member benefit. As you can imagine, adoption was low. So, how do we utilize new technology, such as blogs and groups, now to create a stronger CHART community with tools that members *really* value?

This was a question that kept me up nights during my role last year as CHART's President. I was sure that our Web site should position and support CHART as *the* resource for the development and advancement of hospitality training professionals. To support that role, our Board determined we needed a major facelift in the areas of professional image, site personality, content, features, functionality, and navigation. Okay, virtually everything needed an overhaul!

by **Curt Archambault**, *Jack In The Box*



Continued on page 4.

2009 CHART Conferences Announced:

Mark your calendars now and join us!

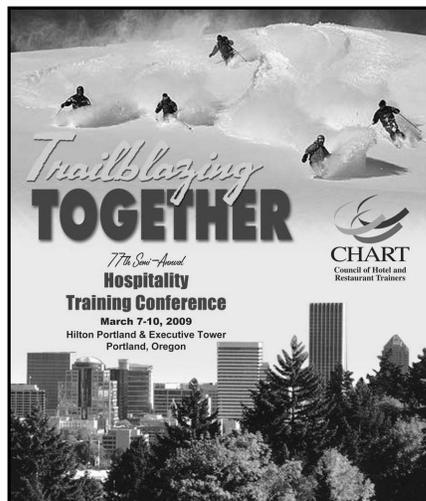
March 7-10, 2009
Hilton Portland & Executive Tower
Portland, Oregon

July 25-28, 2009
Renaissance
Cleveland Hotel
Cleveland, Ohio

More details online at www.chart.org.

Upcoming Portland Conference

Trailblazing Together in Portland



Many things come together in Portland. Majestic Mount Hood meets the valley wineries below. The Columbia River meets the Willamette River, combining sparkling waterways with lush greenery. The professional Portland Trailblazers coexist with amateur recreation opportunities for everyone. Friends come together in coffee houses that offset this beer capital of the world (32 breweries inside the city limits).

March 7-10, 2009, top hospitality training professionals will come together at the CHART conference. Join us at the Hilton Portland & Executive Tower hotel, located in the heart of Portland's hippest restaurants, upscale shopping, convenient transportation and major attractions.

More conference details on page 3.

RTF—Regional Training Forum Recap

by **John Alexander**, NRA Solutions



Forty-four members and guests, representing 17 different organizations, attended the "Training Summit" held in Orlando on September 26, 2008. This event was sponsored by CHART as part of its Regional Training Forum series.

Monique Donahue, American Hotel and Lodging Educational Institute, presented "Test Writing 101: Making the Grade." While most trainers don't develop major certification exams, they do create tests to measure learning

and performance all the time. Monique helped the group understand the distinctions between exams that measure basic recall of facts and those that actually demonstrate the learner's ability to apply what they have learned to the workplace. This was a repeat of a session that she delivered at the Minneapolis Conference in March 2008. Monique is currently developing a workshop on the CHART Instructional Design Competency.

Amanda Hite, Talent Revolution, presented "Generational Inclusion." The group was led through an exercise to identify the "Awesome-ness" of each of the four generations working together - the Silent Generation, Boomers, Gen X, and Gen Y. This created the awareness that its best to draw on the strengths and talents of each generation to maximize the talent pool. Amanda used several great video clips to open our eyes to the rapid pace of technological advances and sociological changes. A few key thoughts- the average Gen Y person will have 14 jobs by the time they are 38 and by 2015, the largest English speaking country in the world will be China - who knew?

Industry News

PEOPLE REPORT™

People Report's **Survey of Unit Level Employment Practices (SULEP)** is the largest survey of employment practices and includes 160 concepts and over 500k management records in the data, which make it the most comprehensive study in the industry this year.

CHART members have been given exclusive pricing, until December 1, to purchase the results for \$395, \$100 off the cover price. You will also have the opportunity to get segmented survey results to hone in more on how you compare to your direct competition for \$295 each. For \$75 you can complement your SULEP results with the Workforce Report. For more information go to: www.peoplereport.com/2008rpt_sulep.asp.

PRESIDENTalks

John Isbell



One Size Fits One

This year I am coaching my 5-year-old son Isaak's soccer team. When we got the uniforms to hand out to the kids, I noticed that the shorts were labeled "One-Size-Fits-All". This would be great if only the kids were all the same size. However, the shorts are hanging off of some boys while fitting a bit too snug on others. Fortunately, Isaak's fit just right and he scored 3 goals this past week (this last fact has nothing to do with my article – I just wanted to brag).

The point of my story is this: we often use the same one-size-fits-all principle when we build our training programs. We believe we know how our trainees should learn and we build all of our training programs to those specifications. With some people our programs work great but with others, not so much. We don't allow the trainee to learn how the trainee learns best.

When CHART researched the competencies that identify successful trainers in the industry, Program Design and

Participant Management clearly defined the need to be aware of and adapt to different learning styles. My call to action for CHART is to continue (quickly) developing our *Blueprint for Trainer Development* competency model workshops to support the development of our members in this and other crucial areas.

My call to action for you is this – start building your training programs with intentional flexibility that will allow people to use their own learning style. If they love to read – give them all the manuals they want. If they would rather jump right in and do it – have a structured hands-on component that allows them to learn and do at the same time. If we adopt a "One-Size-Fits-One" mentality, then we will have the most successful and best trained employees in any industry.

Now if you'll excuse me, I've got to go shorts shopping for my soccer team.

John

Upcoming Portland Conference

Going on a Bear Hunt...Again

A great new CHART tradition of giving was started last year at the Minneapolis Conference where CHART members collected more than 400 teddy bears for charity. “We can’t thank the CHART group enough for all they did for the kids in our community, says **Mike Dahlberg**, Fire Captain from Station 4. He added, “Through CHART’s gift of the teddy bears, we are now able to put a smile on the faces of boys and girls when they are hurt in a car accident, when they fall off their bikes, are sick or saddened when mom or dad are sick. It’s great to see their smiles and faces light up. We also were able to bring a few of the bears to the burn unit at our downtown hospital. The Hennepin County Medical Center staff was overwhelmed by the generosity of CHART as the bears came from all across this great country. They made a lot of kids happy.”



Jen Johnston, Red Lobster, presents more than 400 Teddy Bears to the Minneapolis Fire Department this past March at the CHART conference.

In keeping with this new tradition, we hope to bring the warmth of CHART and cuddly teddy bears to the Portland conference. **Jennifer Johnston**, Conference Director, **invites CHART members to bring a bear or two to the conference**. In addition, she encourages members in Portland to conduct a bear drive within their companies. Jennifer commented, “You’d be surprised by the bears you’ll collect just involving employees. It will make the drive even more meaningful as these bears are donated back to the Portland city firefighters.” Another service event during the Portland conference will be announced soon.

Conference Team

John Alexander and Jennifer Johnston would like to announce the talented team who will be working diligently to prepare and provide an engaging and enlightening conference. The following volunteer directors will be leading their area and will be there to welcome you when you arrive.

Volunteers



Rob Gage
Hire Smart,
Train Hard



Jim Knight
Hard Rock

Facilities



Jim James
Red Lobster



John Kelley
White Castle

Registration



Rachel Slater
Baha Sharkeez



John Krahn
Cousins Subs

Activities



Patrick Yearout
Ivar’s Restaurant



Cheryl Tyler
Tyler Training &
Development

Hospitality



Jonathon Place
Bertucci’s Corp.



Jeff Drozdowski
Little Caesar’s
Enterprises

Conference Director



Jennifer Johnston
Red Lobster

First Time Attendees



Donna Herbel
Perkins & Marie
Callenders



John Kidwell
Mazzio’s
Corporation

Board Member - Winter Conference



John Alexander
NRA Solutions

Working for You

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NewsMakers

Who is making Headlines?

- ◆ Congratulations to CHART members who were honored with 2008 SPIRIT Awards given by *Nation's Restaurant News* (NRN) and The National Restaurant Association Educational Foundation (NRAEF).
 - ◆ Fine Dining: **Morton's The Steakhouse**
 - ◆ Full Service: **Fired Up, Inc./Carino's Italian Grill**
- ◆ **John Isbell**, IHOP, recently gave a presentation titled "**X (or Y, or Boomers, or...) Marks the Spot: A Generational View of Guest Service**" at the 5th Customer Feedback Week sponsored by International Quality and Productivity Center (IQPC).



CHART News

CHART 2.0

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So, what's new? The look and feel is obvious! I believe the site now depicts the warm, welcoming, friendly, and vibrant spirit of CHART. It is crisp and clean as well. The navigation is much friendlier and more intuitive. Features like the current Ask My Peers will remain a critical component of the website. New features around blogging, social networks, and other member connection components will be added to the site, and it is built to grow. There are testimonials, video and audio podcasts, and recommended resources. Our Partner Program is better positioned. We will have a webstore that will allow us to promote books, videos, and other resources by our book reviewers and conference speakers. There are many behind-the-scenes features that allow the maintenance of the website to be much easier.

Some might say that I put a ton of focus on the technological side of the organization during my tenure. Well, guilty as charged! I have always believed that in order for our organization to grow at a productive rate while still maintaining the feeling and experience that CHART members have grown to love, we need to leverage technology. Using high tech to get high touch, if you will. I look forward to your feedback!

Have you renewed?

This will be your last issue of FlipCHART if we have not received your renewal fee.

Are you LinkedIn?

CHART has a group and invites you to be linked in. Go to www.linkedin.com.

Contact Us



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Council of Hotel & Restaurant Trainers

Please send content to:

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Deadline for submissions:

1st of the month for next month's issue

Back issues: visit www.chart.org

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