



# FlipCHART



February/March 2008

Connecting the CHART Member Community ~ *in print*

## Upcoming Conference



*by Jennifer Johnston, Red Lobster*

### Inside this issue:

Volunteer— I Can Do That!	2
2008—Year to Invest in Employees	2
Evening Fun at Conference	3
QSR Dine America	3
Register for People Report Survey	3
Who's who at Mpls?	4

### Help Bring Big Hugs to Minneapolis

The weather may be chilly in Minneapolis, but the warm spirit CHART attendees bring will keep us comfy and cozy. Even the community will feel the warmth.

Please help give a big “hug” to children and families of Minneapolis who need it most by participating in the Service Projects. We’ll be supporting families who have children fighting life-threatening illnesses and children involved in traumatic events such as house fires or domestic violence. The plan is simple, with the support of YOU and perhaps your company, we can impact more lives than ever before.

#### Service Project #1—Gift Cards for Ronald McDonald House

Let’s flex our hospitality industry muscle and support the Ronald McDonald House by collecting hospitality gift cards! The local Ronald McDonald House provides a home away from home for up to 48 families each night, along with schooling for siblings of the children in the hospital. They provide family meals and other necessities, even gift cards to restaurants for dinner off-site.



#### Service Project #2—Teddy Bears for Firefighters



Did you know that firefighters in many communities like Minneapolis carry teddy bears in their fire trucks to comfort children who have been involved in heart-wrenching situations such as a house fire or domestic violence? Teddy bears create a bridge between the firefighter and the child. It provides a new “friend” for the child to talk, to hold and care for during a time of need. There’s nothing like hugging a fuzzy cuddly bear to help a child cope.

Let’s all bring some warmth and a great big bear hug to Minneapolis in March!

### Take Note:

#### ◆ CHART Conferences

It’s not too late to attend the March 1-4 Winter conference at The Depot in Minneapolis. Don’t be left out in the cold! Register online at:

<http://conference.chart.org/>

AND it’s not too early to begin plans for the August Conference. Set your calendar for August 9-12. The Gaylord National in Washington DC will be the place to be.

**These Service Projects allow for 100% participation!!**  
It’s easy for Attendees and Non Attendees to be involved.

- ◆ Bring or send a gift card or two to donate to the RMH. Donate cards from your company, if you have a restaurant in the Twin Cities, or donate a Costco or Target card.
- ◆ Bring or send a bear or two and we’ll donate to the local fire houses.



If you aren’t able to attend the conference and would still like to participate in one of these service projects, send me an email [JJohnston@redlobster.com](mailto:JJohnston@redlobster.com) or call me at 407-245-4130.

More information on the Ronald McDonald House in Minneapolis can be found on their website at: [www.rmhtwincities.org/](http://www.rmhtwincities.org/)

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## Upcoming Conference

### Top 10 reasons to Volunteer at Conference

10. Great way to meet people, especially if you are a FTA.
9. Increase your confidence.
8. You get a pretty ribbon on your name badge.
7. You may get the chance to tell other people what to do.
6. Gives you a sense of belonging.
5. Great conversation piece.
4. Resume builder.
3. So much fun!
2. Best way to give back a little of what's been provided for you.

#### And the #1 reason to volunteer - What have you got to lose?

You have nothing to lose, but everything to gain. There are lots of opportunities such as Hospitality Suite or Activity Hosts, mentors to FTA's, and help with registration, photography and audio visual.

Sign up online as you register or contact one of the Co-Volunteer Directors—Jennifer Gulling [jgulling@damons.com](mailto:jgulling@damons.com) or Derek Fournier [derek.fournier@unos.com](mailto:derek.fournier@unos.com) and they'll let you know where help is needed. Any and all assistance is greatly appreciated. Thanks.

## PRESIDENTalks Curt Archambault



### 2008—Time to Invest in Our People

Reading the newspaper and watching the financial channels on television tells me that 2008 is potentially going to be a very tough year for the economy. A tough year for the economy can also mean a tough year for the restaurant business. The credit crunch, the housing collapse, increased oil and commodities pricing are all having or are going to have an impact on the margins in our industry. We face a huge risk of training budgets being cut in order to save money. We may have to deal with labor budgets scaled back in our units requiring our employees to work harder. Is that really the best we can do during economic challenges?

**I say no!** I recall a CHART general session speaker from a past conference telling the story about Southwest Airlines and their response to the impact on the travel industry following 9/11. Herb Kellerher, their CEO, decided that rather than cutting training budgets to save money, he was going to increase the training budgets and spend money on helping the employees be better during the challenging financial times. Is it any surprise that Southwest Airlines is the MOST profitable airline since deregulation? We need to use our influence in our companies to do the same thing.

**Now is the time to invest in our people.** Helping them be better employees will help us increase both the top and bottom lines.

Wishing you a prosperous year.

*Curt*

## Upcoming Conference



### Take a Break for Activities & Fun

Members attending the Minneapolis CHART Conference are in for an exciting range of activities to choose from. Each evening there are opportunities to unwind and network with others, starting on Saturday with an opening reception and social gathering in the hotel's Stone Arch Bar. Of course, there is no better place for a bit of Dance Dance Revolution competition than the Hospitality Suite.

### Sunday, March 2 Evening Activities

#### Put out the Fire

Twenty lucky attendees will have a chance to spend time with Minneapolis firefighters in one of two firehouses. They will give a tour of their fire houses while sharing the training program and techniques used to prepare them for their daily responsibilities as well as some insight into the tragic day the bridge collapsed. The event will end with the firefighters preparing a "hot" dinner for the attendees.



#### Eating Out—Minneapolis Style

Vegetarians need not apply as we will be taking a group to Fogo De Chao- a Brazilian Steakhouse where meats are slow-roasted over an open flame and presented on skewers carved tableside by authentic Gaucho chefs. Fogo De Chao has earned several prestigious Wine Spectator awards.



Feeling competitive and in the mood for a casual dinner? Gameworks can satisfy your competitive spirit while offering you diverse dining options all under one roof. Challenge your new and old CHART friends in a race car, on the football field, at bowling, air hockey, or billiards to name a few.

#### Bunker Down

Another group of Conference attendees will visit Bunker's Music Bar & Grill on Sunday evening for the local flavor of Roots Rock, Funk, R&B and Blues. Bunker's hosts local bands seven nights a week and attracts a who's-who of national and international stars to the stage. Locals told us that Bunker's IS the place music industry people go to hear music when they perform in Minneapolis. Two team members saw Morris Day and the Time (and thought they saw John Mayer) when they stopped in to check this place out. Who will we run into March 2nd?

## Industry News

### Upcoming Conference by CHART's New Media Partner



CHART is proud to welcome QSR Magazine as our new media partner. CHART is pleased to join together with a leader in hospitality news. We want our members to be aware of QSR's 5<sup>th</sup> annual Dine America executive idea exchange conference, April 6-8, 2008 at the Hilton Americas in Houston, Texas. Dine America takes place each Spring, bringing together some of the most successful brands in the restaurant business today. Attending the Dine America conference is free. Attendees are only responsible for their travel and hotel (*reduced rate*). 2008 promises to be the best year yet with presentations from Dr. Jerry Newman, author of *My Secret Life on the McJob: Lessons in Leadership Guaranteed to Supersize any Management Style*. Also, Disney Institute will be on hand with a facilitator presenting 90 minute educational sessions. CHART President **Curt Archambault**, Jack in the Box will be moderating a panel on ROI models and **John Kidwell**, Mazzio's will be on that panel too. For more details visit: [www.dineamerica.us](http://www.dineamerica.us)

### People Report wants your participation in SULEP-register by 2/8, complete by 2/29

People Report is providing a significant discount (\$100 savings) to CHART members who participate in the Survey of Unit Level Employment Practices, the largest employment practices survey in our industry. SULEP is the industry's *only* national research study of leading chains and independent restaurateurs that enables benchmarking of unit level employee practices You will have access to overall results and segmented survey results to hone in more on how you compare to your direct competition. Go online now to register to participate: [http://www.peoplereport.com/2008sulep\\_a.asp](http://www.peoplereport.com/2008sulep_a.asp)

**PEOPLE REPORT™**

# Minneapolis Conference

## Profiles of Remaining Conference Team Members

In the past few issues we've highlighted the conference team members. They have been working hard to make sure all is on track at The Depot. Be sure to give them a pat on the back (or even a helping hand) when you see them. The conferences rely on volunteers so consider the fun you could have as part of a team at a future conference.



**Nicole Ellenbecker**, Really Nice Restaurants, joins our conference team with the enthusiasm of a locomotive as our Co-Communications Director with **Sue Kruse**. Nicole has been with CHART for 2 years and is excited to be part of her first conference team. Kate Shehan, her CHART mentor has inspired her to get more involved. Nicole's perfect day, outside of work, is to be on top of a mountain covered with snow, tips down, wind in her face.



**John Kidwell**, Mazzio's, a 15 year veteran of CHART, will be working with **Chad Klocke** as our Co-First Time Attendee Director. He will be bringing vast CHART conference experience to this team as he has served before as a Marketing Director and a Program Director. John's perfect day in the winter includes hooking up his huskies and taking his kids on sled rides, followed by a hardy family meal and a warm fire in the fireplace.



**John Alexander**, VP of Education at NRAEF, has been much of the inspiration behind the winter conference! He has spent many hours bringing speakers together to provide an educational and exciting conference. A lover of photography, John has already taken beautiful shots of The Depot, capturing the history, elegance and warmth which will be a great setting for all.



**John Kelley**, VP of Training and HR for White Castle, Inc., is a veteran to CHART and conference teams having served on two previous conference teams. John is Co-Facilities Director with **Wade Chancellor**. John can not stress enough how important it is to get involved with CHART. "You forge better connections with other members when you participate."

The team has put together a full conference with lots of educational, networking & fun activities. Go online to view complete agenda: <http://conference.chart.org/agenda.php>



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1st of the month for next month's issue

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

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**Conference Packing List:** business cards, gift cards for MN Ronald McDonald house, teddy bear for MN child in need, warm clothing, ice skates (if you dare!), and a great attitude.