



FlipCHART



April 2009

Connecting the CHART Member Community ~ *in print*

Upcoming Cleveland Conference

Keynote Speakers to Inspire, Give Confidence and Educate

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The keynote sessions at the 78th CHART Conference will rock you and your career. Make plans now to be in Cleveland July 25-28 to connect, learn and share with others. You will be filled with great ideas after attending the keynote and breakout sessions and will return to your offices reinvigorated and ready to implement them. These alone will provide exceptional return on your investment; but with any CHART conference, there are always more opportunities for personal and professional growth. More details about the conference are posted on the website www.chart.org/?x=events_upcoming_conferences and will be shared in future FlipCHART issues.



What's the Secret?

John DiJulius; Author, Presenter, Founder of The DeJulius Group

Known as "THE" Authority on World-Class Customer Experience, John is redefining customer service in corporate America today. He will not only share what the best customer service organizations do, but more importantly "how" they implement and execute it consistently companywide. John's high energy, enthusiasm and passion for what he loves and what has made him a success is contagious.



Forging New Directions

Laura Berman Fortgang; Author, Personal Coach

Our industry is facing changes and you need to stay focused to succeed. Laura will teach the fine points of dealing with change so new horizons can be determined. Resistance, fear, blocking innovation and lack of clarity can all be overcome. Laura is internationally recognized as a pioneer in the personal coaching field and is known for her no-nonsense, entertaining writing and speaking style.



Zap the Gap! Working with Multiple Generations

Meagan Johnson, CSP; Generational Humorist

The rising costs of low productivity and high employee turnover, which results from misunderstandings between generations in the workplace, simply cannot be ignored. Meagan will give her comical spin on how to attract, market, manage and communicate with people from every generation without strangling someone in the process. You'll laugh while acquiring tools you can use immediately to improve all of your relationships.

Note:

Registration Open

78th CHART Conference
July 25-28, 2009
Renaissance
Cleveland Hotel
Cleveland, OH

www.chart.org/?x=events_upcoming_conferences

Mark your Calendars

April 10: Deadline for Commitment to People nomination

April 24: Minneapolis RTF

May 16-19: NRA Show

May 29: Orlando RTF

June 1: Deadline for Board nomination

Portland Conference Recap

By John Alexander, NRA

The Little Conference that Could *and* Did

CHART promised that its 77th Conference in Portland would provide "recession resistant" content in areas that were critically important at this time. Over 130 attendees walked away with ideas that they will be able to put into action immediately. **Dan Walker**, Little Caesar's Pizza, said "After 29 years in the restaurant industry, there isn't much new that I thought I could learn. But there were at least five solid take-aways that my team will be able to use to improve our performance. We came back reinvigorated."

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Attendees participating in a fun and energizing experiential learning team activity.

CHART News

Future Issues of FlipCHART

We've listened. Some of you prefer to receive the FlipCHART printed in the mail; others like to read it online. All issues will still be available online; but we will also mail the newsletter. To support our green efforts and read it just online, please indicate your preference in your member profile at: <http://chart.org/?x=profile>. We invite you to update your profile while you are there as well.

CHART Board of Directors

Contact information for CHART's board members can be found online: http://chart.org/?x=about_board_staff

Remember the application deadline is June 1 if you are considering running for next year's board.

PRESIDENTalks

John Isbell



It's the Best Tree Ever!

When we were kids, after we put up the Christmas tree, my Dad would always say, "This is the best tree ever." We all knew, of course, that the tree we put up in 1976 was hands down the best ever, and that every year since then he has just been caught up in the moment (or sipping too much of Aunt Claire's spiked eggnog). So it is with that story in mind that I say the following – the Portland Conference was seriously one of the best conferences ever!

OK – I know these things are subjective, but that was the feedback I received from most everyone I talked to at the Portland conference. If you were there, you know it was jam-packed with so much useful information and tools that you could not help come away with something that you could immediately use. **John Alexander**, our Board Member in charge of the conference made sure that you got maximum value for your dollars spent. Our Conference Director, **Jen Johnston**, and the rest of the conference team did an outstanding job of ensuring everything flowed smoothly and that everyone was included. The old-school hospitality suite let everyone unwind and get to know each other in a relaxed atmosphere.



Excitement akin to Christmas morning filled the conference room as the kids filed out under a CHART-made tunnel with their backpacks, helmets and locks.

and to our member companies. A special thanks to White Castle, which not only donated most of the AV equipment for the conference, but also paid for the 20 bicycles we built. We couldn't have done it without all of you. If you did not get a chance to attend Portland – here's good news for you – our next conference in Cleveland promises to be just as good so we'll see all of you there.

Now if you'll excuse me – I've got to go pick out a star for this year's tree – it's going to be the best one ever!!!!!!

John

The pinnacle of the conference for me was when we did a team building exercise with a company called Repario and we all built bicycles. We thought that was cool enough because we knew they were going to needy children. But then when they brought the children from the local Boys and Girls Club to actually receive the bikes from each group (*every kid who got a bike, also received a backpack with a helmet and lock/chain*), there were very few dry eyes in the room. Couple that event with the fact that we also collected over 220 teddy bears from the members to give to the local fire department's toy drive and you can see that we, once again, showed the kind of sharing spirit for which we are known.

I want to thank all involved for making this conference such a success. From the enthusiastic group of First Time Attendees, to the tireless volunteers, to the directors and board members, to the passionate members in attendance, to the sponsors, to the mentors,



Mel McLaughlin, Blue Plate, Jeff Drozdowski, Little Caesar's, and Mike Fischer, Lee County Visitor and Convention Bureau, work together, making sure there are no leftover parts.

Portland Recap

The three keynote speakers focused on making improvements from the inside out. **Tim Kirkland**, *Continued from page 1.* author of "Renegade Server", provided suggestions for servers to "own their sections" and grow their business (their tips) by growing your business and creating more "regulars". **Jim Knight**, Hard Rock International, showed ways to internally market to your "rock stars" and, through them, create raving fans. **Dick Finnegan** demonstrated the importance of holding supervisors accountable for retention - "don't let the good people go". These three had a common theme - **create memorable experiences for both the guest and the staff and stand apart from the crowd.**

Networking has always been a key component of any CHART Conference. First Time Attendee, **Kyle Witbracht**, Karl Strauss Brewing Company, found networking to be one of the greatest benefits of the Portland Conference. He said, "It was great to have people to bounce ideas off of and also to offer your ideas. From these exchanges I asked myself, 'What can I do to make my programs better?' 'What can I do to improve?' I came away feeling super confident about my job."



Jen Johnston, Red Lobster and **John Isbell**, IHOP, present 200+ donated bears to area firefighters.

CHART is known for giving back to the community. Repeating an event from last year's conference in Minneapolis, the attendees brought teddy bears to present to the "Toy and Joy Makers of Portland", a group affiliated with the Portland Fire Department. Over 200 bears were donated. In addition, **James Carter** and his team from Repario led an afternoon session of experiential learning activities, culminating in the group assembling 20 bikes. What the attendees didn't know was that 20 kids from Portland's Boys and Girls Club were waiting outside to receive their new bikes. The emotions ran high when the bikes were presented to the kids. **Dusti Guzman**, McCormick and Schmick's Seafood, described the event as the highlight of the conference for him "both personally and professionally."

Forget the economy - Portland truly was "The Little Conference That Could". The Spirit of CHART is alive and well.

Portland Photo Slideshow and Video Online:

http://www.chart.org/?x=events_past_conference_photosvideos



Melanie Johnson and **Gabe Hosler**, both with Rubio's, were very excited and proud to have their photo taken with the CHART banner.



Marilyn Wineman and **Robert Stewart**, Elephant Bar, and first time attendee **Cathy Katsoulis**, California Pizza Kitchen, enjoy the opening reception.



Who knew that **John Poulos** (on left), Discoverlink, was a huge karaoke fan? He was hard to get off the stage! Oh yes, **Randy Nordel**, Real Mex (in middle), who actually had real talent, and **Rob Gage**, Hire Smart Train Hard, were up there a time or two as well!

John Kelley, White Castle, worked round the clock to ensure the A/V support enhanced every attendee's experience. A huge THANK YOU goes out to White Castle for donating all 20 bikes for the bike-building event and for all the donated A/V equipment!

CHART Survey

A Barometer of Training Spending and Methods

In Portland, to a packed room of 130 attendees, **Dr. Rick Garlick**, Maritz Research presented the findings from CHART's first-of-its-kind ***State of Training and Development in the Hospitality Industry Report***. The report covers ***structure of training departments, time allocations by job function, average training budgets by industry segment, use of outside resources, percent of training budget dollars and time for various positions***, among other key benchmarks. The report, in an easy to read and share Powerpoint format, is available at http://www.chart.org/?x=resources_research. Also, Nation's Restaurant News covered the findings in "CHART: Budget cuts burn training plans," March 23, 2009 issue.

Congratulations to Gift Card Winners!

A huge THANKS to the 140 CHART members who completed the online survey (a 35% response rate for eligible members)! As an incentive to complete the survey, CHART randomly awarded \$250 American Express gift cards to four survey respondents. Congrats to: **Danielle Roberts**, The Broadmoor, **Robin Lynn Hickin**, Buca di Beppo, **Sheila Ford**, Kings Family Restaurants, and **Mike Sutter**, Wingstop Restaurants.

NewsMakers

2009 NRA Show, May 16-19, Chicago

Among those sharing their expertise at the NRA Show's educational sessions are:

John Isbell, IHOP

"Crush the Box: Creative Leadership Ideas for Developing Managers"

Patrick Yearout, Ivar's Restarant

"Leadership Training with Limited Resources"

Jim Sullivan, Sullivision.com will moderate a session titled, *"Recruit, Train and Retain Your Way to a More Secure Future - Catch the Spirit!"*

Hear from Spirit Award winning leaders: Morton's The Steakhouse, Carino's Italian, Sodexo and Qdoba Mexican Grill.

For more information visit: www.restaurant.org/show

NRA Show Reception

Plans are underway for some type of networking get together on Sunday evening during the NRA Show in Chicago. Contact the CHART office for further details if you will be at the show or live in the Chicago area.

[Hope you can join us!](#)



CHART

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Back issues: visit www.chart.org

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Have you visited us online lately? Go to www.chart.org

View great Portland pictures/video, **Review** Cleveland agenda, **Network** on Ask My Peers, **Check** out Career Information, **Mark** your calendars for RTFs and Webinars and more.