



FlipCHART



Connecting the CHART Member Community ~ in print

Orlando Conference

January/
February 2011

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Social Media - New Media - Right Media!

By *Lisa Oylar, Loews Ventana Canyon*



Janet Hoffmann will share her social media expertise in Orlando!

With the social media landscape growing more and more each day, it has changed the way we communicate and collaborate. Where faxes, bulletin boards and even e-mail were commonplace - today we see blogs, postings, podcasts, tweeting, texting, virtual communities and other forms of social media used to engage employees, communicate employment brands, recruit and connect with our guests. Overwhelming, right?

When understood, managed and aligned, social media tools are an effective business solution. Its utilization is believed to be a driving factor in the idea that the current period in time will be defined as the 'Attention Age'.

At the Orlando Conference, Janet Hoffmann, SPHR, a past President of CHART, will discuss concerns to be aware of, how to educate yourself and your organization on the use of social media, key trends in the use of social media in the workplace, and how to use social media as a business tool to achieve organizational goals.

Social media is here to stay; learn which tools are the right media for your organization!

Janet is President of Hoffmann and Associates, an organizational effectiveness and human resources consulting practice. She has a broad range of experience in her roles as Chief People Officer at B.R. Guest Restaurants and Vice President of Human Resources and Organizational Development at Morton's, The Steakhouse. Her combined operations, human resources and executive-level experience provide her with key insights into the challenges facing organizations today. Janet earned her bachelor's degree in Hotel and Restaurant Management from Cornell University's School of Hotel and Restaurant Management and has her Senior Professional in Human Resources (SPHR) certification.

Be sure to attend this exciting informative presentation in Orlando *and then tweet about it!*

*Happy
New
Year!*

Upcoming Dates

January 13
Room Block Expires
Hilton, at WDW Resort
Code CHR
407.827.4000

February 4
RTF - Orlando
[blatimer@
sonnysbbq.com](mailto:blatimer@sonnysbbq.com)

February 5-8
Conference #81
Lake Buena Vista, FL
www.chart.org

PRESIDENTalks

Mike Amos



Forward Momentum ... A Year of Celebration, A Future Filled with Promise

As we gathered as CHART members throughout 2010, we actually engaged in both halves of our milestone 40th Anniversary New Orleans Conference slogan, "Celebrating the Past, Transforming our Future". We had plenty to celebrate...and boy did we!

- ◆ We honored our past with 16 RTFs reaching members in their own backyards
- ◆ Kate Shehan's excellent presentation, along with 4 others, at the Chicago NRA Show
- ◆ Two incredible conferences in San Francisco and New Orleans
- ◆ At our New Orleans Gala, we were honored by one of our Founding Fathers, Walt Hiller, who's historical and hysterical remarks set the tone for a perfect evening. Also joining us were scores of Lifetime Members plus two dozen of our remarkable past presidents including two-time past president, Betty Rae Camarillo, who celebrates her 30th CHART anniversary this year!

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Working for You

2010-2011 CHART Board

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PRESIDENTalks

Mike Amos



Forward Momentum

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And for 2011 and beyond, a foundation has been laid for CHART to successfully embrace our bright future. We have an extremely dedicated and visionary volunteer board who are perfectly balanced between our hotel segment (Jennifer Michaud, Gail Lyman and Calvin Banks) and restaurant segment (Jennifer Johnston, John Kelley and myself). Our 2011 conferences are set in two of the most exciting and popular convention cities in the world; Orlando and Las Vegas. Conference Directors extraordinaire Jeff Drozdowski and Jim Knight will ensure timely content and useful takeaways to benefit you and your organization.

We also have outstanding opportunities planned to support member engagement and your personal and professional development. Initiatives are planned that will help to ensure our industry position as "Hospitality Heroes" and provide more value with additional completed competencies and expanded social networking through our updated website. You all will have an opportunity to leave a lasting "Legacy" too. All this while maintaining a tight hold on our purse strings to guarantee a secure future.

So raise your glass and join me in celebrating the past and continuing our forward momentum as we CHART our future together.

*May the BEST of the past 40 years,
be the WORST of the next 40 ~*

Happy Hanukkah, Merry Christmas & Happy New Year to you & yours!

In the spirit of growth & development,

CHART News

2011 will bring some changes.

- ◆ Our 40th logo will be retiring.
- ◆ The anniversary section of our website will no longer be front and center; but will continue to be accessible in the About Us section.



One thing which will not change is our commitment to the growth of our membership. Remember you will continue to get \$40 for each person you refer and who becomes a valued member of CHART. Keep sharing!

Cash 4 Referrals

NewsMakers

- ◆ Best Wishes to **Mike Hampton** who will begin the new year as Dean of the School of Hospitality & Tourism Management at Florida International University (FIU).
- ◆ **Kat Cole** is now Chief Operating Officer of Cinnabon. Congratulations Kat.

Orlando Conference

Besides Capturing the Magic with the rich content we've lined up for you, experience the magic with a variety of activities throughout the conference. There will be fabulous food, football, networking, comedy ... even power walks. We guarantee lots of fun and bonding. Join us!



Bring a Bear



Be sure to bring along a teddy bear and be part of our legacy of caring for kids!

Register today

<http://chart.org/conf.php>

Saturday Activities

- ◆ If you're new - be sure to attend the First Time Attendee meeting @ 5:00 pm.
- ◆ Opening reception from 6:00 – 8:00 pm offers great chance to connect with others.
- ◆ Sign up for dinner opportunities offering a variety of food types and price ranges. Something for everyone!
- ◆ First night of our Hospitality Suite starts at 9:00 pm.

Sunday Activities

- ◆ Superbowl party at the hotel *or*
- ◆ House of Blues Event *or*
- ◆ City Walk – including a free tour of Hard Rock's "John Lennon Room" which includes original John Lennon artifacts, paintings, pictures and more *or*
- ◆ Downtown Bar Hop; all great choices.
- ◆ Hospitality Suite begins @ 9:00 pm.

Monday Activities

- ◆ Fabulous Dinner Event you won't want to miss!
- ◆ Including Special Guest comedian from Improv Comedy Club followed by our very own Dan Walker and Jeff Drozdowski (Bob Barker and Rod Roddy) performing their version of "The Price Is Right"! Come on down!

Top Reasons to Attend Orlando Conference

- #1 Low Conference Fee /High Content - To maintain an exceptional value, CHART has kept it's conference fees the same for over 4 years!
- #2 Breakout sessions on timely and relevant topics.
- #3 RTF held on prior Friday at same hotel with unique bicycle session to help you change your behavior for the better.
- #4 Four, yes four, keynote speakers with fresh insights on your most pressing issues.
- #5 Great excuse to get out of the winter cold, and put on mouse ears with old and new friends alike!

Industry News

Congratulations to **NogginLabs**, one of our CHART partners, who recently won several Brandon Hall Excellence in Learning Awards!



NRA is accepting applications for their Restaurant Neighbor Award which recognizes restaurants for excellence in community service. Each year, \$5,000 is given to four restaurants to support their favorite charity or non-profit. The winners receive an all-expenses paid trip to Washington, DC in March to receive the award. Apply by January 11 at: <http://www.restaurant.org/community>

CHART members are invited to apply for complimentary badges as well as scholarship funds to offset travel and lodging expenses for The NAFEM Show held February 10-12, 2011 in Orlando, FL. Register at www.thenafemshow.org by January 11 and use code **CHART11**.

CHART members save \$500.00 (Use promo code **FCHART**) on the nation's only HR conference for hospitality professionals. Learn strategies straight from senior executives with Marriott, Hilton, Hyatt, Applebee's and more. Register today at www.HRinHospitality.com.

Regional Training Forums (RTF)



NYC RTF held November 12 at Ziegfeld Theater in Manhattan

NYC RTF highlights include:

- ◆ Janet Hoffmann, SPHR, previewed the CHART Trainer Competency Certificate Workshop, Business Acumen. Janet will present this workshop at the Orlando conference on Saturday afternoon.
- ◆ A big thank you to Lori Rolek for arranging and hosting the RTF in the movie palace.



Oregon RTF held October 28 at Shari's Restaurant

Oregon RTF highlights include:

- ◆ Shared best practices and resources on website design, learning tutorials, interactive content and online certification quizzes.
- ◆ Spanish translation and ESL were also covered as were suggestions for training people with different learning styles.
- ◆ A special thanks to Vickie Irish and Debbie Wolfe of Shari's for hosting, delivering the main presentation and providing the terrific lunch and incredible pies.

Contact Us



Member Publication of
Council of Hotel & Restaurant Trainers

Please send content to:

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Deadline for submissions:

1st of the month for next month's issue

Back issues: visit www.chart.org

Managing Editor: Lisa L. Marovec, FMP,
CHART Sr. Director of Marketing

Upcoming schedule of RTFs online at:

http://chart.org/?x=events_schedule

"RTFs are great for meeting local professionals and developing relationships." - NYC Attendee

Besides our RTFs and Conferences,
stay connected with CHART in 2011 via...



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