

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.

**Multiple
Person
Registration
Discount!**

Members Speak Out

“It is a worthy investment to bring my training team to CHART. We divide and conquer among networking with peers, learning from expert speakers and always bring back practical ideas to share and implement. Plus (of course) we have a lot of fun. The conference is both valuable teambuilding time and a great energy boost for everyone!”

*Jeff Portwood, SPHR, FMP
Director of Training
Raising Cane's Restaurants*

“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*



left to right: Jeff Portwood, SPHR, FMP, director of training for Raising Cane's Restaurants, with his training team Ben LaTour and Luke Greer from Baton Rouge, Louisiana at the August 2008 CHART Conference in Washington, D.C.

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 February 3, 2009
\$695 Member
\$820 Non-Member

Late Registration Fee:

After February 3, 2009
\$800 Member
\$925 Non-Member

On Site Registration Fee:

\$900 Member
\$1025 Non-Member

One Day Registration Fee:

\$300 Member/Non-Member
\$100 Student

Host Hotel:

Hilton Portland & Executive Tower
921 SW Sixth Avenue
Portland, OR 97204
(503) 226-1611

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

Conference Written

Cancellation Policy:

Full refund on or before January 18, 2009.
No refunds after February 15, 2009.
\$100 processing fee between
January 19, 2009 and February 15, 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

Upcoming Conference

CHART's 78th semi-annual conference: July 25-29, 2009 in Cleveland, Ohio
For more details, please visit: www.chart.org.

**Unique
team-
building
workshop!**

Register NOW

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



Teambuilding

Training innovations

Competency workshops

Who Should Attend

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

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

Groundbreaking industry report

<p>Media Partners</p>		<p>Silver Partners</p>
		<p>Gold Partner</p>

Hospitality Training Conference



Council of Hotel and Restaurant Trainers
P.O. Box 2835
Westfield, NJ 07091

Presorted
First Class
U.S. Postage
PAID
Permit No. 1035
Spfld. MA

**Develop
People.
Improve
Performance.**

**TRAILBLAZING
TOGETHER**



CHART

Council of Hotel and
Restaurant Trainers

77th Semi-Annual
**Hospitality
Training Conference**

March 7-10, 2009

**Hilton Portland & Executive Tower
Portland, Oregon**

NEW
**State
of T&D
in Hospitality
report unveiled!**

Dear industry professional,

This brochure's cover image of the skiers relates to trainers today: passionate, committed, independently strong, yet unified for a common purpose. In this economic climate, navigating the slippery slope is critical. Together we **learn** new ideas, **share** best practices, **grow** in innovation, and **care** about others' progress and success.

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;
- Coaching strategies that increase the productivity and skill level of your staff, which focuses on accountability; and
- 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.

These are difficult times—you need information and answers that will drive results. Plan on attending the Portland CHART Conference, and take back solutions that your company needs now more than ever.

See you in Portland,

John Alexander

CHART Board Member—Education, Portland Conference

First Ever!

State of Training and Development in the Hospitality Industry

Be there as CHART makes history with this first-of-its-kind, groundbreaking report!

CHART is conducting a **State of Training and Development in the Hospitality Industry Study** in partnership with Maritz Research that focuses specifically on restaurant and lodging companies. For the first time, learning professionals and business leaders will be able to benchmark their training and development practices against substantial data in the areas of learning investments, learning hours per employee type, delivery methods, instructional design, content areas, and internal versus external resources.

A summary of the report will be presented by John Isbell, CHART president and Director of Operations Services and Training for IHOP Restaurants, during the Business Meeting Luncheon on Sunday, March 8.

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 Presentation Effectiveness Participant Management Evaluation/Assessment	3 Competencies Technical Knowledge Program Design Process Improvement	3 Competencies Operational Knowledge Project Management Coaching/Development	3 Competencies 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. 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

More ROI for your conference dollar—FREE 4-hour workshops!

Blueprint Competency Certificate Workshop, Manager Role: Coaching and Development



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

A successful training manager demonstrates an awareness of associates' strengths and weaknesses, improves the skill set of their team, gives feedback, places a high value on development, and delegates effectively. Come and learn how to lead your team through the strategic planning process to identify specific goals and objectives for their respective areas. Kim Rivera uses the Coaching Method to 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. For all your hard work and attention, you will earn a Certificate of Completion you can take back to your office and display.



Blueprint Competency Certificate Workshop, Executive/Leader Role: Strategic Planning



Dr. Mike Hampton, Ed.D.; Dean, College of Hospitality Management, Lynn University

A strong executive/leader demonstrates a strategic understanding of the role of training within an organization and keeps senior management and operations updated on projects and key training initiatives. This workshop will enhance your skills and techniques in effective cross-departmental communication regarding key training initiatives and proactively demonstrating training's value to the organization. You've earned a seat at the strategic table—this workshop will help you become a closer business partner with leaders in your organization.



Blueprint Competency Certificate Workshop, Instructional Designer Role: Program Design



Monique Donahue, CHT; 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.



Keynote Speakers

Delivering “Renegade Service:” Uncommon Tactics for Serving Better and Selling More in Today’s Marketplace



Tim Kirkland; Founder, Renegade Hospitality Group, Author of “Renegade Server”

Over the past several years, service has become a process, delivering a homogenized experience to guests. In this entertaining presentation, Tim Kirkland, author of the best-selling book *Renegade Server*, will focus on ways to engage your frontline teams and enlist them in the crucial tasks of growing sales, developing loyal customers and creating genuine, personal and repeatable connections and experiences for your guests. You'll walk away with usable tactics to intensify team member engagement and buy-in, improve service, and keep guests coming back again and again!

Employment Branding That Rocks



Jim Knight; Senior Director of Training, Hard Rock International

Back by popular demand, Jim Knight will share the concept of an employee's “Life Cycle,” which involves everything from proper selection, orientation, training, development, coaching, and internal promotion. You'll learn how engaging your team in your culture is the first step in creating a great work experience and environment. The benefits are a staff that is obsessed about the brand and passionate about serving guests, leading to retention and greater profits. This standing-room-only session is one of the conference highlights!

Driving Retention From the Top



Dick Finnegan, Esq.; President, Finnegan Mackenzie, The Retention Firm, Author of “Rethinking Retention”

Dick Finnegan is often referred to as “the turnover guy,” when in reality he's the retention guy. Join this retention guru to look at this critical issue through the lens of the Retention GPS model, featured in Dick's book, *Rethinking Retention*. Dick will challenge you and your organization to galvanize retention as a business issue and to get all levels involved in solving the problem. Dick recommends “play with veterans, not rookies.” So come and learn from an expert who has been there before. You'll leave with fresh insights and practical advice that will help you become a better business partner with the veterans in your organization.

All Conference Workshop

Building a Dream Organization Through Experiential Learning



James Carter; Repario Ltd. Inc.

There is no better way to demonstrate the value and increased retention of experiential learning than hands-on participation. Through the experiential learning format, you will be taken through a series of three activities, including building 20 bikes as a team for deserving children in the Portland area. This unique session is part learning, part community service, part teambuilding, and all directly applicable to your company and achieving better performance. Come and learn how to build a stronger organization while building a stronger community along the way.

For more information, log on to www.chart.org

Trainer

The Invisible Learning Leader: Creating Engaging Facilitation



Calvin J. Banks, CHT; Sr. Training Manager, Gaylord National Resort and Convention Center, Gaylord Entertainment Company

You've met the different types of participants in your training sessions: graduates, prisoners, vacationers, and know it alls. The question—How can you create an environment that engages all? The silver bullet—In this session you will learn how to create an engaging environment for your audience through meaningful class discussions.

The Case of the Teflon® Trainee: Overcoming Obstacles to Make Training Stick



Terrence Donahue; Vice President of Instructor Quality, National Restaurant Association Solutions (NRAS)

The most common frustration among training professionals is “Why is it that we invest so much effort into our training and see so little of it being used?” Most companies find that their employees who attend training apply only an average of 20% of what they received in training back to their job. That means 80% of what they learned in their training goes unused! Terrence Donahue, the ‘Trainers’ Trainer’ and highly-rated CHART speaker, will provide proven and practical ideas to implement a transfer-of-training culture in your organization.

Instructional Designer

E-Learning in the Right place, at the Right Time, for the Right Price



Jeff Tenut; E-Learning Instructional Design, DiscoverLink

Jeff Tenut has been known within the CHART membership as the go-to guy in the area of Electronic (E)-Learning for more than a decade. Since 1994, Jeff has completed over 1,000 E-Learning courses for more than 30 restaurant corporations and has saved them more than 200 million dollars! In a fun, circuit format with interactive small groups, several CHART members will present their company challenges and show how an E-Learning solution helped them exceed their goals in a focused and measurable way. Come and learn how E-Learning can save you money, prepare a more competent employee in less time, provide a consistent message, and make training available in the right place at the right time.

Digital Photography, Print Material and Video Training Made Simple



Todd Horchner; President, Legacy Solutions

Are you reaching and training today's generation of employees effectively? Known by many as ‘Techno-Todd,’ Todd Horchner will show you the ins and outs of using effective print material, digital photography and video to enhance retention of knowledge and engage today's employee. Apply what you learn and you'll be able to develop onboarding/orientation tools that support your employment brand, take your own digital images and video for in house and Web use, know the do's and don'ts of digital photography and video, and know when and how to ask for help.

Manager

Coaching For Success



Alie Gaffan; Director of Training and Development, Pacifica Hotel Company

If people are looking to you for direction, you are a coach! You have an incredible opportunity to influence, inspire, encourage and challenge others to be the best they can be. Alie Gaffan, in her engaging style, will present this everyday guide that can assist you to lead your team towards achieving company goals and reaching their full potential. You'll walk away with ways to encourage good work, correct poor work and use good judgment all while showing that you truly care about each member of your team. Practical tools and activities to be shared include ice breaker and role play activities, tips to ensure buy in, strategies for performance and behavioral issues, and a tracking tool to monitor your coaching success. While coaching is not necessarily an easy job, it can be one of the most rewarding experiences of your life!

Executive/Leader

Leading Change: Reducing Resistance and Increasing Buy In



Cheryl Tyler; Human Resource and Training Consultant, Tyler Training and Development Solutions

Now, more than ever before, organizations realize that the more fluid and adaptable its leaders are, the greater the chance that its vision for the future can be realized. Cheryl Tyler returns with another session to expose attendees to a change approach that will increase their chances of success. Change impacts enterprises at all levels—the individual, the team, the department, and the overall organization. The dynamics of change can be predicted, and the “pain” during implementation and the decline in productivity that often accompanies it can be minimized. You can impact how change can be embraced and even accelerated!

Getting Your Associates to “Think Like an Owner”



Jeffery Elsworth; Associate Professor of Hospitality Business Entrepreneurship, The School of Hospitality Business, Michigan State University

Companies want recruits who “think like an owner,” that is, managers who have an entrepreneurial aptitude and skills, can think on their feet and have good problem-solving abilities. Jeff Elsworth will share a recently released study by Michigan State that identifies the six characteristics that are important for ownership-like-thought in the hospitality industry. Be one of the first to hear this report that digs deep into this novel approach!