Out of the fog ~ Bridge to a Brighter Tomorrow

79th Semi-Annual

HOSPITALITY TRAINING CONFERENCE

March 6–9, 2010

Grand Hyatt San Francisco – San Francisco, CA
To all hospitality training professionals,

I invite you to join CHART members and industry professionals at the 79th Semi-Annual Conference, March 6-9, 2010, in San Francisco at Union Square’s Grand Hyatt San Francisco.

To kick-off our 40th anniversary year, we’ve selected some inspiring keynote speakers who will engage us as they address topics such as building high-performing teams, creating value in service, building confidence under pressure and creating a map for future leadership success. These topics are just the beginning of a long list of content to be shared with our attendees in this top-notch location. We are also providing timely breakout sessions built around trainer competencies and key industry topics, along with many structured and unstructured times to network with your peers and industry experts.

This conference promises to help you emerge out of the fog of concern and uncertainty to focus on important issues that will add value to your company and to you personally. Take a step toward a bright, successful future for our industry by attending the CHART conference in San Francisco.

I look forward to seeing you in March.

Jennifer Johnston, Red Lobster
CHART Board Member
Education - San Francisco Conference

CONFERENCE HIGHLIGHTS

Saturday, March 6
Pre-Conference Workshops
First Time Attendee and Mentor Meetings
Opening Reception 6:30 p.m.

Sunday, March 7
Opening General Session
Keynote Susan Steinbrecher
Leadership Lunch
LIVE Ask my Peers
14th Semi-annual Community Service Event

Monday, March 8
General Session
Keynote Steven Smith
Breakout Sessions
Resource Gallery/Reception
Dinner Event

Tuesday, March 9
General Session
Keynote Joleen Goronkin
Closing General Session
Keynote Don Akers
Adjournment 12:30 p.m.

WHO SHOULD ATTEND

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

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

Register now at www.chart.org for the conference that gives you the best value and ROI in the hospitality industry.

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.

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<td>Process Improvement</td>
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CHART, a non-profit professional association founded in 1970, is the leading resource for the development and advancement of hospitality training professionals and their organizations. With more than 400 members from more than 300 multi-unit restaurant and hotel companies, CHART represents a workforce of almost three 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.
**Roadmap to Success: Strategies for Extraordinary Leadership**

Susan Steinbrecher; President, Steinbrecher & Associates

This highly-interactive session will inspire and teach you what qualities are necessary to achieve success and how to implement them. Through her many years of training and coaching executives, top-rated speaker Susan Steinbrecher noticed that the most successful clients possessed the same five core fundamentals that led to extraordinary success. She shared these findings in her book *Roadmap to Success* which was co-authored with Stephen Covey, Ken Blanchard and several other authors, and will share with you in this session.

**The Egonomics of High Performing Teams**

Steven Smith; Author, Co-founder, MarcumSmith

Ego is the ultimate double-agent—it’s the reason we succeed, and why we get tripped up and fall short. Steven Smith’s presentation will offer a practical approach for understanding and handling egos in your organizations. Based on a decade of client work and extensive research, this session will teach you to know your limits, understand what traits keep your team at full strength, and how the right level of confidence keeps you grounded and at the same time gives you an edge.

**Training and Development: A Service Value Proposition**

Joleen Goronkin; President, People and Performance Strategies

Service doesn’t start or stop at the hotel or restaurant; it starts with a service value proposition in training and development. Joleen Goronkin, a high-energy, passionate speaker and facilitator, will engage you and share best practices and tips on how to create or enhance your team’s effectiveness This session will allow you to look through the customer’s eyes to realistically examine how your department does what it does and determine if it is done in a way that creates the most value for the customer.

**Confidence Under Pressure**

Don Akers; Motivational Speaker, Leadership Coach

This high-speed program led by Don Akers, champion boxer turned leadership coach and trainer, will reveal how to use pressure as an advantage and remain confident in the face of an uncertain future. Whether on the front line or in the boardroom we all deal with pressure. Don’s feet-on-the-ground, practical, funny, inspiring perspective makes challenges less threatening and true goals clear and achievable. Although you’ll get caught up in the engaging storytelling and laugh hard, you’ll leave with a clearer vision for your future, your circumstances, and your people.

**FOR MORE INFORMATION, VISIT WWW.CHART.ORG**
## BREAKOUT SESSIONS

### Purpose and Productivity

**Denise Franck Aboody**, President of dfranck & associates

What is your purpose? What fulfills you? Denise Franck Aboody’s invigorating session will teach you to take simple steps towards navigating your life to purposeful living today. With so much to give... talents, gifts and one’s passion for things, we not only want to share with the world, but need to share in order to achieve a fulfilled purpose-driven life. Attendees will create an inventory and plan during this energetic session and find out how having a purpose-driven life can be a remarkable way to impact future generations.

### The Hi-Tech Coaching Method that Hits the Bulls-Eye—Every Time!

**Dr. Jason Taylor**, Chief Science Officer of PeopleAnswers

Jason’s dynamic presentation will deliver eye-opening revelations designed to expand your coaching effectiveness. Your goal should be nothing less than a steadfast assurance that you are targeting behavioral characteristics that are both under-developed AND vital to the employee’s success. Obtaining these coaching targets objectively and accurately is the challenge attendees will learn to overcome in this one-of-a-kind presentation.

### In Search of Hospitality: Finding the Missing Link

**Bill Marvin**, CSP, FMP, CFE, BFD, President of Effortless, Inc.

If you see value in putting true hospitality back into your “hospitality business”, join Bill Marvin for an eye-opening breakout. Nobody has ever talked to you like THIS before! By the end of this politically-incorrect session you will start to understand: what really makes people tick; why hospitality cannot come from what you teach (but why what you teach is an important part of hospitality); how to bring out the innate hospitality in your staff and how to recognize and hire hospitable people.

### The Missed Opportunities in Greening Hospitality

**Eric Corey Freed**, Architect and Principal of organicARCHITECT

The world is changing and we must change too in order to protect our future. Uncover a world of opportunities in your hospitality projects that will save energy, water, money, and our environment. This session will change how you look at hospitality, from design through to operations. Eric Corey Freed is a leader in the green building movement and using real world case studies and easily deployable methods, he’ll teach you exactly how to green your business.

### CHART Fans Speak Out

“CHART has been very valuable to me. I have met and learned from the best trainers in the restaurant and hotel industries. I have belonged to other training organizations, but CHART has been the most beneficial because I have been able to exchange ideas with people who understand the challenges specific to the hospitality industry. The people who belong to CHART are professionals who really care about making the organization a success!”

Susan Chavez, Member Since 1998
Manager, Program Development
El Pollo Loco, Inc.

“One of the greatest benefits of CHART is one of the biggest challenges we as trainers face – executive development. By getting involved as a volunteer leader with CHART, you are put in situations to stretch and develop personal executive leadership skills in a way that most trainers never encounter in their daily work lives. CHART is preparing the next generation of training executives, not just great trainers!”

Josh Davies, CHT, Member Since 2001
Vice President of Training and Development, Sage Hospitality

“I highly recommend CHART to anyone who works in a training position in the hospitality industry. The organization is like a buffet of knowledge ready to be eaten up by the next hungry trainer! CHART members are some of the most passionate, caring and brilliant people I know. If you want to learn from the best – CHART is where to do it.”

Debbie Juengst, Member Since 2002
Director of Training, Lucille’s Smokehouse Bar-B-Que
The CHART Value Proposition

If you are looking for a cost-effective, highly-anticipated, and educationally-focused conference - look no further! The reasonable registration fee is an amazing value for all the training resources, cutting-edge development techniques and highly-charged networking you will receive during the three content-packed days at the Grand Hyatt San Francisco.

Bring your team and save up to $125 per person! Companies that bring teams to the 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 directions 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. Contact the CHART office to find out how.

Register NOW

Register online at: www.chart.org

Pay online by credit card
OR mail a check, payable to CHART, to the office.

Conference Written Cancellation Policy:
Full refund on or before January 30, 2010.
No refund after February 20. $100 processing fee between January 31 and February 19, 2010.

Early Registration
On or before January 30, 2010
$695 Member
$820 Non-Member

Late Registration
After January 30, 2010
$800 Member
$925 Non-Member

On Site Registration
$900 Member
$1025 Non-Member

One Day Registration
$300 Member/
  Non-Member
  $100 Student

Blueprint Competency Certificate Workshops
$49 with conference attendance
$69 with no conference attendance

More Information
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Tax ID # 23-7435551

Host Hotel
Grand Hyatt San Francisco
345 Stockton Street
San Francisco, CA 94108
415.398.1234
www.grandsanfrancisco.hyatt.com
Room Rate: $ 119
Room Block Expires: February 12, 2010

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