

# Winning Combination

Learning.  
Sharing. Growing.



# CHART

72nd Semi-Annual  
**Hospitality  
Training Conference**

*Council of Hotel and Restaurant Trainers*

**July 29 - August 1, 2006**

**LAS VEGAS**



**DEVELOP PEOPLE.  
IMPROVE PERFORMANCE.**



# Welcome! Your CHART Experience Begins Here.



## Hospitality Training Conference

*"We all know that ongoing training and development of our employees is critical to our success. But who develops our trainers? CHART is a great opportunity for our training professionals to network, share best demonstrated practices and improve their skills. They look forward to it every year!"*

*Julia Stewart, President and Chief Executive Officer, IHOP Corp.*

### Who Should Attend?

Training and human resources professionals in the restaurant, hospitality and foodservice industries who want to positively impact their organizations and further their own career development:

- Vice Presidents • Directors
- Managers • Team Members
- Presidents, CEOs and COOs who are committed to developing people

Register NOW to access a networked community of training and human resource professionals sharing the latest training practices, innovations and solutions.



**Council of  
Hotel and  
Restaurant  
CHART Trainers**

**About:** CHART is one of the oldest and largest nonprofit organizations dedicated to training in the hospitality industry. Members number over 600 and represent multi-unit restaurant and hotel companies. By helping trainers do their jobs better, CHART positively impacts millions of employees, customers and companies and the industry as a whole.

**Mission:** 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.

### Guiding Principles:

Learning. Sharing. Growing. Caring.

**Join Today!**

See registration form or visit our website  
[www.chart.org](http://www.chart.org)

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## Saturday, July 29th

### Pre-Conference Workshops and Service Event

#### 7th Semi-Annual Community Service Event

**8:00 a.m. – 12:30 p.m.**

Start your networking early by participating in this popular off site community service project. You'll interact and bond with fellow members while helping out those in need in the Las Vegas area. Be sure to dress appropriately, such as wearing jeans and a t-shirt, for this fun event that is a conference highlight.

#### Conference Registration

**1:00 p.m. – 6:30 p.m.**

#### National Restaurant Association Educational Foundation (NRAEF) ServSafe™ Alcohol Course and Examination

*John Alexander, FMP, National Account Manager, NRAEF*



**8:00 a.m. – 1:00 p.m.**

*There is no fee for this session.*

The ServSafe Alcohol program is the new standard in responsible alcohol training for all front-of-the-house staff. Information will also be provided on the process for becoming a ServSafe Alcohol Approved Instructor. All participants must purchase the *Fundamentals of Responsible Alcohol Service* book in advance from the NRAEF prior to the class; which contains the content and exam answer sheet. To register, call John Alexander at 407-330-2122 or e-mail at [jalexand@nraef.org](mailto:jalexand@nraef.org).

#### American Hotel and Lodging Association Educational Institute (AHLAEI) Certified Hospitality Trainer (CHT) Review and Exam

*Michael Nalley, Hospitality Management Trainer, Best Western International*  
*Amy Phillips, Director of Staffing, Golden Corral*

**9:00 a.m. – 5:00 p.m.**

The first professional designation for both restaurant and lodging trainers at the management level. The deadline to apply to attend this seminar is June 30, 2006. Please send your application directly to AHLAEI. For additional information or to obtain a CHT application, please contact the Educational Institute at 888-575-8726 or visit [www.ei-ahla.org](http://www.ei-ahla.org), click Certification, then choose CHT. Fee: \$350 (discounted price for conference only.)

#### NRAEF ServSafe® Food Safety 4th Edition Train the Trainer

*John Alexander, FMP, National Account Manager, NRAEF*

**2:00 p.m. – 4:00 p.m.**

*There is no fee for this session.*

Learn the current best practices for delivering a successful ServSafe Manager Food Safety class. All of the ServSafe Instructor resources will be presented, as well as best practices for making your classes memorable. The new ServSafe books and training tools will be featured. Please contact John Alexander to register by calling 407-330-2122 or via e-mail at [jalexand@nraef.org](mailto:jalexand@nraef.org).

**DEVELOP PEOPLE. IMPROVE PERFORMANCE.**

## "LEAD: Taking People to Greatness"

*Richard Godfrey, Co-founder of the Galileo Initiative*



**1:00 p.m. – 5:00 p.m.**

*Regular \$325 participant fee waived, open to first 50 CHART members who register.*

Sharpen your leadership at this exciting new leadership development workshop developed by The Galileo Initiative in partnership with The Elliot Leadership Institute and in support of the 10 Dimensions of Executive Leadership™. Utilizing the renowned Galileo Reality Model, you will receive tools and concepts on how to improve yourself, your team and your business. You will learn how to:

- change unproductive behaviors, attitudes and habits you've never been able to change before.
- develop the ability every great leader has—to see and understand the perspectives of others.
- begin to make positive, lasting behavior changes that impact performance in your professional and personal life.
- foster an atmosphere where communication is honest and realistic.
- unleash your abilities as a leader and remove roadblocks to your success.

## First Time Attendee Meeting

**4:30 p.m. – 6:00 p.m.**

Las Vegas can seem larger than life and overwhelm the senses. So too can a conference with a myriad of colorful sessions and opportunities to learn. For a first time attendee, this meeting makes all the difference in getting the lay of the land and learning how to make the most of your CHART experience.

## "Winning Combination" Welcome Reception

**6:30 p.m. – 9:00 p.m.**

Come and make some new and lasting friendships in a fun setting! Las Vegas is a lot more fun when you know what you are doing at the tables. Complete with a gambling tutorial activity, you won't want to miss this opening reception. Learn easy-to-follow beginner's strategies that will increase your odds for leaving Las Vegas with a little more in your pocket than when you arrived.



## "Rat Pack" Lounge (a.k.a. Hospitality Suite)

**9:00 p.m. – 11:00 p.m.**

The Rat Pack, including Frank Sinatra, Dean Martin, Sammy Davis, Jr., Joey Bishop, and Peter Lawford, often performed in Las Vegas and was instrumental in the rise of the city as a popular entertainment destination. Their glamorous alliance and carefree sophistication made lifestyle history. The famous CHART hospitality suite is one of the best ways to get to know your peers in an informal setting. The intimate Renaissance Las Vegas lounge provides the perfect backdrop for building the member-to-member relationships unique to CHART. Come and build some alliances of your own that will provide access to the vast knowledge and ideas of your peers.

## Sunday, July 30th Conference Opening

**8:00 a.m. – 8:30 a.m.**

### General Session

## "Building Strong Connections"

*Mark Scharenbroich, CSP, CPAE, Scharenbroich & Associates*



**8:30 a.m. – 9:30 a.m.**

When individuals feel a strong connection to their organization, then loyalty, retention and overall performance improves. Emmy award winning speaker Mark Scharenbroich will share keen insights on how top performing companies create and nurture a culture where everyone feels a stronger connection to their company, coworkers and their customers. Plus the guy is funny...really funny!

### Break

**10:00 a.m. – 10:15 a.m.**

## "Maximizing Returns: Your Personal Growth Plan"

**10:15 a.m. – 11:30 a.m.**

Attendees will analyze their strength and development areas using the Blueprint for Trainer Development: A Customized Competency Model for the Hospitality Industry. This landmark study by CHART and Batrus Hollweg International, reveals the behaviors needed for success across a variety of roles in hospitality training. Using this information, each participant will create a personal action plan for the conference highlighting workshops and breakout sessions specially targeted to their individual strengths and need areas. Maximize your investment in the conference and yourself!

## Meet the Candidates/ Election Ballots

**11:30 a.m. – 12:00 p.m.**

## Business Meeting Luncheon

**12:15 p.m. – 1:30 p.m.**

### Break

**1:30 p.m. – 1:45 p.m.**

## Member Breakout

## Sessions—Round 1

**1:45 p.m. – 3:15 p.m.**

*Note: Each session will be presented twice (6 of the 12 breakouts will be presented at each of the 4 rounds).*

### Break

**3:15 p.m. – 3:30 p.m.**

### "People Report Workforce 2006: Getting & Keeping Your Share of the Labor Pool in the New Economy"

*Teresa Siriani, President, People Report*



**3:30 p.m. – 4:00 p.m.**

A tight labor market and a widening skills gap, complicated by managing mixed generations, language barriers, and rapidly shifting psychographics present our industry with its toughest battle ever in the perpetual struggle to balance people and profits. As executives and analysts alike examine the ability of companies to grow and prosper in the years ahead, they will increasingly seek to identify the human resource metrics underlying a company's ability to succeed. Teresa Siriani, recognized as one of the industry's best training executives, examines these challenges and their potential solutions. This lively session is based on national research conducted by People Report in 2005 as well as studies of successful chains and industries throughout the past 10 years. Siriani will also summarize the best practices that have emerged and resulted in improved performance.

### Industry Specific Discussion on People Report Workforce 2006

**4:00 p.m. – 5:00 p.m.**

Attendees will choose between hotel and restaurant discussion groups.

### Dinner on Your Own

**5:00 p.m. – 10:00 p.m.**

Optional dinner groups and activities will be available to extend your networking opportunities.

### "Rat Pack" Lounge

**5:00 p.m. – 11:00 p.m.**

## Monday, July 31st

### Opening

**8:00 a.m. – 8:30 a.m.**

### General Session

#### "How to be a Latino-Ready & Latino-Friendly Employer: Insights into your Hispanic Workforce"

*Kelly McDonald, McDonald Marketing*



**8:30 a.m. – 10:00 a.m.**

*Named #1 on Successful Meetings magazine's list of "26 Hot Speakers for 2006"*

The U.S. Hispanic population is exploding, and in some industries, as many as one in four workers is Hispanic. Learning the key difference in values and cultural expectations among different Hispanic segments can help your business attract, recruit and retain the best employees. This presentation will focus on how you can best reach the Hispanic worker by understanding the varying levels of acculturation, the values associated with each and how to increase productivity and retention among your diverse workforce. Come and learn the four Latino mindsets, the core values of Latino culture and best practices by top employers.

### Break

**10:00 a.m. – 10:15 a.m.**

### President's Panel

**10:30 a.m. – 11:30 a.m.**

High rollers share insights and opinions on training issues. An annual conference highlight!

*Moderated by Jeff Higley, Editor In Chief, Hotel & Motel Management Magazine*



### Panelists:

**Eric M. Anders, President and Co-Founder, Wood Ranch BBQ & Grill**



**Colin Reed, Chairman and Chief Executive Officer, Gaylord Entertainment**



**Kathleen Wood, President and Chief Operating Officer, Raising Cane's**



### Resource Gallery and Luncheon

**11:30 a.m. – 1:30 p.m.**

Only CHART member-recommended suppliers will showcase their products and services at this exhibition and networking event.

### Breakout Sessions—Round II

**1:30 p.m. – 3:00 p.m.**

### Break

**3:00 p.m. – 3:15 p.m.**

### Breakout Sessions—Round III

**3:15 p.m. – 4:45 p.m.**

### Reception

**6:30 p.m. – 7:15 p.m.**

### Commitment to People Awards Gala

**7:15 p.m. – 11:00 p.m.**

This gala event will honor Colin Reed, the recipient of the Commitment to People Award. The award is presented annually to highlight the head of an industry organization who has clearly and consistently demonstrated a commitment to the development of people.



### "Rat Pack" Lounge

**9:00 p.m. – 11:00 p.m.**

## Tuesday, August 1st

### First Time Attendee Breakfast

8:00 a.m. – 9:00 a.m.

Fresh perspectives on the CHART conference experience are gained from first time attendees.

### "Ask My Peers: LIVE!"

#### Industry Specific Hotel or Restaurant Editions (choose one)

9:00 a.m. – 10:30 a.m.

Discuss hot topics at the live version of CHART's popular on-line discussion group, Ask My Peers. Participants will rotate to several tables so everyone gets a chance to interact with different people and share insights and best practices on several current topics. A conference highlight!

### Member Breakout Sessions—Round 4

10:30 a.m. – 12:00 p.m.

### Closing Lunch and General Session "Personal Accountability and the QBQ!"

John G. Miller, QBQ, Inc.

12:00 p.m. – 2:30 p.m.

Ever heard questions like these?

- "Why do we have to go through all this change?"
- "When is someone going to train me?"
- "Who dropped the ball?"
- "Why can't they communicate better?"
- "Who's going to solve the problem?"

If so, then John G. Miller's message could be life changing. John is the founder of QBQ, Inc., an organizational development firm dedicated to making personal accountability a core value for organizations and individuals. He is also the best-selling author of *QBQ! The Question Behind the Question* and the upcoming *Flipping the Switch...Unleash the Power of Personal Accountability*. Through his writings, speaking, and a nationwide network of QBQ!-certified consultants, Miller has brought his message to countless organizations including Bausch & Lomb, Blockbuster, American Cancer Society, Wells Fargo, Verizon Wireless, Applebee's, Boeing, and the U.S. Department of Defense.



## Track A Trainer

### "Train the Trainer"

*Tracy White, FMP, Director of Training,  
Claremont Restaurant Group*

Whether you are a seasoned trainer or just getting started, this session of train-the-trainer is sure to enhance your current program. This interactive session will uncover putting a little MAGIC into training and how to spark the developmental process of your employees. What better place to learn a "new deal" than Las Vegas?



### "Who Eliminated the Customer?"

*Dannette Lynch, Hospitality  
Education Director, St.  
Petersburg/Clearwater  
Convention & Visitors  
Bureau*

A "who done it" interactive presentation on customer service! Attendees will be involved in a customer service training program that will provide new and creative ways to illustrate the importance of service to their trainees. Does training always have to be the same? To attend this session participants must be willing to delve into the mystery objectively through the eyes of the guest. Could the butler be involved?



### "Getting Your Presentation Together and Taking It on the Road"

*Jim James, Manager  
Training Technology, Red  
Lobster*

If you've made a presentation or even been to one, you know that it's not easy to get everything perfect. Considering that the way you present can really affect the way your content is received, presentation skills and prepara-



tion are critical in today's business. In this session, we'll talk about getting there, being ready, setting up, timing, presentation tips, taking breaks, answering questions, having a plan B and avoiding those pesky computer problems. There will be handouts. It will be interactive. It will be entertaining and enlightening. It will start and end on time.

### "Persons with Disabilities Deserve Equal Access to Great Service"

*Teri Fox, Senior Vice  
President of Operations,  
Microtel Inns & Suites*

Otherwise savvy operators are so focused on ensuring their facility is accessible and ADA compliant to travelers with disabilities, we sometimes forget that "equal access" also means that all guests should have equal access to your service experience. This session will introduce ideas to help hospitality professionals strategically service persons with disabilities while in their restaurants and hotels. So often, training front line staff is limited to tips such as be friendly, smile and look the guest in the eye. There is a lot more to say about individualizing service for each guest. This customer service-driven session is delivered with high energy and take-away tools for implementing a service-driven culture that will make an immediate impact on top line revenue.



## Track B Manager/Developer

### "Training at the Click of a Wheel; iPod Training on Demand"

*Todd Horchner, Director of  
Training, CEC Entertainment*

Finally a blend of high-tech and high-touch training. Learn how CEC is using the new iPod to bring video training to the front line. Creating playlists of short video clips integrated



with hands-on practice helps new employees reach a productive level quicker than ever. Clips are easily updated and the portability of the iPod allows managers to reinforce behaviors on the spot in short bursts, show clips at pre-shift meetings and have troubleshooting help files at their fingertips—a "training-on-demand" solution for both new and existing employees.

### "Six Thinking Hats: Sharpening Your Thinking Skills"

*Sandi Spivey, People  
Capability Coach, Taco Bell  
Corporation*

We can all learn to think more clearly, improve our communication and generate more creative ideas. Unscramble your thinking process with the "Six Thinking Hats," an important, simple and powerful thinking technique. You will learn to look at group dynamics from a number of important perspectives. You will be able to examine your own habitual thinking style, understand other styles, and practice using various thinking styles. The session is based on the book *Six Thinking Hats* by Edward De Bono.



### "The Greatest Management Skill in the World...and How to Master It in 90 Minutes"

*Bill Marvin, President, The  
Restaurant Doctor*

Have you always felt that you could be more effective but didn't quite know how to make it happen? Have you been frustrated that your best efforts don't bring better results? Do the people around you frequently seem to be irritable or edgy? Do you have trouble getting (and keeping) the attention of your boss...or your trainees? Is the relationship with your significant other showing signs of strain? If you answered yes (or maybe) to any of these questions, you will want to spend 90 minutes with Bill Marvin,



The Restaurant Doctor, and get the prescription that can help return all aspects of your life to their naturally healthy state. This will be quite a different sort of program than Bill usually offers and you will not want to miss it.

## "Combating Childhood Hunger: Ways Your Business Can Help"

*Ashley Graham, Leadership Director, Share Our Strength*

Every year in America 13 million children face hunger, but it takes more than food to fight hunger. Join in this active discussion to learn how your organization can take action to help end hunger in your communities. From basic community service days to promotions to events like Taste of the Nation and the Great American Bake Sale, attendees will learn how to get organized and make the connections necessary to get involved.

## Track C Executive

### "Leadership for the future: Why the leader's 'soft' skills will make all the difference"

*Susan Steinbrecher, President, Steinbrecher & Associates*

During some rather interesting economic times, companies are under increasing pressure to improve their bottom-line performance. Yet today's leaders are struggling to balance 'soft' skills such as trust, empathy and communication with the more bottom-line approaches typically used in these situations. Come to this break out session to learn three distinguishable characteristics associated with leaders who were successful in leading their organizations through the tough times.



### "Leadership Lessons from the Eye of the Storm"

*Kathleen Wood, President and Chief Operating Officer, Raising Cane's*



There are no books or manuals written on how to prepare and lead a company through the nation's single largest disaster in our history—Hurricane Katrina; then less than three weeks later lead the company through Hurricane Rita. Raising Cane's accomplished this by staying true to their culture, crew and communities. Kathleen Wood will share Raising Cane's leadership lessons on how they prepared, responded and have continued to manage through the aftermaths of these storms.

### "Measuring Training's Effectiveness: Calculating Return On Investment"

*John Kidwell, Director of HRD, Mazzio's Corporation*



A session designed to answer the question "How do I make meaningful 'dollars and sense' out of my training projects?" With every department in the organization lobbying for funding, how does the training department prove the value of its initiatives? Show them the potential financial return in numbers that they will believe! "Show Them the Money!" in this interactive breakout session, you will:

- Understand the 5-level approach to measuring training's Return On Investment.
- Review case studies on projecting and measuring training's Return On Investment.
- Look at the tools that help identify the benefit-to-cost ratio of training initiatives.
- Receive inspiration to leap the hurdles and obstacles in selling the idea...then show that you lived up to your promises.

### "Strategic Planning: Thrill or Chill?"

*Tickets for the ride provided by:*



*Joleen Flory Lundgren, Vice President of Human Resources and Training, Famous Dave's of America*

*Toni Quist, Senior Director, Training & Development, Perkins Restaurant & Bakeries*

From a blank piece of paper to the annual presentation with a SWOT analysis and execution plan that links three years ahead...planning for your department can include all the thrills and chills of a roller coaster ride! We invite you to take the ride with us as we share tips, templates and best practices, stopping at each turn to consider:

1. Who do we serve?
2. What is our core strength?
3. What is our core score?
4. What actions can we take?



# Registration Form

**CHART Conference #72, July 29 – Aug. 1, 2006, Las Vegas**

CHART • P.O. Box 2835 • Westfield, NJ 07091  
(800) 463-5918 • email: [chart@chart.org](mailto:chart@chart.org) • [www.chart.org](http://www.chart.org) • (tax id # 23-7435551)

**Register on line at [www.chart.org](http://www.chart.org)** by credit card OR  
Complete this Form for Each Person Attending the Conference.  
Payment can be made by check payable to CHART.

Early Registration Fee: Postmarked on or before June 29  
 \$625 Member  \$750 Non-Member

Late Registration Fee: Postmarked after June 29  
 \$750 Member  \$875 Non-Member

On Site Registration Fee:  \$900 Member  \$1025 Non-Member

One-Day Registration Fee:  \$300 Member/Non-Member  \$100 Student

Pre-Conference Workshops & Service Event (check if attending)

7th Semi-Annual Service Event

NRAEF ServSafe Alcohol

AHLAEI CHT

NRAEF ServSafe Food Safety

LEAD: Taking People to Greatness

FULL NAME

FIRST NAME FOR BADGE, E.G. ROBERT OR BOB

TITLE

COMPANY

ADDRESS

CITY/STATE/ZIP

PHONE

FAX

EMAIL

This is my first CHART conference:  Yes  No

I will bring a guest to the Commitment to People Awards gala:

Yes  No

If yes, guests name:

Guest fee: \$50.00

Member/Non-Member Registration Fee . . . \$ \_\_\_\_\_

Guest Awards Gala Fee . . . . . \$ \_\_\_\_\_

Pre-Conference Fee . . . . . \$ \_\_\_\_\_

Total . . . . . \$ \_\_\_\_\_

### "I Can Do That" Volunteers

To get the most out of your CHART experience, get involved! CHART relies on its members to make each event at the conference a success. Please indicate where you would like to participate:

Hospitality Suite Attendant – 1 hour

Mentor to 1st Time Attendees

Activity Host  Registration Desk  Evaluations Distribution

Photography  Audio Visual  Any Help That Is Needed

### Host Hotel: Renaissance Las Vegas Hotel

3400 Paradise Road, Las Vegas, Nevada 89109 (800) 750-0980  
[www.renaissancelasvegas.com](http://www.renaissancelasvegas.com)

Room Block Expires June 26, 2006 • Room Rate: \$119

Conference Written Cancellation Policy: A \$100 processing fee will be charged on cancellations between June 29 and July 22, 2006. Full refund when requested on or before June 29, 2006. No refunds available after July 22, 2006.



**Las Vegas, Nevada**

**July 29 – August 1, 2006**



## Hospitality Training Conference

**CHART** *Council of Hotel and Restaurant Trainers*

P.O. Box 2835 • Westfield, NJ 07091

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