



**FOR IMMEDIATE RELEASE**

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**THE ONLY CULTURAL INTELLIGENCE SESSION AT THE NRA SHOW – DELIVERED BY MFHA**  
Solutions On How To Engage Today's Multicultural Workforce

CHICAGO (April 23, 2012) – The Multicultural Foodservice & Hospitality Alliance (MFHA) will continue to demonstrate its multicultural expertise by presenting the highly solution-focused event “Building Cultural Intelligence: Solutions for Managing Today's Multicultural Workforce” at the NRA Show on Tuesday, May 8, 2012 at 10:00 - 11:30am in Room S402A.

Celebrating its 15<sup>th</sup> Anniversary and the impact it has made in the food and hospitality industry, MFHA is more committed and energized than ever before to roll out its highly relevant and proven CI Solutions & Services. The CI Solutions & Services Menu will be available for view during the NRA Show at booth #663 in South Hall 3B at the NRA Power of Partnership Pavilion.

According to U.S. Census Bureau data, in 2010, African Americans, Asian Pacific Islanders and Hispanics made up over a third of the U.S. population. The populations of two of those groups, Asian Pacific Islanders and Hispanics, are growing at approximately 8 times the rate of the White population. Such population changes will inevitably have significant economic changes, including a highly diverse workforce and talent pool.

Presented by MFHA's founder and president, Gerry Fernandez, and renowned human resources consultant, Rogercarole Rogers, this highly interactive session aims to provide valuable insights and strategies on how to engage multicultural employees in today's increasingly diverse workplace. Attendees will learn how to face the daily challenges and leverage the opportunities that multicultural teams can bring to the business table, in order to increase sales, reduce costs and improve customer service.

“Cultural Intelligence is fast becoming the language of both global and domestic business,” stated Gerry Fernandez. “Leaders and organizations that possess higher levels of cultural competency, fluency, empathy and connectivity will be better positioned to deliver world class business results with individuals and across the enterprise.”

MFHA's suite of fully customizable, solution-oriented programs and services are designed to help industry leaders engage multicultural audiences, including both employees and customers. To learn more about MFHA and its CI Solutions & Services, visit booth #663 in South Hall 3B at the NRA Show or visit [www.mfha.net](http://www.mfha.net).

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**The Multicultural Foodservice & Hospitality Alliance (MFHA)**

2012 marks The Multicultural Foodservice & Hospitality Alliance's (MFHA) 15<sup>th</sup> year of making the case for multicultural opportunities in the food and hospitality industry. The 501(c)(3) nonprofit organization 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](http://www.mfha.net).