

Media Contact:

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BACKGROUNDER

About The Multicultural Foodservice & Hospitality Alliance (MFHA):

MFHA was established in 1997 to act as a catalyst for change in workforce diversity. MFHA is a 501(c)(3) nonprofit organization in the food and hospitality industry that educates, advocates for, and connects its members with opportunities to build their cultural intelligence in order to effectively engage multicultural employees, customers, and communities. For more information, visit www.mfha.net.

Mission:

MFHA's mission is to bring the business benefits of cultural diversity to the food and hospitality industry by building bridges that deliver solutions.

Vision:

MFHA envisions an industry that maximizes the business opportunities of diversity.

Organizational Goals:

- Attract multicultural talent to the industry
- Grow and develop multicultural talent in the industry
- Build the MFHA brand and shape the industry image

Strategies:

- **Educate** our members and the industry by providing them with professional development and cultural intelligence training.
- **Advocate** for the career and business opportunities that exist with member companies for multicultural talent.
- **Connect** industry professionals with each other by providing career enhancement opportunities, mentoring and coaching, and networking.

Guiding Principles:

- Commitment to the industry
- Inclusiveness and trust
- Encouragement of others' points of view and opinions
- The practice of "Straight talk"
- Bias for action

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