



FlipCHART



October 2008

Connecting the CHART Member Community ~ *in print*

Upcoming Portland Conference

Keynote Speakers will Engage You

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CHART will be gathering in Portland, Oregon from March 7-10, 2009. Keynote addresses are a highlight of any conference and a fantastic lineup has been planned for the 77th semi-annual CHART Conference. A central theme of the three keynote speakers will be "Engagement" – creating an environment in which employees want to work for you, believe in the organization's goals, and thrive on delighting customers each and every day.

"Employment Branding That Rocks" - **Jim Knight**, Hard Rock International, will share the concept of an employee's "Life Cycle". This involves everything from proper selection, orientation, training, development, coaching, and internal promotion. Jim will explain how engaging your team in your culture is the first step in creating a great work experience and environment. The benefits are a staff that is obsessed about the brand and passionate about serving guests, leading to retention and greater profits. Hard Rock may be a bit funky and irreverent but no one can fault them for their consistent results.



"Renegade Hospitality" - **Tim Kirkland**, author of Renegade Server, will focus on engaging your "Generation i" frontline and enlisting them in the crucial tasks of growing sales, developing loyal regulars and creating genuine, personal and repeatable connections and experiences for your guests. His focus is creating a degree of ownership and accountability in your staff, as measured by increased tips, which also means greater revenue for your operation.



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Upcoming Events:

◆ RTF's

Monday, October 13 at Hooter's Training Center in Atlanta, GA. Contact Richard Fletcher of Zaxby's for more details at 706-433-0064.

Monday, November 3 in Dallas, TX with Susan Steinbrecher presenting. For more information contact Carrie Goff at carrie@whichwich.com.

◆ Coming Soon!

CHART, in partnership with Maritz Research, will launch our State of the Industry hospitality training and development study. You will be asked to complete this groundbreaking survey in the coming month.

DC Conference Recap

CEO's Language is Money

It is always an honor and a highlight of the summer conference to hear from a group of restaurant and hotel presidents and chief executives. In today's challenging economy, the belts on hospitality training departments are being cinched even tighter. The Presidents Panel gave DC conference attendees a chance to hear top executives' concerns about the future and advice on how CHART members can defend their training programs.

Thom Crosby of Pal's, a 21-unit quick-service company based in Kingsport, TN, and the only hamburger chain to win a Malcolm Baldrige award, said "The CEO's language is money. Tell me the financial impact of a training program and what period of time it will take to realize the financial impact. Here is what the process



From left: **Cliff Burrows**, president of Starbucks' US Division; **Thom Crosby**, chief executive of Pal's Sudden Service; **Peter Streb**el, president of Wyndham Hotels & Resorts; **Skip Fox**, president of Fleming's Prime Steakhouse and Wine Bar; and moderator **Donna Hood Crecca**, editor of Cheers magazine.

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Member News

- ◆ Best wishes to **Harry Bond**, who recently retired as President of the Monical Pizza Corporation.
- ◆ Congrats to new grandfathers **Curt Archambault**, Jack in the Box, and **Mike Amos**, Perkins & Marie Callender's. Perhaps, Mike can 'train' Curt on how to spoil grandchildren since this is his 8th and Curt's 1st.



Curt's
Audrina

Mike's
Trae Michael



PRESIDENTalks

John Isbell



Normal Ain't Coming Back!

I saw a bumper sticker several years back that said "*Normal Ain't Coming Back!*" and it stuck with me. It's one of those phrases that sits in the back of your mind just waiting for the trigger that sets it free. Now, about 10 years later, I think it might be the most prophetic statement that I've ever read (bad grammar notwithstanding). When I look at the restaurant business and our jobs as hospitality training professionals, I realize that normal really ain't coming back. Gone are the days when we could put out any training program we wanted and not have to show a ROI. Also, gone are the days where we just stick anyone who doesn't make it in Ops into the training department. We are being asked to be the experts on talent development and at the same time we are continually being asked to do more with less. If you read last month's FlipCHART, you saw the results of the survey that said 85% of all surveyed were affected in some way by the economy.

I tell you this not to frighten you or cause a mad dash to the local employment agency, but actually as a way to give you hope. You are in the right organization to help you. I believe that the more information we have and tools we can utilize to do our jobs better – the better off we will be. To that end, I have three major initiatives this year that I think will aid us in this cause. The first will be to complete most of the Competency Workshops to give us a broader educational background to do our jobs more effectively and efficiently. The second initiative will be to complete the first ever "State of the Hospitality Training Industry Study." While there have been similar studies done by ASTD and other organizations, there has never been one done specifically for the hospitality segment. I feel this is an important step for us as an organization so that we can truly understand our industry and be armed with as much information as possible. The third initiative will be to complete a new five-year strategic plan. We want to ensure we are giving you the most member value for the dollars that you spend with us and this strategic plan will ensure we are doing that for the next several years.

In summary, normal might not be coming back, but if we are armed and ready – we'll make a new "normal" while showing our strength and value in the industry together.

John

DC Conference Recap

CEO's Language is Money

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should look like, here's the positive and negative, and here is where we are going to gain financially. I understand dollars."

"Especially in difficult times, training remains important," said **Cliff Burrows** of Starbucks, which is closing some 600 stores across the US, eliminating more than 1,000 corporate positions, and reducing the number of new openings.

In accepting the 2008 Commitment to People Award, **Skip Fox** of Fleming's said, "The importance Fleming's places on its employees is not affected by the volatility of the economy." CEOs view people as an investment, and trainers must think strategically, research how new programs will impact a business, and communicate that return on investment in the language of the C-suite: dollars and cents.

Photos in Review

Learning, Networking, Laughing, Sharing, Connecting, and Giving are just a few 'activities' attendees were engaged in during the conference held in Washington, DC, August 9-12, 2008.



Todd Horchner of CHART's new silver partner, Legacy Solutions, focuses on capturing the DC conference speakers and activities in audio and video.



Jason Lyon and **Cindy Bates** of Great American Dining enjoy the Welcome Reception.



Lori Rolek, Clearview Cinemas, gets instruction from staff at the Capitol Area Food Bank, the site of CHART's 11th semi-annual community service event.



General session speaker **Dr. JP Pawliw-Frye** discusses the Emotional Intelligence of highly effective leaders.



Keynote speaker **Barbara Glanz** (right) said that she has spoken to hundreds of organizations, but this was her first time at a conference that incorporated a community service event for attendees.

Industry Events

CHART members save \$450 on HR in Hospitality Conference & Expo, March 17-19, 2009 at Disney's Contemporary Resort, Lake Buena Vista, Fla. Use promotional code FCHART when you register at www.HRinHospitality.com or call 1-800-727-1227 to save.



PEOPLE REPORT™

Plan to attend the 2008 Annual Best Practices Conference which will be held November 12-13, 2008 in Dallas, TX.

<http://www.peoplereport.com/2008bpconference.asp>

Upcoming Portland Conference

Engaging Keynote Speakers

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"Driving Retention from the Top" - **Dick Finnegan**, founder of The Retention Firm, will look at the retention issue through the lens of the Retention GPS model, featured in Dick's book, Rethinking Retention. Dick challenges your organization to galvanize retention as a business issue and to get all levels involved in solving the problem. He recommends "play with veterans, not rookies".



With the economic challenges facing all hospitality business, the messages that these three speakers offer will provide you with an immediate ROI – a return on the investment of your time and your company's financial support of your attendance. Take back ideas that you can use immediately. See you in Portland.

Beauty of Portland

Set against the backdrop of majestic Mount Hood, Portland combines a sophisticated, cosmopolitan atmosphere with refreshingly friendly, small-town warmth that makes it a great destination for our next CHART conference.



Portland, known as "the City of Roses," is situated approximately 70 miles from the Pacific Ocean where the Columbia River meets the Willamette River, combining sparkling waterways with lush greenery rarely found in urban settings. Portland's historic old town features many galleries and museums, Saturday Market (largest continuously operating open-air crafts market in the U.S.), Waterfront Park, and theater companies. Portland is just a short distance from the spectacular Columbia Gorge and Multnomah Falls, touring at valley wineries, skiing at Mt. Hood, fish watching at Bonneville Dam, and all of the excitement of the Oregon coast. Portland is known for its extensive park system of more than 200 parks which offers leisure and recreation opportunities for everyone. Portland is also the beer capital of the world, with 32 breweries inside the city's limits — that's more than any other city in the world. If shopping is your 'vice', you'll be pleased to learn that there is no sales tax.

A splendid location, relaxed respectability, and an urban lifestyle that is unsurpassed for its livability makes Portland a city to visit and remember.



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DC Conference Speaker Handouts

Now available at www.chart.org. Log into the Member Section and click on Training Tools.

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FlipCHART

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