



# flipCHART

CONNECTING THE CHART MEMBER COMMUNITY



VISIONARY TRAINERS  
TRANSFORMING HOSPITALITY

A GREAT DAY FOR GREAT NEWS  
JUNE 2016



Sam Richter, Founder and CEO, SBR Worldwide/Know More!

## Sam Richter to Share Importance of Protecting Brand Reputation

*Don't Steal the Cheesecake! Reputation Management in the Digital World*



your next  
**GREAT IDEA**  
STARTS HERE

92nd Hospitality Training Conference

FRANCIS MARION HOTEL

JULY 30 - AUGUST 2, 2016 CHARLESTON, SOUTH CAROLINA

How you and your employees act in a digital world can make or break your personal reputation and business brand. It's easy to instantly respond to a troubled employee, an unhappy customer, or a supplier who disappoints. And it's easy for others to capture your, and your employees', mistakes. Unfortunately, what's posted online is not private.

Sam uses real-world examples to provide practical ideas you can use to build and manage your digital presence as well as protect your and your team's brand and reputation.

Sam Richter is an internationally-recognized expert on sales intelligence and online reputation management. His award-winning experience includes building innovative technology, sales, and marketing programs for start-up companies and some of the world's most famous brands

Learn more about Sam at [samrichter.com](http://samrichter.com) and then register for Charleston today!

## Highlights of #CHARTCharleston

### Extensive Line-up at Charleston with 14 Breakout Sessions

Have you viewed the listing of breakout speakers and topics planned for Charleston? Visit the conference site for descriptions and watch our social media channels as we highlight each session and speaker. These smaller sessions add additional value and focus and allow you to engage in more personal discussions with both the speaker and other attendees.

### Sunday Evening Event at Carolina Ale House

Did you know that the real value of CHART begins as you meet other attendees and share stories, issues, ideas and solutions? Start off your CHART Charleston conference experience by registering for the Sunday Night Event at the Carolina Ale House (member property) and its rooftop venue! Offering the "best view" of Charleston (without water), this is the ideal setting to enjoy a local craft beer or signature drink as the sun sets behind church steeples and palm trees. More details are posted online on the conference site.



### Earn CHT in Charleston

Want another opportunity to grow professionally in Charleston? Sign up for the CHT review class and exam during our pre-conference sessions. Contact AHLEI directly and be sure to ask for the CHART discount.





**Ask My Peers:** Our new CHART website makes posting and responding to AMP questions even easier. Login to Ask My Peers today and take advantage of this sharing exchange, a key benefit of CHART membership. Your username is your email address and your password is currently "chart88", which you can then change.

**Enhanced notification system will take place in Phase 2 of the website design.**

Most-viewed question of the month from Calvin Banks, Director of Training and Development, Benchmark Resorts & Hotels, "Does anyone have a train the trainer for facilitators they are willing to share? I am working on developing facilitators across the properties I support and I want to certify them to be facilitators before I roll out training."

## UPCOMING OPPORTUNITIES

### FREE 2<sup>nd</sup> Wednesday Webinars

Register at [chart.org](http://chart.org) – Trainer Development & Events – Webinars

**June 8**

**1:00 PM EST**

*Blow them Away with Discrepant Events*

Becky Rice, Training and Development Manager  
White Castle System, Inc.

**Upcoming Webinars  
August 10**

*LMS Guide for Millennials, by Millennials*

Peter "PK" Kirwan, Wisetail

**October 5 (changed from October 12)**  
*Trends in Hospitality Training & Development: New Insights & Fresh Perspectives*

Curt Archambault, People & Performance Strategies  
John Isbell, Logan's Roadhouse

### FREE RTFs

Details at [chart.org](http://chart.org) – Trainer Development & Events – Regional Training Forums

**June 2, 2016:** Columbus, OH

### Conferences

Details at [chart.org](http://chart.org) – Trainer Development & Events – Upcoming Conferences

**July 30 - August 2, 2016**

*Hospitality Training Conference #92*  
Charleston, SC

**March 4 - 7, 2017**

*T3 Conference #93*  
Colorado Springs, CO

## PRESIDENTTalks

*Aligning Bylaws to Enhance CHART's Future*



Jason Lyon

As my term as your President draws to a close, I find myself tackling the last of the goals that I had set to accomplish during my tenure. That goal was to review, and adjust if necessary, our bylaws as the last time they had been visited was almost a decade ago in 2007. For those of you not familiar with "bylaws," they are the rules and regulations enacted by an association or corporation to provide a framework for its operation and management. You can review our current bylaws by logging into the Member Section on the CHART website.

Why should bylaws be reviewed and revised? Over the life of an association, the business climate within which it operates, as well as characteristics of an association, change in order to remain relevant to its members and competitively viable. It is a fiduciary duty of a board of directors to make sure the actions and practices of the organization are within the scope of its bylaws. After review, we found that current practices that enhance CHART didn't necessary align with written guidelines.

As a board, we believe that we have an obligation to make decisions that either are true to the rules or must propose adjustments to the rules to reflect practiced actions. We have proposed adjustments that reflect both the current composition of our membership, as well as broaden the opportunity for member engagement. While drafting changes to the bylaws, we sought the advisory of past presidents and board members, as well as past strategic advisory board participants for feedback to make sure we were meeting the needs of the association. In preparation for our member vote, the proposed changes have been published via email in May for transparency. Two-thirds of members need to approve for passage at our business meeting in Charleston or by absentee ballot for those that qualify. If you do not believe you received the proposed amendments, either by post or email, please visit the Member section on the CHART website.

Thank you for helping us CHART our future!



Minneapolis – Judy Shoulak, President of Buffalo Wild Wings North America, was the guest speaker. Her focus was on the leader's role in improving retention.



Detroit – Attendees learned tips on ways to reduce turnover rates and hiring practices.



Boston – Christine San Juan shared ideas on recruiting systems and Tim Reinfeld discussed sourcing talent.



## Great Training Ideas from Charleston Conference Team

What's your last great training idea? .....



**Jennifer Belk White**  
Service Event Director  
*Vice President of Training, Resort Lifestyle Communities*

I stole it from a fellow CHART member! I loved the Training Scorecard that Terri Karolevitz at Caribou Coffee presented at last year's Training High Five so I'm currently adapting it to my organization's needs.



**John Kelley**  
Hospitality Co-Director  
*Vice President and Chief People Officer, White Castle Management Co*

As I do not really train anymore, I have not had a training idea in years! I have been to Antarctica though!



**Christine Andrews**  
Silent Auction Co-Director  
*VP Human Resources, Hostmark Hospitality Group*

We are implementing DISC Leadership Training for our managers.



**Colleen Spahr**  
Facilities Co-Director  
*Director of Training, Tin Lizzy's Cantina*

I designed a multi platform "University," called TacoTech; catered to the development of managers. Each employee can create their own career path, simply by selecting the module/class they wish to complete.



**Barbara Blunt**  
Silent Auction Co-Director  
*Corporate Training Manager, Stonebridge Companies*

To ensure that participants stay engaged during a webinar, I routinely call on a few people and ask them if I could share my mouse with them so that they could walk us through the system under the guidance of the trainer. This makes everyone pay close attention since they didn't know who I might call on!



**Danielle West**  
Facilities Co-Director  
*Senior Training Manager, The Broadmoor*

I am creating a training folder, on our company-wide system, that contains updated training material, interesting articles, team meeting ideas, leadership class notes, and other helpful items for all departments to access easily at any point.



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Please send content to flipCHART Managing Editor | Lisa Marovec, [lisa@chart.org](mailto:lisa@chart.org)  
Deadline is 1st of the month for the next month's issue | Back issues: [www.chart.org](http://www.chart.org)

## Member News

Chris Patterson is now Executive Director of Training and Development, Slim Chickens

## Celebrating CHART Anniversary Milestones

### Celebrating 20 Years

Curt Archambault, FMP, People & Performance Strategies

### Celebrating 15 Years

Josh Davies, Center for Work Ethic Development  
Annie DiFilippi, CHT, PHR, Nathan's Famous  
Alie Gaffan, CHT, Pacifica Hotel Company  
Kevin Hostetter, Auntie Anne's  
Sandy Ducar Kerrigan, Not Your Average Joe's  
John Krahn, Cousins Subs  
John Poulos, DiscoverLink  
Linda Sebok, CHT, White Castle System, Inc.

### Celebrating 10 Years

Calvin Banks, CHT, Benchmark Hospitality International  
Carlina Chiru Fekel, Silver Diner, Inc.  
Angela Durbin, Monical Pizza Corporation  
Tanya Hill, Golden Corral  
Debra Murphy, Big Boy Restaurants  
Matthew Stalker, Cracker Barrel  
Daniel Wooldridge, White Castle System

### Celebrating 5 Years

Sara Anderson, National Restaurant Association  
Steve Baker, Enlivant  
JoEtta Barnes, Perkin's and Marie Callender's  
Melanie Barnes, Mexican Restaurants, Inc.  
Salena Boone, Togo's Eateries, Inc.  
Crystina Bukrinsky, Mexican Restaurants, Inc.  
Paul Craythorne, CHT, FOCUS Brands  
Kelley Dersch, CHT, Bob Evans Restaurants  
Bryan Frame, Galardi Group-Wienerschnitzel  
Kirstie Johnson, Enlighteneer Consulting  
David Kreitlow, Galardi Group  
George Kelsey, Culver Franchising  
Maite Kuhns, Parasole Restaurant Holdings, Inc.  
Heather Lane, FOCUS Brands, Inc.  
John Lee, Fiorella's Jack Stack Barbeque  
Mary Lowe, Taco Mac Sports Grill  
Lisa Medina, Pappas Restaurants  
Serah Morrissey, SPHR, The Westin Edina Galleria & The Sheraton Bloomington  
Reiko Padilla, CHT, Honeybee Foods Corp.-Jollibee  
Tracy Petreman, CHT, Canalta Hotels  
Robert Rodriguez, Live Nation  
Pamela Weakland, Hoss's Family Steak and Sea  
Erin Wenttang, FOCUS Brands, Inc.  
Jennifer White, Resort Lifestyle Communities