



# FlipCHART



November 2013

Connecting the CHART Member Community ~ in print

## Inside this issue:

2013 - 2014 CHART Board	2
We All Can Make an Impact	2
Learning Legacy Fund	3
Getting to Know Your Conference Team	3
Industry News	3
Orlando RTF	4
New at <a href="http://www.chart.org">www.chart.org</a>	4

## Upcoming T3 Winter Conference

### #CHARTCOSprings: March 1 - 4, 2014



From small town pet shop manager ... to Emmy award winning TV host ... to renowned business author and speaker, **Ross Shafer** is a fierce proponent of people taking personal responsibility (and being accountable) for what happens in their professional and personal life.

At our 87th Hospitality Training Conference in Colorado, Ross will explain that real growth and opportunity only follow when you accept that nobody cares more about your career and success than YOU do. Success will be your own fault. Learn how to avoid time-robbing distractions and stay focused and "on task" and promote confidence in your coworkers.

Ross will also share how to jump start your curiosity engine to create instant and genuine rapport with team members and customers. He'll explain how respecting and collaborating with people ... "as people" helps reduce costly miscommunications, inspires productivity, resolution, and stimulates fresh ideas team-wide.

Join your peers in Colorado and get inspired with Ross' high energy keynote session.



## Upcoming Dates

**November 14**  
Southern CA RTF  
[kburk@woodranch.com](mailto:kburk@woodranch.com)

**November 5 - 7**  
People Report  
Best Practices Conference  
Dallas, TX

**January 24, 2014**  
Orlando, FL RTF &  
Service Event  
[czaremby@rosenhoteles.com](mailto:czaremby@rosenhoteles.com)

**March 1 - 4, 2014**  
T3 Winter Conference #87  
The Broadmoor  
Colorado Springs, CO  
<http://bit.ly/CHARTCOSprings>

**July 26 - 29, 2014**  
Summer Conference #88  
InterContinental Buckhead  
Atlanta, GA  
(note change of hotel)

## Track #5 Added to Winter Conference

In addition to offering our twelve competency workshops within our four tracks (**Trainer**, **Instructional Designer**, **Manager**, and **Executive**), we are excited to announce a 5th track for those who have completed some or all of the workshops within a track. We have secured three dynamic presenters who will share their knowledge on these hot topics.

**Be a Twitter Rockstar**  
*Gini Quiroz, CHT, K&N Management*

Handles, Hashtags and Homefeed: what does it all mean? In this hands-on and practical workshop, Gini (aka @GiniSays) will give you the tools AND confidence you need to start tweeting and will also show you how Twitter can be used as a training tool.

**Skate to The Space: Strategies for Earning the Career You Desire**  
*Josh Davies, The Center For Work Ethic Development*

Josh will show you how to focus on what is going to happen next, and not what is happening at the moment. He will share how to better manage your manager and prepare you for changes, restructuring, and organizational shuffling by placing YOU in the driver's seat.

**Managers Embrace Training: A How-To Guide to Make it Happen**  
*Richard Fletcher, Zaxbys*

Zaxby's Franchising requires a licensee's restaurant managers to pass a rigid certification program. In this session, Richard will give you the inside look into their Licensee Managed Training Program and share how it increased compliance by 300%, saving thousands of dollars and producing better training and better managers.

Link to the conference site from our website at [www.chart.org](http://www.chart.org) for more details and to register!

## CHART Board

### 2013 - 2014 CHART Board

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## PRESIDENTTalks

Calvin Banks



### We All Can Make an Impact

On September 19, Rubio's Restaurants, Inc. held its Annual Trainer Manager Conference where over 30 trainer managers from five states came together to learn about the future of training at Rubio's and participate in learning development programs. Rubio's also debuted their version of *Trainer Talks*, a takeoff from our Miami *CHART Talks*. In addition to Rubio's Director of Training, **Gabe Hosler** and VP of People Services, **Angelica Gamble-Wong**, the guest speaker line-up for *Trainer Talks* included **Michele Lange**, **Dusti Guzman**, and myself. Below is an excerpt from my *Trainer Talk*.

During my life "make an impact" is something that I have heard and understood but it's just within the last few years have I really embraced it. Each day we have the opportunity to make a personal or professional impact with those with whom we come into contact. This began early on, how many of you have walked past or seen a baby and were so compelled that you had to say "awe", "she's cute", "nice smile"... The baby impacted you so much you were compelled to say something. Your words impacted the parent(s). Those of us who have kids know how great it feels to hear positive things about your little one(s).

Now let's apply all of this to our world. As Training Leaders, you are in a position to make great impact on your organization. You impact your employees, your customers, your peers, your managers in training (MITs), the bottom line and so on.

Just focusing on people, as trainers and training leaders you are in a position where you impact the individuals and the organization in places you aren't present. The employees/managers you train will make an impact on your behalf, when you're not around, and you don't even know it. This is simply because you trained them.

What's the first thing we ask ourselves when we have a person on our team who isn't working out? It's not "did I/we hire the wrong person" it's typically something to do with training. "Who trained them?" or "Did we give them the resources necessary to do the job?"

At the 2008 CHART conference in Washington DC, Dennis Snow, former Disney Institute Leader, said something that I knew but never heard. He said "the most important job of any organization is to hire the right people..." But the quote doesn't end there, the quote finishes with... "the second most important job of any organization is selecting the right person to train them."

Only a few of us get tasked with being part of this important job. Though everyone has the opportunity and the ability to make an impact, the weight of what we do is greater. The wrong trainer can minimize a championship team.

In closing, think about the familiar quote from Maya Angelou as you make an impact on people, "they may not remember what you said or what you did, but they will always remember how you make them feel."

Keep Impacting,

Ed Note: Gabe advised that their VP of Operations said, "this was the most impactful Trainer Manager Conference we've ever had!" In addition, he said they intend to make *Trainer Talks* a permanent component at their Annual Trainer Manager Conferences.

## Learning Legacy Fund

### CHART Members Give Experience



Thanks to the generosity of those who have donated to the Learning Legacy Fund and to **Natacha Garcia** for nominating him, **Chris Albornoz**, Wyndham Hotel Group (*left photo*), was able to experience first-hand the high energy level and learning and networking opportunities legendary at CHART conferences.

Here's what Chris had to say about his Miami experience:

"Being chosen for this award showed me that a group of training professionals had confidence I would benefit from the opportunity to learn from others, as well as share my experiences, and they were right.

As a person who has never gone through formal education to be a trainer, I have learned everything I know from either classes, experienced trainers and the 'see if it works' method. At the conference, I met others who shared a similar experience. It was great to see such a welcoming group and discover simple tips and tricks to change a consistent and sometimes dry training program. I also learned of free resources available to grow as a trainer as well as to help the processes and programs I represent become even better. I would recommend CHART to any trainer who wants to be reenergized and is looking to absorb fresh ideas and return ready to put back them into action in their organizations and improve their careers.

My key takeaway was a quote shared by Roz Usheroff which summed up my entire conference experience, *'People want to work for something meaningful and as trainers we have the responsibility to find the best, most creative, exciting and entertaining way to help them discover it.'*"

Thanks!  
Chris



Professional development for  
promising hospitality trainers.

[http://chart.org/membership/learning\\_legacy\\_fund/](http://chart.org/membership/learning_legacy_fund/)

Nominate a  
trainer who has  
shown potential  
and passion for  
the profession!

## Upcoming T3 Conference

### Getting to Know Your Conference Team

As customary, we want to give a 'shout-out' to our conference team who are already working hard to ensure your experience in Colorado Springs helps you grow further personally and professionally. We'll profile these team members in the next few issues leading up to the conference so you can get to know them a bit more!



Our question to them is, "**What is your favorite Winter activity (besides attending the CHART conference!)?**"



#### T3 Conference Director

**Craig Forbes**, Senior Manager  
Operations Services, McAlister's Deli

*"I enjoy relaxing in front of the fireplace. Living in the south, we do not see much snow. But when it does snow, the kid in me comes out and there has to be a snowball fight."*



#### T3 Activities Director

**Tren Reed**, Manager of Management  
Training & Special Projects, O'Charley's

*"I enjoy watching my favorite movies in front of a warm, cozy fire and spending time with my family during the holiday season."*

## Industry News

Find out how the modernization of the hospitality industry will affect training and other HR practices at your organization.



Plus, CHART members get a special discount: **\$475.00 off** the on-site rate.

Register today at [www.HRinHospitality.com](http://www.HRinHospitality.com) with **Promo Code CHTNL** to get your savings.

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People Report and Black Box Intelligence have announced the finalists for the 2013 Best Practices awards. These awards celebrate extraordinary organizations in the foodservice industry. Winners will be honored November 7 at the Global Best Practices conference.



**Congrats to CHART members** who are finalists: BJ's Restaurant and Brewhouse, Corner Bakery, Eat'n Park, Longhorn Steakhouse, Monical's Pizza Restaurant and White Castle.



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**Deadline for submissions:**

1st of the month for next month's issue

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

**Managing Editor:** Lisa L. Marovec, FMP,  
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Register today for #CHARTCOSprings

[www.chart.org](http://www.chart.org)



## Orlando RTF



Eighteen dedicated trainers attended the September 20 Orlando RTF, hosted by the Orlando World Center Marriott. The first half of our morning was spent in a **"What's Up, CHART?"** information sharing session. Attendees shared details of their top priority learning projects, learned from each others' successes, and helped one another brainstorm solutions to challenges they are trying to overcome.

CHART member **Barbara Latimer**, Director of Franchise Relations, Sonny's Bar-B-Q, presented a repeat of her conference breakout session **"The Essential Qualities of Being a Team Player."** Those who missed her in Miami got the chance to learn how to improve relationships and add value to teammates in a fun and informative session!

**Plan to attend a RTF in your area soon!**  
[www.chart.org/events/schedule/](http://www.chart.org/events/schedule/)

## New at www.chart.org

Check out our home page for the latest news and member blogs. Learn from the brightest in the hospitality industry.  
**Kudos to our great bloggers!**



**Ripped From the Headlines: Why Hospitality Trainers Are More Important Than Ever**

Posted October 14, 2013 in Member Blog

Just after stumbling out of bed each morning, the first thing I do is scan the local and national news stories posted on a half-dozen different websites. I don't read every article, of course, but I do try to read the ones that are important to me either personally or professionally. And recently I find that I'm interested in more and more news items because they connect with my career as a hospitality trainer. For example, one of the most common stories lately involves wage..... [Read More](#)



**CHART Talks "Brief Blasts of Brilliance" #2 - BIG DATA: How it is Changing the Business of Hospitality**

Posted October 9, 2013 in Member Blog

In just about 8 minutes, I'll share how big data is transforming the hospitality industry. I'll talk about what big data is, where it comes from, how we communicate electronically, and how information about each of us is captured and tracked. More importantly, what are the implications for hospitality trainers in how you train better and serve guests better. View Video... [Read More](#)



**The Path to Loyalty**

Posted October 9, 2013 in Member Blog

In the fall of 2008, classes were well underway for the semester at the Wharton School of Business of the University of Pennsylvania. On one particular evening, four friends that shared a computer lab together decided to meet off-campus. A handful of hours beforehand, they had been kicking around an idea in class that had sparked each other's interest. Fate or frequent patronage led them through doors of Roosevelt's Pub on the corner of 23rd and Walnut St. in Philadelphia. Over..... [Read More](#)



**CHART Talks "Brief Blasts of Brilliance" #1 - How to Earn the Best Seat in the House**

Posted September 20, 2013 in Member Blog

In a quick 7 minutes, I'll take you down the yellow brick road of professional development. In my CHART Talks video clip from the recent Miami Conference, I'll share the stories of two women: a mentor and mentee and their journey to reach the best seat in the house. View the Video... [Read More](#)

Also, subscribe to our ChartTube1 channel as we are continuing to add "CHART Talks" videos. [www.youtube.com/user/ChartTube1](http://www.youtube.com/user/ChartTube1)

