



FlipCHART



May 2013

Connecting the CHART Member Community ~ in print

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CHART and TECHNOMIC Join to Benchmark Training Trends

\$500 for your Insights

CHART is excited to announce a new partnership with industry research powerhouse, Technomic. Together, we will be conducting the **2013 State of Training and Development in the Hospitality Industry Study**. This study will allow members, learning professionals and business leaders in restaurant and lodging companies the ability to benchmark training and development practices against substantial data in the areas of learning investments, learning hours per employee type, delivery methods, instructional design, content areas, and internal versus external resources.

To obtain insightful and actionable information, **we are asking for and inviting 100% participation of each member company**. By now, you should have received instructions via USPS letter and email, and a unique company code for your organization. If you have not, please contact the CHART office.

Every member's participation is really important, and CHART cannot do this without each of you! The survey will be open until May 25. Thank you in advance for sharing your time, information, and for being an active member of CHART.



Your participation is key – so much so that when you complete the survey, you will be entered into a drawing to win a \$500 American Express Gift Card. Results will be presented in Miami in July.

Upcoming Dates

- May 6**
Atlanta RTF
rfletcher@zaxbys.com
- May 9**
NC RTF
cbennett@Biscuitville.com
- May 16**
Minneapolis RTF
NFuchsdeCalderon@buffalowildwings.com
- May 19**
NRA Show Reception
- May 24**
Orlando RTF
mdonahue@ahla.com
- June 1**
Nominations due for Spirit of CHART Award
- June 18**
Twitter Tuesday
- June 20**
Last day for Early Bird Registration Discount
- June 20**
Deadline to register for CHT exam
- June 25**
Room Block expires at Inter-Continental Miami
- July 20-23**
Summer Conference #86
Miami, FL

Upcoming Miami Conference

Learn How to Engage with Keynote Roz Usheroff

By Morreen Rukin Bayles, Creative Restaurant Solutions



Do you yearn to be a facilitator that keeps an audience sitting on the edge of their seats and hanging onto your every word? Do you want to motivate your audience to engage in your presentation?

If you answered "yes" to either of these questions, plan to attend Roz Usheroff's keynote session, *The Art of Engagement – How to Engage, Entertain, and Educate Your Audience*. During Roz's session you will learn how to eliminate the barriers that hold presenters back and discover how to be more compelling. Roz will share techniques for

involving the audience, soliciting consensus, and using powerful body language and gestures. All this and more to help you move from ordinary to charismatic!

For the last two decades, Roz Usheroff has been one of the most sought-after leadership, image and branding specialists. She has entertained and educated diverse audiences across continents with her insights and vision on what it takes to achieve leadership and communication success. She wowed CHART back in July 2011 so, help us welcome her to #CHARTMiami this summer!

Review the agenda, speaker bios & registration information at: <http://bit.ly/CHARTMiami>

CHART News

NEW Training High-Five 'Award'

Got a training idea to share? Some of our most helpful training tips are just simple ideas, easy programs and seemingly obvious approaches to training. Sometimes at our conferences we share these training tips but they can get lost in the swirl of high content ... until now.



CHART is asking you to submit your brilliant or just completely obvious ideas and programs so we can compile them as part of our collection of practical tips for CHART members. We'll have them available in the Members Only section of our website so you can reference them when you need them.

This summer in Miami we will recognize the TOP FIVE ideas submitted with the **CHART High Five Award***. To submit your idea, simply send an email to tara@chart.org. Submissions can be just a page long, but feel free to add a couple of attachments if it will help better illustrate your idea and its impact.

** Full disclosure - award may be a little bit of an overstatement - you get to be called up on stage, maybe videotaped for 90 seconds discussing your idea for the website, and instead of some useless desk trinket you'll get a great new CHART fleece or maybe an iPod Shuffle or possibly a cool slinky!*

Learning Legacy Fund

Serah Pays it Forward



Serah Morrissey, SPHR, CSM Corporation, who only joined CHART a little over a year ago, is already paying it forward. Serah recently became a Silver Level Founding Donor of our Learning Legacy Fund. Thanks Serah! We asked Serah what motivated her and below is her response.

"Since joining CHART just over a year ago, my life has changed for the better in so many ways. Not only have I become a better trainer, but I have formed meaningful relationships with outstanding people that I am proud to call my friends. It is my way of giving back to the organization that has given me so much in such a short time. It is an honor to be a member of CHART."

If you choose, you can make a donation (any amount) to the fund when you register for the Miami conference. Simply add your donation onto your registration fee. Thank you for helping others!

PRESIDENTalks John Kelley



Requesting 100% Participation!

We announced in San Diego an exciting new partnership between CHART and Technomic to accomplish our **2013 State of Training and Development in the Hospitality Industry Study**. Learning professionals and business leaders will now be able to benchmark their training and development practices against substantial data in the areas of learning investments, learning hours per employee type, delivery methods, instructional design, content areas, and internal versus external resources.

The survey will be open until May 25, and we will be sending out information to each company with a link to complete it and a unique code for your company. **I encourage every member to make sure that someone from your company - no matter the size of your brand or department, complete the survey.** Donna Hood Crecca of Technomic will join us in Miami in July to present the findings.

We are excited to partner with Technomic, a recognized and premier fact-based research firm for our industry. Many of our companies are guided by the research Technomic provides to our operations and marketing groups, and this research will help strengthen CHART as THE source for training and development for the hospitality industry.

Thanks in advance for your participation.

John



Do you know a trainer who shows potential and passion for the profession, but who lacks the sufficient budget to attend the CHART conference? Nominate them for the opportunity to attend #CHARTMiami.

The Learning Legacy Fund provides a need-based professional development grant for such trainers. **Nominations are due soon.**

Visit http://chart.org/membership/learning_legacy_fund/

Upcoming Miami Conference

Achieve your CHT in Miami



Are you ready for the next level? There is no better sign of a pro than the **Certified Hospitality Trainer (CHT)** achievement. A review class and exam will be held on Saturday, July 20 during the Miami conference. You must sign up directly with the American Hotel and Lodging Educational Institute by June 21 and use code "CHART" to get the AHLAEI Member rate.

Contact the AHLEI at 888.575.8726 or visit their website at: www.ahlei.org

Last summer in Chicago, we had large group (see photo below) who earned their certifications. **Mike Amos**, was one and commented, "I was resolved to finally get it done last summer". He added, "Personally, the course featured some rewarding learning & professionally it's terrific to have earned some "alphabet soup" behind my name. If you haven't achieved it, you're missing out."



Extra Learning with Pre - Cons

Make plans to arrive in Miami early in order to take advantage of some bonus learning by attending one of our 4 competency workshops:



1. **Trainer: Presentation Effectiveness**
2. **Instructional Designer: Technical Knowledge**
3. **Manager: Project Management**
4. **Executive: Strategic Planning**

Descriptions for these sessions are at: <http://bit.ly/CHARTMiami>

**Be sure to check out our special
Hotel Track Sessions for
#CHARTMiami**

Register at:

<http://bit.ly/CHARTMiami>



Donations Sought for Silent Auction

As we "CHART our Course for the Future", the 6th Annual Silent Auction will be held during our upcoming conference in July. This extraordinary event raises money for our scholarship awards so we can support our industry's future rising stars. **We need your help to make this fundraiser a success!** Please consider donating an item or service for the silent auction. Some past items include:



- Speaking engagements on a timely industry topic
- Gift cards or certificates for hotels, restaurants, airlines, etc
- Bottles of wine or gift baskets
- Unique items with company logos
- Electronic items such as iPods
- Anyone remember "Chad's Corn" from last year's auction?

No item is too big or too small! To donate, please contact one of our co-Silent Auction Directors: Alisha Gulden at AGulden@restaurant.org or Christine Andrews at candrews@hostmark.com. **Thank you very much!**

Miami Conference Team *(more on page 4)*

Team shares how CHART has helped them Navigate



Conference Director
Cindy Bates, CHT, Common Man Family

When I was named Director of Training it was a new position for our company, so there were no footsteps for me to follow. I was "lost at sea". CHART was my port in the storm with training professionals who helped me grow personally and professionally, and navigate the course for building a strong training program for my company.



Communications Director
Morreen Rukin Bayles, Creative Restaurant Solutions, Inc

CHART has helped me navigate my career by allowing me the opportunity to share ideas and resources with other professionals in the industry – and it also allows me the opportunity to say THANK YOU to our clients in person!



CHART Headquarters Office
 P.O. Box 2835
 Westfield, NJ 07091
www.chart.org
 1.800.463.5918



Contact Us

Check it out today!

CHART's New & Improved & FREE Job Board: <http://chart.org/careers/>

FlipCHART

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Please send content to:

FlipCHART Editor: Natalie Beglen

Email: nwbeglen@sbcglobal.net

Phone: 708.870.8010

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

Miami Conference Team *(more on page 3)*

Team shares how CHART has helped them Navigate



Service Event Director
Mark Williams, CHT, Coakley & Williams

Similar to a pilot boat which guides cruise ships from port to the open sea, CHART has helped me successfully navigate the world of training. CHART's provision of resources has been beneficial to me and my company with launching our programs, initiatives, and tools.



Volunteer Co-Director
Craig Forbes, McAlister's Corporation

The CHART family has given me a group of people who are in the same boat as I am. Whatever the opportunities I am facing, somebody has already faced and helps guide me through it. There is always a group of people to talk to about new ideas. The support structure is like no other.



FTA Co-Director
Gini Quiroz, CHT, K&N Management

CHART is the "ocean current" in my career. Pushing me in a direction to bring creative and energizing ideas back to my company.



Volunteer Co-Director
Terry Mayhew, PS Management Inc & Canticle Inc

After my first conference in D.C. in 2008, I realized I found the largest and most committed support team in my career. CHART is and has been my source of direction in my career providing me with the largest resource for tools, advice, experience, motivation, and most of all the support of fellow trainers in the industry.



Activities Co-Director
Chip Romp, Buffets, Inc.

The experiences in CHART have allowed me to navigate so many different waters. Testing best practices, learning new insights to enhance the support we give to our operators, and seeing our team members grow from all the opportunities to network are exciting ways that CHART helps to navigate daily!

Editor's Note: Best wishes to Chip on his new job at Buffets!