



# FlipCHART



November 2011

Connecting the CHART Member Community ~ in print

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## Upcoming Austin Conference



As your Board and conference team were kicking around theme ideas for Austin, we thought about the value proposition for members to attend this particular conference. What is different and special about the Austin conference?

CHART and Austin have a lot in common. A vibrant culture, infectious positive vibe, and appreciation for how each individual is part of the fabric that keeps us strong and unique. The city's slogan is even "Keep Austin Weird: collaborative fission of coordinated individualism." How unique is that?

Both CHART and Austin have weathered the economic storm, growing when others are shrinking. The true strength of CHART lies in the foundation upon which we were built, and have never wavered: **learning, sharing, growing, and caring**. Those principles, embraced and embodied by our members, have helped us stay the course, providing exceptional member value and life-changing personal and professional development experiences.

**Join us in Austin** and we promise you will leave stronger than when you arrived! You'll find everything is bigger at CHART in Texas, and that includes our minds, enthusiasm, and hearts. We look forward to seeing you in Austin!

### Upcoming Dates

**November 11**  
 Phoenix, AZ RTF  
[mike.nalley@bestwestern.com](mailto:mike.nalley@bestwestern.com)

**November 18**  
 Tulsa, OK RTF  
[jkidwell@mazzios.com](mailto:jkidwell@mazzios.com)

**January 20, 2012**  
 Orlando, FL RTF  
[blatimer@sonnysbbq.com](mailto:blatimer@sonnysbbq.com)

**March 3 - 6, 2012**  
 83rd CHART Conference  
 Renaissance Austin Hotel  
 Austin, TX

### Keynote Speaker Hayden Shaw



**Haydn Shaw**, Senior Consultant, FranklinCovey, is a leading expert on generations and turning around negative work environments and employees. His Austin keynote session, **Leading Across Generations**, is full of laughter and insight. Known for taking groups from hilarity to deep reflection, Haydn combines rich content with use-tomorrow tools.

For the first time in history, you have four generations in your workplace and five generations as customers. Today you must understand Traditionalists, Baby Boomers, Gen Xers, and Millennials just to write an email that won't make someone angry. These generations think differently, vote differently, buy differently, and dress differently. Not understanding these differences creates conflicts and loses sales.

His session will give you practical ideas and plans for increasing your ability to get things done across the generations.

#### Session take-aways:

- ⇒ What are the differences among the generations?
- ⇒ What issues do the differences create for organizations, teams, or even families?
- ⇒ What attracts and keeps younger employees?

# CHART News

## 2011 - 2012 CHART Goals

- ◆ Meet the target budget (*achieve zero percent variance between actual and budgeted amounts*).
- ◆ Do not exceed \$61,000 in conference hard costs in Austin.
- ◆ Complete the final three CHART Competencies in 2012.
- ◆ Increase conference content satisfaction score 3 percentage points.
- ◆ Increase membership from 435 to 460 by August 31, 2012.
- ◆ Increase Regional Training Forum participation to 300 people.
- ◆ Increase the number of conference attendees by 40 people (20 per conference).
- ◆ Increase sponsorship and resource gallery vendor revenue to \$127,000, with a key point being to increase the number/breadth of companies that attend the Resource Galleries.
- ◆ Increase other income (job board, competency profit, and retail) to \$7,000.
- ◆ Provide a members-only breakfast at each conference to discuss methods for improving value to our members.

# PRESIDENTalks

Jen Swan Michaud



## Welcome to the New Normal ... for now

The last three years have been particularly tough on the economy; this translated to a loss of jobs, the inability to make a profit and less interest in developing new training programs as a whole. Thankfully, CHART has weathered the economic storm, with very little damage.

Our conference evaluations have remained high, and members seem very happy with how CHART has managed to maintain great educational and networking opportunities at conferences without drastic increases in fees. This has been no small task given the tremendous increases in food and beverage costs, shipping and transportation fees and hotel surcharges, but the CHART board has watched costs carefully and made cuts where necessary to keep the value as high as possible.

Some members have requested that we offer more meals at the conference, but as most of us in the hospitality industry know, purchasing food through the hotel is extremely costly, and that cost would ultimately need to be built into the conference fees, so it is far more economical for everyone to keep our conference fees lower and allow for a few meals on your own. Below is a graph showing conference expenses as we want attendees to be aware of how their fees are being used.

And as current CHART President, I'm thankful the Board has allocated dollars to the more important features of a CHART conference. I'd rather be shorted a glass of red wine than an opportunity to hear a fantastic speaker or attend a member led breakout.

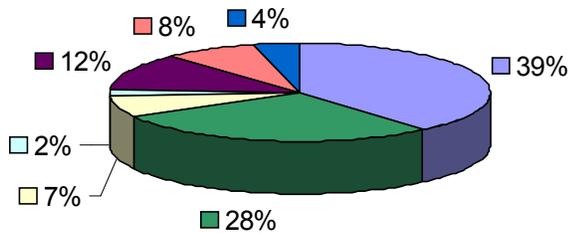
As the world changes, so must we, and we continue to listen to all of your feedback and make the changes that you want to see whenever possible.

Cheers to CHART,

Jennifer Swan Michaud

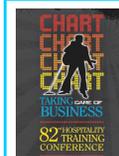
### How your Conference Dollars are Spent

Based on 125 attendees and a \$745 registration fee



Does not include speaker costs. The conference costs are more than our registration fees. We supplement with member dues in order to keep our conferences the best value in the industry.

- Allocated Admin/Marketing
- Food/Beverage
- Audio/Visual
- Attendee Guide
- Marketing Materials
- Conference Admin/Planning
- Activities/Entertainment



View Las Vegas Photo Album

Search CHART99 at [www.blurb.com](http://www.blurb.com)



## Austin Conference Team

We've asked each team member to share with you something "weird" about themselves.



**Conference Director**  
**Michele Lange**, Director of Training, Landmark Restaurant Group (IHOP)

*'Weirdness': Michele is obsessed with eating at local gourmet food trucks (favorite is the Grilled Cheese Truck). Her #1 favorite food item is a hot dog wrapped in bacon from the unregulated hand carts around L.A.*



**Activities Co-Director**  
**Cindy Bates**, Director of Training, Common Man

*'Weirdness': Since 1975, Cindy has watched the soap All My Children everyday. If not home, she would record on either a VHS tape and later on her DVR.*

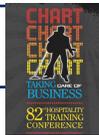


**Activities Co-Director**  
**Steven Baker**, Vice President Learning & Development, Romano's Macaroni Grill

*'Weirdness': Since age 5, Steve has consumed an average of 5 PB & J sandwiches each week. Always Skippy Extra Crunchy with Smucker's Strawberry.*



## Las Vegas Recap



### By the Numbers

**4.54**

Average rating (1-5 scale) given for "willingness to attend another conference"

**68**

# of First Time Attendees who attended Vegas conference

**25%**

% of attendees who have booked a speaker from a CHART conference

**25**

# of Fun, Short Videos posted at: <http://www.youtube.com/user/ChartTube1>

**50%**

% of attendees who have done business with a vendor they met at Resource Gallery

**37%**

% of attendees who have direct responsibility for planning their own company conferences

## Board ... Working for You

### Austin Board Meeting



(L to R) **John Kelley**, President-Elect, White Castle, **Jason Lyon**, Common Man, **Jan Swan Michaud**, President, CSM Lodging, **Jen Johnston**, Darden, **Tara Davey**, CHART, and **Patrick Yearout**, Ivar's.

*Also participating in the planning sessions, but not in photo, were **Calvin Banks**, Gaylord Hotels, and **Lisa Marovec**, CHART.*

Amidst a rainbow of colored paper in a team-building exercise, your CHART Board met in Austin to debrief on Las Vegas and plan for 2012. Highlights included:

- ⇒ Discussed ideas for potential upgrades to the CHART website, including a blog filled with training tips from thought leaders.
- ⇒ Lined up some dynamic speakers for the upcoming March 2012 CHART conference in Austin and planned special content for the event, including a members-only breakfast to discuss and receive feedback on how to increase the value of everyone's CHART membership.
- ⇒ Reviewed the 2011 financial statements and prepared a budget for 2012 to ensure that the organization's funds will effectively promote CHART's guiding principles over the next fiscal year.

# Regional Training Forums Recaps

Atlanta RTF - September 23

By *Richard Fletcher, Zaxby's*



The Atlanta RTF held a luncheon at Ted's Montana Grill to support Share Our Strength's "No Kid Hungry" campaign. Over a dozen hospitality training professionals met for a lunch and wonderful networking. A big thanks to Ted's for the wonderful ambiance and terrific food!

Southern California RTF - October 12

By *Kyle Witbracht, Karl Strauss Brewing*



*"Besides the great presentations ... the energy, interaction and networking were all amazing!"*

Find and attend an RTF near you.

<http://chart.org/events/schedule/>

## Contact Us

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**Back issues:** visit [www.chart.org](http://www.chart.org)

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

The Southern CA RTF had a record turnout with over 50 people attending. Wow!

Highlights included:

⇒ Best practice session on *Product Rollouts* provided by **Gabe Hosler**, Rubios

⇒ **Joleen Goronkin's** presentation on *Creating a Personal Strategic Plan*

⇒ **Teresa Siriani's** presentation on the *State of the Industry*

⇒ **Alycia Harshfield**, CA Restaurant Association, presented on developing leaders of tomorrow

⇒ A brief beer and culinary training/tasting provided by our own Cicerone (beer expert) **Ryan Ross**

⇒ And finally a brewery tour.

