



# FlipCHART



November 2014

Connecting the CHART Member Community ~ in print

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## Napa T3 Conference

### Become a Leader with Keynoter Ty Bennett



Building relationships, providing value, creating buy-in and communicating with influence is what successful leaders must do to build commitment.

Dynamic and engaging, **Ty Bennett**, one of CHART's highest-rated speakers, will share proven strategies and techniques to increase the commitment of your people.

During his all-new keynote session, Ty will draw on his experience in the trenches to share real and tangible techniques about the principles of leadership and will share specific ways to provide value that creates influence and build relationships that last.

The founder of Leadership Inc., Ty has been featured as one of the Top 40 Under 40.

Don't miss this opportunity to hear what works from Ty and gain commitment with your employees.



## Upcoming Dates

**November 4**  
S. CA RTF

**November 6**  
Columbus, OH RTF

**November 9**  
Reception at IHMRS, NYC

**November 12**  
E-learning Webinar

**November 20**  
Colorado Springs, CO RTF

**December 5**  
Phoenix, AZ RTF

**December 11**  
Austin, TX RTF

**January 16, 2015**  
Last Day for Conference  
Early Registration Discount

**January 22, 2015**  
Room Block Expires at  
Embassy Suites, Napa

**January 23, 2015**  
Orlando RTF

**February 21 - 24, 2015**  
T3 Conference #89  
Embassy Suites  
Napa, CA

**July 18 - 21, 2015**  
#90 Conference  
Ritz-Carlton  
New Orleans, LA

Ty spoke at CHART #86 in Miami, and was our **highest-rated speaker in 10+ years.**

Here's what attendees said:

- « *"Ty was amazing. I walked out inspired."*
- « *"Hands down one of the best keynote speakers that I have ever seen!"*
- « *"Ty made the last session worth getting up for on the last day when it would have been easier to stay in bed! Thanks for bringing him in."*
- « *"Great close, impactful subject matter both personally & professionally."*



Register TODAY and invest in your personal and professional development.

Registration is open, sign up at [www.chart.org](http://www.chart.org)

# PRESIDENTalks

Patrick Yearout



## Movin' on Up

For many CHART members, including myself, the highlight of our recent 88th Hospitality Training Conference was the release of the 2014 Trends in Hospitality Training & Development Study. The survey that provided the results for this study was conducted earlier this summer by data-reporting firm TDn2K, one of CHART's Silver Sponsors, and it covered a wide variety of topics such as e-learning, employee orientations, and training budget distributions.

Out of all the information provided, I personally think that the most encouraging news resulted from the direct reporting question. The bulk of the participants, slightly over 50%, said that their training department reported to Operations, but the second most common answer was that they reported to the President or CEO, just edging past Human Resources. In fact, 26% of hospitality trainers indicated that the next person up their chain of command was the man or woman running the company.

I found these statistics to be particularly celebratory because in 2006, using data gathered from CHART members at that time, none of our trainers said they reported to their CEO. Not a single one! Clearly things have been shifting upward over the last 8 years, and more and more hospitality training departments now have a direct link to executives at the C-suite level.

This change certainly brings new challenges, of course. Trainers who work within operations may have a more intimate working knowledge of their hotels and restaurants, and the closer ties built by this reporting relationship allow for stronger buy-in from unit employees and managers to new training programs because the trainer is a known member of the operations team and not an outsider trying to impose untested solutions.

But I do feel that these challenges can be met by CHART trainers, who I believe are being elevated to the executive reporting ranks because they are no longer simply seen as cost centers that need to be contained or controlled by Operations or HR. Rather, our members are increasingly being recognized for demonstrating they can effectively partner with executive teams, solve organizational issues, and deliver positive contributions to the bottom line, many of which can be seen in the remainder of the TDn2K study findings.

So what will another 8 years bring? Hopefully by then we'll see those C-suite reporting numbers up to 50% or 75% or even higher, as a growing number of Presidents and CEOs discover what we in CHART already know: given the opportunity and exposure, training departments can add tremendous value to organizations (and provide proof of that value) beyond the limited scope they were once given.

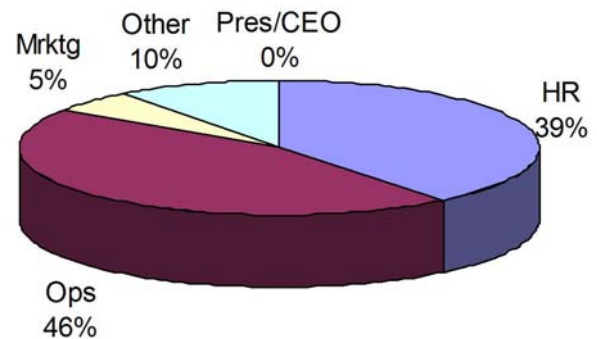
If you haven't had a chance, I encourage you to review the full report which is available at: <http://chart.org/resources/research/>

Until next time,

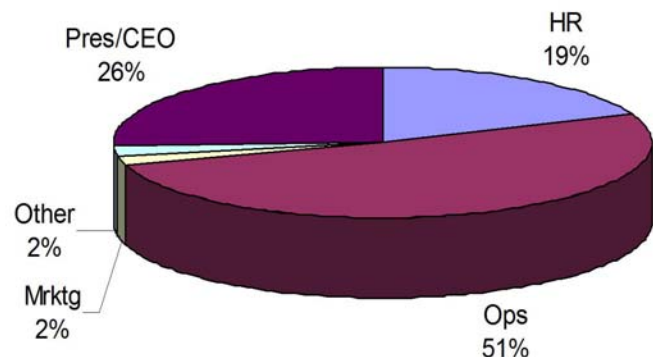
*Patrick A. Yearout*

## Direct Reporting Relationship

2006 Study



2014 Study



# Upcoming Napa T3 Conference



## Conference Team

Monique Donahue



89

**Conference Director**  
Director, eLearning  
Hilton Grand Vacations

Distinctive character with nutty undertones and a velvety finish. Pairs well with pasta and desserts.

#CHARTNapa

Gini Quiroz



89

**Activities Co-Director**  
Director of Training & Development  
K & N Management

Classic, bold and dry with just enough sparkling to make you blush...if you're not careful.

#CHARTNapa

Chet Enten



89

**FTA Co-Director**  
Senior Director of Training  
Ovation Brands

Full bodied (no jokes) and accessible, zesty with nutty overtones. One glass will leave you wanting more... or not.

#CHARTNapa

## Competency Workshops



**Hospitality Training Competencies**  
Trainer ■ Instructional Designer ■ Manager ■ Executive



Whether you are just starting or almost set with earning all your pins and certificates, join your peers in February and leave Napa as a **Better Trainer, Faster Instructional Designer, Stronger Manager, and/or Greater Executive.**

CHART designed these competency courses to specifically address each competency within four major roles (also referred to as 'tracks'). These are the professional benchmarks necessary for helping trainers to grow and provide greater value to their respective organizations.

For descriptions of each of the 12 courses, visit [http://www.chart.org/resources/trainer\\_competencies/](http://www.chart.org/resources/trainer_competencies/)

## Pre and Post Conference Activities



Hotel rooms are very limited for Friday evening, so plan to arrive on Saturday in plenty of time for the optional service event (see below) and the official opening reception (and first-time attendee meeting if you are a first-timer at CHART) in the early evening.

Tuesday afternoon, several fun group activities (possibly cave tours and wine tasting) are being planned during the afternoon and into the evening. Travel home on Wednesday (or Tuesday evening) with your batteries re-charged! More details soon.

## CHART Attendees to Give Warmth to Shelter Families



The Napa Valley region experienced a magnitude 6 earthquake on August 24. CHART's community service events are designed to support the communities that graciously welcome us and host our conference. At T3 in Napa, we will give back by making comforting fleece blankets for the Samaritan Family Center, which provides shelter services for families in need. The center gives families without a home a place to begin rebuilding their lives.

No sewing or cutting experience needed... just a warm heart.

## CHART News

- « Best Wishes to **Jim Knight** as the new Owner/ Partner in *PeopleForward*, a business solutions consortium providing organizational services and expertise to the restaurant, hotel and retail industries.
- « Congratulations to **Robert Stewart** who is now the Manager of Training for LM Restaurants.
- « Much happiness to **Tasha (Friedlein) Henkes**, HVS Hotel Management, on her recent wedding.
- « Another CHART wedding (and name change) for **Crystina (Arnold) Bukrinsky**, Mexican Restaurants, Inc. Congrats to the recent bride!



- « Congratulations to **Debbie Martinez**, Hofman Group, on the July birth of her second daughter, Zoe Alexa. CHART is excited to send Zoe one of our CHART bibs!



- « **Upcoming Regional Training Forums**  
Don't miss out on the opportunity to get together with your local hospitality peers. Join others in S. CA, Columbus, OH, Colorado Springs, CO, Phoenix, AZ, Austin, TX, and/or Orlando, FL. Invite a colleague as non-members are welcome too. More details at: <http://chart.org/events/schedule/>

- « Do you know someone who has shown potential and passion for the profession, but who may lack the sufficient budget to attend a CHART conference? **Nominate them for a grant from our Learning Legacy Fund.** More details at: [http://chart.org/membership/learning\\_legacy\\_fund/](http://chart.org/membership/learning_legacy_fund/)



## Partner News



### CHART/DiscoverLink Webinar

Hospitality E-Learning Deep Dive: Uncovering Opportunities that Make the Biggest Impact for your Training Dollars

**Wednesday, November 12, 2014**

**1:00 pm - 2:00 pm CST**

Presenters:

**Patrick Yearout**, Ivar's Restaurants and CHART President

**Cindy Poulos**, Vice President, DiscoverLink

The newly-released **2014 Trends in Hospitality Training and Development Study** by CHART and TDn2K revealed that the use of e-learning is on the rise, but it still accounts for less than 10% of total training delivered in hospitality organizations.

**Register today** and join us for practical ideas to become an e-learning strategist!

More details at: <http://chart.org/events/webinars/>



**discoverlink**

DiscoverLink announces the 2.2 Release of DiscoverLink Talent, its talent development solution designed specifically for the hospitality industry. Significant enhancements

include: 3 new exam question styles, Enhanced permissions, Employee search improvements, Searchable resources, and 6 new standard reports

For more information, visit: <http://discoverlink.com/talent-2-2/>



Get innovative training ideas from the **Four Season's SVP of Learning** at **HR in Hospitality**, March 16 - 18. Plus, CHART members get a special discount:

**\$475.00 off** the standard rate. Register today at [www.HRinHospitality.com](http://www.HRinHospitality.com) with **Promo Code CHTNL** to get your savings.



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**Submission**

**Deadline:** 15th of the month for next month's issue

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

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