



FOR IMMEDIATE RELEASE

Media Contact:

Szilvia Szegedi
Senior Manager of Marketing & Communications
The Multicultural Foodservice & Hospitality Alliance (MFHA)
401.461.6344
szilvia.szegedi@mfha.net

NRN and MFHA Partnership Launches Cultural Intelligence Education Series

[Providence, RI] — The Multicultural Foodservice & Hospitality Alliance (MFHA) and Nation's Restaurant News (NRN) launch the first in a series of six free Cultural Intelligence webinars. The series is a result of MFHA and NRN forming a strategic partnership in an effort to promote and deliver Cultural Intelligence training and education for the foodservice industry.

More than 100 Industry professionals participated in the inaugural webinar session, "**Improve Business Results by Navigating the Cultural Minefield: Myths, Perceptions and Realities.**" Sponsored by Johnson & Wales University, the webinar was led by the MFHA's President Gerry Fernandez, consultant Rogercarole Rogers, president of RcRogers & Associates, a human resources, inclusion and diversity consulting firm, and Dr. Robert Rodriguez, president of Dr. Robert Rodriguez Advisors and author of *Latino Talent: Effective Strategies to Recruit, Retain and Develop Hispanic Professionals*.

This first webinar was designed to help participants develop a broader Cultural IQ related to the two largest ethnic groups in foodservice – Latino/Hispanic and African-American/Black. Participants will learn how to effectively engage and assist multicultural teams to reach their full potential and drive a company's performance. Presenters offered participants valuable information aimed at helping them to better understand the Latino/Hispanic and African American/Black cultural identity, recognize different communication styles, avoid common stereotypes and effectively communicate with multicultural teams.

The MFHA's new Cultural Intelligence Initiative is designed to help companies improve bottom-line results by educating executives on the cross-cultural skills necessary to motivate, engage and inspire multicultural employees. This Cultural Intelligence approach helps restaurant executives and operators to better coach, teach, train and develop talent from the Asian, Black, Latino and LGBT communities — the driving demographics behind foodservice customers and employees.

"Building the Cultural Intelligence and competency of industry leaders and managers will keep our industry relevant and competitive," said Gerry Fernandez, president and founder of the MFHA. "If we want to attract, develop and retain high performing multicultural talent we are going to have to become culturally fluent."

"Our 15 year partnership with Nation's Restaurant News and our shared commitment to deliver effective business solutions to the industry has produced this strategic partnership," Fernandez continued. "We are excited to take on this promising endeavor with such a highly respected partner."

NRN and MFHA will jointly develop and produce this webinar series designed to introduce foodservice operators, manufacturers and distributors to the concept of building a 'Cultural IQ' to better engage multicultural employees and customers — ultimately building employee retention, sales and profits. The webinar series will be augmented with live Cultural Intelligence workshops hosted around the country.

Future webinars will include: Don't hold back — Addressing real workplace challenges in a multi-cultural environment; How building Cultural Intelligence can build revenue; What your restaurant brand really stands for — A look at restaurant employment through the lenses of Asians, Blacks and Latinos; and From the C-Suite — Interviews and insights from today's foodservice leaders.

#####

The Multicultural Foodservice & Hospitality Alliance (MFHA)

MFHA was founded in 1996 to act as a catalyst for change in the area of workforce diversity. It is a non-profit 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