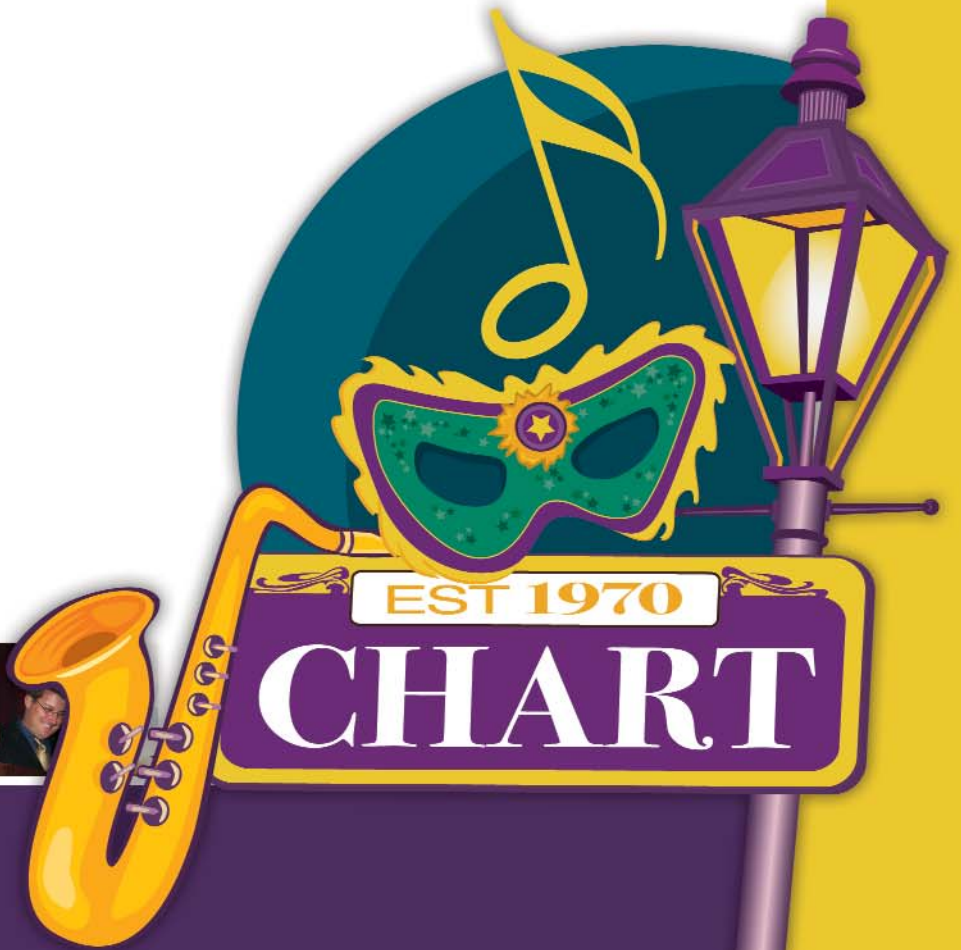


Council of Hotel and Restaurant Trainers
80th Semi-annual Hospitality Training Conference

Celebrating the past Transforming our future



July 24-27, 2010
The Ritz-Carlton, New Orleans, LA
Develop People. Improve Performance.



“We will celebrate CHART’s 40th Anniversary in a town known for great hospitality, rich heritage, and outstanding celebration.”

Dear Industry Professional,

It is the culmination of CHART’s 40th anniversary year and, in a host city that embodies hospitality, the 80th CHART conference will be centered around celebration and education. These are two things I know our attendees hold near and dear to their hearts!

Celebrating our Past: In the last 40 years CHART has hosted 79 educational conferences packed with relevant and impressive content. Networks have been built and flourished, while new networks have been created at each and every conference. First time attendees have been introduced to an entire support system and sparks of enthusiasm for training and hospitality have been ignited. Peer sharing has offered new perspectives, refreshed old ideas and allowed attendees to elevate their training expertise. CHART conference number 80 will be no exception.

Transforming our Future: The New Orleans conference will offer content-rich sessions to continue to drive CHART’s vision of being the leading resource for the development and advancement of hospitality training professionals and their organizations, not only for the last 40 years, but for the next 40 years and beyond. You can count on gaining valuable insight from some of CHART’s most valued and timeless programs, like the Live Ask My Peers and the return of the President’s Panel, while looking forward to a very timely *State of the Industries* segment, relevant keynote sessions, and a diverse offering of breakout sessions.

We will celebrate CHART’s 40th anniversary in style at our Gala on Monday night and keep strong educational content going through the final keynote Tuesday afternoon. You will depart the conference armed with the information you need to transform our future.



I look forward to seeing you in NOLA!
Gail A. Lyman
CHART Board Member–Education,
New Orleans Conference

LIVE: Ask My Peers 2.0

The next generation—CHART’s active online discussion forum, once named Restaurant Business’ Top 50 Ideas of the Year, is the basis for this highly-interactive roundtable exercise. You will have a chance to interact with different people and share insights and best practices on the most timely and relevant industry topics.

President’s Panel

A summer conference highlight! We will be joined by top restaurant and lodging company presidents who will share their insights, philosophies, and strategies on training and human resources best practices.

Trade Arrangement with CRCA Doubles Your Learning for Free!

CHART conference attendees have the opportunity to attend part of the Chain Restaurant Compensation Association’s (CRCA) conference, which will be held in New Orleans at the same time. You are welcome to join any of their sessions on Tuesday, July 27 afternoon and Wednesday, July 28 for no additional fee!

History

Our story began 40 years ago, when CHART was founded by a group of peers who were passionate about their profession. The founders held common beliefs that continuing learning, sharing information, growing personally and building caring relationships were vital if one wished to achieve a high standard of professionalism and contribute to their company’s growth and profitability.



Pre-Conference Workshops



Blueprint Competency Certificate Workshop, Instructional Designer Role, Program Design

Monique Donahue, CHT, MHS, Vice President, Research & Development, American Hotel & Lodging Educational Institute

Shaping raw information into easily digestible, relevant training programs that are directly linked to your company's mission and goals is a tricky feat. This information-packed workshop will provide you with a roadmap to do just that. It encompasses everything you need to know about training program design, including obtaining input from stakeholders, utilizing project management techniques, establishing objectives, and piloting test programs.



Blueprint Competency Certificate Workshop, Executive/Leader Role, Communication and Influence

Joleen Goronkin, President, People and Performance Strategies

Did you know you don't need formal authority to motivate others? Learn how active listening skills and negotiation techniques can help you develop strong working relationships with senior management and operations. You'll take home tools to help you integrate your company's mission, vision, and values in your communications, become the corporate training expert, and serve as an effective champion for the training department.



Blueprint Competency Certificate Workshop, Trainer Role, Participant Management

TJ Schier, President, Incentivize Solutions and SMART Restaurant Group

If participants are falling asleep, it's a sure sign that your training session needs some tweaking! Because time is too important to waste on unproductive training sessions, learning how to effectively manage and facilitate objective-based training sessions is a must. This workshop will teach you valuable group facilitation techniques, how to adapt information based on your audience, and how to use presentation tools that will engage and motivate your trainees.



Blueprint Competency Certificate Workshop, Manager Role, Coaching and Development

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

From recognizing associates' strengths and weaknesses to delegating effectively, a successful training manager has numerous skills. After attending this session, you'll also have the ability to consistently achieve peak performance. Learn how to lead your team through a strategic planning process in which they identify specific goals and objectives for themselves and ultimately increase overall team performance.

General Session Speakers



Creating a Culture of Accountability

Tanner Corbridge, Area Vice President and Executive Facilitator, Partners in Leadership

Unfortunately, when something goes wrong, fingers point and people hide. In this lively session, learn how greater accountability can have a positive impact on your organization by eliminating the time and energy spent on unproductive behavior. Today's challenging business environment calls for training that makes a difference on the bottom line. This engaging session will teach you that implementing a positive approach to accountability helps ensure that employees at every level of the organization embrace the countable behavior and attitudes that can shape daily work and achieve successful organizational results.



The New Fundamentals: How to Be Brilliant at Training, Transfer and Execution

Jim Sullivan, CEO and Founder, Sullivision.com

In this dynamic presentation, learn how the best trainers have re-imagined employee education and development...and what they'll never change. Attendees will begin with the 12 new fundamentals of unit-level excellence and work up to the design and execution of a training regime that gets results. Full of examples, takeaways, and interactivity, this program will re-energize the way you think about training and help you eliminate residual obstacles to execution.



Communication to Make you Heard and Remembered

Christina Harbridge, Founder and CEO, Allegory Training

To change a mind, sell a product, or change the world, you must first be heard. Using interactive discussion, real play, exercises, games, breakout groups, and coaching, this session will teach you how to deliver repeatable, long lasting results. Learn how to communicate to be heard and remembered with any audience; increase your verbal influence; communicate conflict in a way that builds relationships, and apply these skills to coaching, public speaking, one-on-one communication, and small group environments.

Blueprint for Trainer Development 4 Roles



Breakout Sessions

Instructional Designer Track



Hitched or Ditched, Marrying E-Learning with Current Training Programs

Lisa Schweickert, *FMP, VP of Training*, Golden Corral
 Tanya Hill, *Manager of Program Design and E-Learning*, Golden Corral



Jennifer Tarazona, *Instructional Designer*, Golden Corral



Interested in learning how to integrate technology into your management training and certification programs? The team from Golden Corral will share their experience of developing and integrating e-learning into their existing manager development programs, including ways to inexpensively use technology to rollout programs system-wide and the ROI they've achieved.



Impacting Profitability with Performance-based E-Learning

Brian Knudson, *Founder and CEO*, NogginLabs, Inc.

Trainers are increasingly challenged to find new ways to drive profitability in their restaurants and hotels. During this interactive workshop, you will learn new ways to train restaurant and hotel employees on topics such as customer service, up-selling, fast and accurate service, and restaurant and hotel management. Be sure to bring your individual training and design challenges and questions for what is sure to be a lively discussion.

Breakout Sessions

Trainer Track



Reinventing Work Ethic in America: Does Your Frontline Bring Their "A" Game to Work?

Eric Cheste, *CEO*, The A Game, LLC

How are you teaching the fundamental values that make up work ethic to your young employees? Learn how to build a work ethic-centered culture in your company and significantly increase young employee engagement and retention. Make sure your young employees win at work by always bringing their "A" game!



Training with Authenticity: How to Deliver Exceptional Training by Unleashing your True Self

John Isbell, *Vice President of Training and Operations Services*, Improv Comedy Clubs
 Curt Archambault, *FMP, Regional Training and Development Manager*, Jack in the Box
 Josh Davies, *Vice President of Training and Development*, Sage Hospitality



Join three past CHART presidents as they present best practices and tips on how to train others and speak in public while not losing the most important part of the presentation – you! Learn how to prepare yourself, present key topics, and move your trainees toward your ultimate goal: learning without resenting their trainer.

Breakout Sessions

Manager Track



The Success Formula: Strategies for Personal and Professional Results

Brandon Johnson, *Co-Founder*,
The Life-Skills Center for Business Leadership

Results are necessary in both good times and bad. They determine the value of a company, yet how to achieve them is a topic that is never taught—until now. This presentation will teach you the easy-to-apply Formula for Results, which will give you the tools to identify where you are, what you need to improve, and the overall effect you are having in both your professional and personal life.



The Cross-Departmental Approach to Tackling a Tough Economy

Terrence Pappas, *FMP, Education Coordinator*,
Monical's Pizza
Charlotte Smith, *FMP, Regional Trainer*,
Monical's Pizza



When the dismal economic forecast for 2009 became clear, Monical's took action. Executives from several departments formed a group with the goal of raising sales and profits in the worst economy in generations. Their program reinforced guest service basics and developed a company-wide employee incentive program. Learn from their success and go home with the tools to create, implement, and monitor an inter-departmental project.

Breakout Sessions

Executive/Leader Track



PART 1 of 2:

Plug In Your Organizational GPS!

Kathleen Wood, *Founder*, Kathleen Wood and Partners, LLC, and *Past President* of CHART

This is an invitation only session for 15 plus year CHART members or Past CHART Presidents.

Does it feel like you are moving faster than ever and finding it challenging to keep up with the demands of your position or organization? This action-packed session will deliver practical solutions to help you amplify your own navigational system on the many roads of change. It will also provide a great opportunity to recalibrate your own internal GPS to course correct as you continue on your journey of success. If you are looking to better read your reality, leverage your skills to accelerate your speed, tune in to your team, and “course correct” your plan for detours and roadblocks, this session is for you!

PART 2 of 2:

Real-Life Leadership Lessons for Career Relevancy

Moderator: Roz Mallet, *CEO*, PhaseNext Hospitality and *Past President* of CHART

This is an invitation only session for 15 plus year CHART members or Past CHART Presidents.

This is one session executive members will not want to miss! Designed to provide real-life leadership lessons, a panel of executives from CHART will share strategies they've used to keep their careers relevant in times of tremendous change. The session will be a high energy exchange of “how to” and “what not to do” in keeping your company and career relevant and successful. Attendees will leave with practical insights, expansive thought processes, and relevant ideas for how they can be the right person in every situation, every time.



Leading in Hospitality

Emily Ellis, *Principal*, Education and Training Concepts

Join Emily, one of CHART's most enthusiastic and esteemed lodging members, as she shares what she has learned through her years of experience with world-class companies such as Gaylord and Disney. Be one of the first to attend this hot-off-the-press pilot program, developed in partnership with the American Hotel & Lodging Association Educational Institute (AHLAEI). You will learn techniques from real-life examples to better lead in three areas: 1) your organizational strategy, 2) your group or team, and 3) yourself. If you are looking to increase your competency in business acumen and ensure your seat at the strategic table, this is the breakout for you!

Breakout Session

Key Industry Topics



The Impact of Social Media: How to Effectively Use and Manage It

Janet Hoffmann, *President*, Hoffman and Associates

Social media is becoming more prevalent in the hospitality workplace as we seek new ways to engage employees, communicate brands, recruit, and connect with our guests. In this session, explore key trends in the use of social media in the hospitality industry and workplace, how to use it effectively, pitfalls and liability issues to avoid, and how to educate your organization to minimize the risk and maximize the use of social media.

Special Feature



Then, Now, Next: State of our Industries

Joseph A. McInerney, *CHA, President and CEO*,
American Hotel & Lodging Association (AH&LA)
Joni Thomas Doolin, *CEO and Founder*, People Report

15th Semi-Annual Community Service Event

CHART is excited to announce it has teamed up with **Habitat for Humanity** for an all-day service event on Saturday, July 24 from 7:00 am to 4:00 pm. No construction experience is needed! Buses will shuttle participants from the hotel to the work site where there will be a variety of tasks available. Instructions, construction tools, and supplies will be provided on site. A donation of \$50 (payable on site), a signed group waiver, and registration by July 2 are required. (You can sign up when you register for the conference.) Let's show our service spirit and leave New Orleans an even better place to live and work!

Commitment to People Gala/40th Anniversary Celebration

**BLACK TIE
OPTIONAL**

Join us on Monday, July 26 for an unforgettable night of celebrating, dining, and dancing. The evening will include the **10+ Year Member Reception, 40th Anniversary Celebration, the Commitment to People and Scholarship Awards**, and a fabulous **Silent Auction** to raise funds for scholarships and charity. This event is a free for conference attendees and \$80 per person for non-attendees. See details online.

Who Should Attend

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

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

Registration

Register online at www.chart.org • Pay online by credit card OR mail a check payable to CHART

Early Registration Fee:

On or Before June 12, 2010
\$695 Member • \$820 Non-Member

Late Registration Fee:

After June 12, 2010
\$800 Member • \$925 Non-Member

On Site Registration Fee:

\$900 Member • \$1,025 Non-Member

One Day Registration Fee:

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

Blueprint Competency Certificate Workshops:

\$49 with conference attendance • \$69 with no conference attendance

Host Hotel:

The Ritz-Carlton, New Orleans
921 Canal Street
New Orleans, LA, USA 70112
Tel: 504-524-1331
Room Rate: \$115
Room Block Expires: July 1, 2010

Conference Written Cancellation Policy:

Full refund on or before June 12, 2010. No refunds after July 10. \$100 processing fee if canceling between June 12 and July 10.

More information: Phone: 800-463-5918

E-mail: chart@chart.org

(tax id # 23-7435551)

Mail: CHART

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