



# FlipCHART



May 2009

Connecting the CHART Member Community ~ in print

## Upcoming Cleveland Conference

### CHART - Your Rock in a Rolling Economy

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In these turbulent times, when things we used to depend on or take for granted feel as if they are dropping out from under us, you can count on CHART.

If you need an inspiration, a mid-year shot in the arm, this 78<sup>th</sup> Semi-Annual Conference promises our celebrated energy and electric enthusiasm. For an upbeat experience, you can count on CHART.

If you need rock solid, practical solutions that answer the increased expectations and decreased resources at work, you can count on CHART.

In fact, there has never been a better time to experience all that a CHART conference has to offer! In a time when many organizations are looking to scale back their training initiatives, your CHART peers will provide you with realistic solutions that prove that training and development is not an expendable organizational cost, but instead the investment that will carry your organization through even the most choppy economic waters.

Join us for an uplifting personal and professional development experience that will re-energize you!



Register online **now** for July 25-28 Conference at:

[www.chart.org/conference.php](http://www.chart.org/conference.php)

#### Mark your Calendars

- May 1: Wisconsin RTF
- May 16-19: NRA Show, Chicago
- May 17: NRA Show Reception, Chicago
- May 22: Louisville RTF
- May 29: Orlando RTF
- June 1: Deadline for CHART Board and Spirit of CHART nominations
- June 10-11: 3rd Annual People Report QSR Symposium, Dallas
- July 25-28: 78th CHART Conference, Cleveland

### Breakout Speakers 'Off the Chart'

*Continued on page 3.*

In addition to the exceptional networking opportunities, the Cleveland conference is rich with educational content, and promises to offer attendees practical information to bring back to their organizations to engage employees and increase profitability. The conference boasts 12 breakouts to choose from. A complete listing is on page 3, and at [www.chart.org/conference.php](http://www.chart.org/conference.php), however, here is more information about two of the breakout sessions:



*An Effective Train-the-Trainer Approach to Break Through the Tough Economy*

**Kelye Rouse Brown**, CHA, CHT, CHDT, CHS; President, KRB Customized Training Solutions

In this interactive session, Kelye will teach you how to be even more effective in your next training session. Come and take home a checklist for best learning approach, find out how to increase motivation to learn, and review training cycle and teaching methods. Training is vital and in this tough economy where people are our principle resource, we have to be very effective in all we plan, say and do!



*Leveraging your most Important Asset – Employees*

**Dr. Rick Garlick**, Director of Consulting and Strategic Implementation, Maritz Research

Front line employees make numerous decisions daily that will make or break the success of your business. In this session, Dr. Garlick will share specifics on how to leverage your talent by focusing training and incentives on what truly motivates and engages your employees. Learn how to treat employees as your most important asset, and realize the link between satisfied customers and profitability.

## RTFs Connect



Over 20 CHART members gathered on Tuesday, January 27 at the IHOP near LAX airport. **Kathleen Wood** started off the day by presenting an interactive seminar called "The Best Shift of Your Life" based on her upcoming book. **Jennifer Capler**, Flemings, delivered an insightful presentation on their management training and leadership development programs.

The meeting finished with a fun, energetic session of "Live Ask My Peers!". What a great opportunity for members to learn best practices from their peers and connect with other CHART members.

**Check online for the complete RTF schedule.**

[www.chart.org/?x=events\\_schedule](http://www.chart.org/?x=events_schedule)

## Upcoming Cleveland Conference

### Destination Cleveland

By **Kristin Burk**, Wood Ranch

Downtown Cleveland is filled with stunning architecture and city attractions that you won't soon forget. For music lovers, there is the shrine to rock and roll, the Rock and Roll Hall of Fame and Museum, which offers a comprehensive retrospect into rock and roll's origins, progression, legends and its immense impact on global culture. If you are a baseball fan, you can visit Progressive Field, the home of the Cleveland Indians. This urban ballpark and Cleveland landmark is a great tourist attraction and within walking distance of the conference location.



Photo courtesy of [www.positivelycleveland.com](http://www.positivelycleveland.com)

Conference events will take place at the Renaissance Cleveland Hotel. This old world, sophisticated hotel is located on Public Square and is connected to the Tower City Center. In 1930, the Terminal Tower became the second tallest building in the world and the centerpiece of Public Square - the heart of downtown Cleveland. The Tower still stands as a symbol of Cleveland; and the square below contains one of Cleveland's biggest department stores, a mall, food court, multiple movie theaters, and the train station. The 42nd floor observation deck offers clear views of most of the Cleveland area and, legend has it, Canada on a clear day.

And let's not forget that Cleveland is the home of the Drew Carey Show, where he boasts, "Cleveland Rocks, Cleveland Rocks!"

## PRESIDENTalks

**John Isbell**



### Grandma's Always Right

When I was a child, I spent a considerable amount of time with my Grandma who is literally one of my favorite people in the world. When anything would go wrong in my life or I was upset, she would always say "Johnny, honey, don't you worry, this too shall pass." At the time, I never really understood what she was talking about but as I've gotten older (*and wiser*), the phrase makes more sense. With all the bad news about our economy and watching friends lose jobs and/or losing their friends at their jobs, I have to remind myself of her advise and not worry, as this too shall pass.

Turns out, Grandma is always right, it always gets better. The economy will not stay like this forever, and one can argue that it is already better than it was 6 months ago (*or maybe we are just getting used to it, or numb; or both!*). However, it ain't good yet. So what can we do about it? Well for starters, we can concentrate on controlling the things within our control. We can't control whether or not AIG Execs get bonuses or what our government does with trillions of dollars *but*, we can control the quality of training we give our employees, the way we get creative in doing more with less, and the way we keep the passion alive in our companies for training and education of our team members.

In order to understand what you should be doing, you need to understand what the rest of the hospitality industry is doing and then benchmark your department against that information. That's where the **2009 State of Training and Development in the Hospitality Industry Report** will come in quite handy. As CHART members, you have access to this information **absolutely free**. We are excited to have worked with Maritz on this report and appreciate their sponsorship and partnership with CHART. We also appreciate everyone who completed surveys. Remember, knowledge is power and the more power you have, the more likely you will not only be still around, but thriving when this recession does pass.

Now if you'll excuse me, I've got to go get on a plane to Ohio, I miss my Grandma!

*John*

**Now Available**

**2009 Report**

**State of Training and Development in Hospitality Industry**

**Easy to read and share Powerpoint format**

[http://www.chart.org/?x=resources\\_research](http://www.chart.org/?x=resources_research)

## Upcoming Cleveland Conference

### Breakout Sessions

*Continued from page 1.*

We are pleased to offer you a selection of informative breakout sessions designed to help you best solve issues facing you and the hospitality industry. More details available online at: [www.chart.org/conference.php](http://www.chart.org/conference.php)

#### Manager Track

##### ***Leveraging your most Important Asset – Employees***

**Dr. Rick Garlick**, Maritz Research

##### ***How to Win Respect and Influence Others***

**Donna Rynda**, Make It Matter!

##### ***The Master Manager - Moving from Manager to Leader***

**Julie Burch**, JLH Presentations

#### Trainer Track

##### ***It's All Fun and Games***

**Robin Henley**, Perkins and Marie Callender's

**Donna Herbal**, Perkins and Marie Callender's

##### ***An Effective Train-the-Trainer Approach to Break Through the Tough Economy***

**Kelye Rouse Brown**, KRB Customized Training Solutions

#### Key Industry Topics

##### ***Strengthening your Brand through Philanthropy***

**Jason M. Lyon**, Common Man Restaurants

#### Executive / Leader Track

##### ***ROI Demystified: A Proven Approach in Good and Bad Times***

**Curt Archambault**, Jack in the Box

**John Kidwell**, Mazzio's Corporation

##### ***Leadership Training with Limited Resources***

**Patrick Yearout**, Ivar's Restaurants

#### Competency Certificate Workshops

##### ***Communication and Influence***

**Joleen Goronkin**, People and Performance Strategies

##### ***Coaching and Development***

**Kim Rivera Beatty**, Catapult People Solutions, LLC

##### ***Program Design***

**Monique Donahue**, AH&LEI

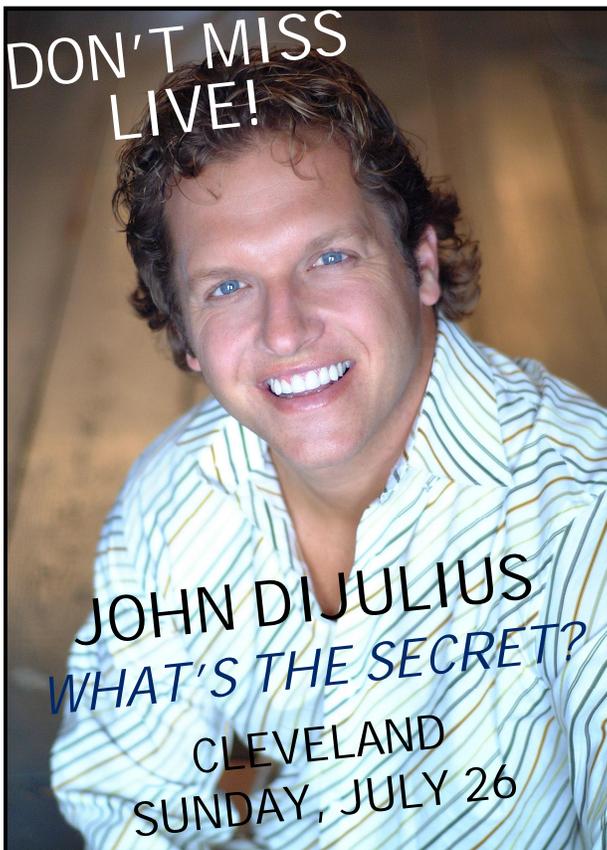
##### ***Participant Management***

**TJ Schier**, SMART Restaurant Group



[www.chart.org](http://www.chart.org)

"Hot funk, cold punk, even if it's old junk, it's still **rock and roll** to me." ~ Billy Joel



### DiJulius Cleveland Headliner

*By Danielle Roberts, The Broadmoor*

John has cracked the code! He has answered the question: *What's the Secret?* After years of researching the best customer service companies in the world, he has solved the mystery of why less than 5% of all the companies in the world deliver world class customer service consistently? Thankfully, he's willing to share the secret with CHART.

When most of us think of "Secret Service," images of intense men and women working to protect important leaders in our country probably come to mind. When John DiJulius thinks of "Secret Service," stories of employees working tirelessly to deliver above and beyond service fill his thoughts. He will teach us to create hidden systems in our organizations which allow us to deliver service so exceptional, it makes price irrelevant!

John DiJulius, owner of John Robert's Spa, one of the Top 20 salons in America, and author of *Secret Service* and *What's the Secret*, is one of the most captivating and charismatic speakers today. Many of us had the pleasure of experiencing John's dynamic presentation style at the Nashville conference in 2006. Despite fighting a miserable cold, John delivered a presentation that had attendees searching for extra note paper to write down the numerous ideas he shared to bring a culture of unforgettable customer service back to our organizations.

## CHART Board Wants You

A new board, operating under incoming President **Kate Shehan**, Morton's, will take effect in August. If you are interested in running for the CHART Board, please notify Kate at [Kate\\_Shehan@mortons.com](mailto:Kate_Shehan@mortons.com) or 312.755.4257. **Deadline is June 1.** If you choose to be involved in the board, it will probably be one of the most important and influential forces in your professional growth and success. Information about this as well as other CHART volunteer opportunities is available at: [http://chart.org/?x=member\\_volunteer\\_opportunities](http://chart.org/?x=member_volunteer_opportunities)



*I Can Do That!*

## Who has CHART Spirit?

Who has the enthusiasm and dedication of Jim Knight, T.J. Schier, Lisa Schweickert, Jim Sullivan, Claudia Carr and many other past winners? Nominations are **due June 1** for the Spirit of CHART award, formerly the Commitment to CHART award.

Details and Form are online:

[www.chart.org/?x=member\\_spirit\\_of\\_chart](http://www.chart.org/?x=member_spirit_of_chart)

This award is given during the summer conference to a CHART member whose dedication to the organization is above and beyond. Do you know a CHART member who embodies and models the volunteer spirit that moves CHART forward?

**Nominate that deserving someone today!**

## Sarah & Todd Palin in Portland?



*Jen Michaud, CHART Board member, CSM Lodging, as Tina Fey doing Sarah Palin, rocked the Portland Leadership Luncheon. The "quiet man" standing next to her as Todd Palin is **John Isbell**, CHART President, IHOP Corp.*

Portland photos and videos are online:

[http://www.chart.org/?x=events\\_past\\_conference\\_photosvideos](http://www.chart.org/?x=events_past_conference_photosvideos)



CHART Headquarters Office  
P.O. Box 2835  
Westfield, NJ 07091  
[www.chart.org](http://www.chart.org)

## Contact Us

FlipCHART

Member Publication of  
Council of Hotel & Restaurant Trainers

**Please send content to:**  
**FlipCHART Editor:** Natalie Beglen  
**Email:** [nwbeglen@sbcglobal.net](mailto:nwbeglen@sbcglobal.net)  
**Phone:** 708.870.8010

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

**Editor-in-the-Know:** Allison LeTourneau

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A perfect backdrop for CHART - Your ROCK  
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