

The Multicultural Foodservice & Hospitality Alliance (MFHA) Stewardship Report – “2012 Review”

MFHA is the premier, multicultural educational and advocacy organization in the food and hospitality industry with a focus on Cultural Intelligence.

THANK YOU

MFHA would like to extend a sincere thank you to all of our members and partners for their commitment and support throughout this year. Your leadership, confidence and trust in MFHA and our mission is what helps us achieve our goals.

People tell us they look to MFHA for engagement, community connections and business solutions; and even though our offerings might not be perfect, it gives them an eye-opening experience, which is often the first step to success. After all, one ‘AHA’ moment can change lives, including your own.

Success is often measured in dollars and cents, but you can't put a price tag on the number of **lives we have impacted**. And despite the economic headwinds we have faced, we can proudly say that we have touched many lives, thanks to our supporters. We know that **people like you**, who stand by us and are ready to invest and provide both financial and professional support, are the very reason for our persistence and success.

MFHA isn't just meant to advance somebody's individual agenda, and help with personal and professional development. We aim to educate, advocate and connect with straight-talk and open-mind in order to create a culturally inclusive and intelligent business environment. **Working well TOGETHER is the key to success**. Exactly as it should be.

Your support doesn't just earn your company its own benefits. It also allows us to keep developing and delivering our programs to hundreds of other people...your employees, your colleagues, your mentees, your friends or a stranger you don't know but who wants to follow your footsteps anyway.

On behalf of those people, and the MFHA Team, we **thank you** for joining us in our effort to bring Cultural Intelligence to the food and hospitality industry. We appreciate your trust in us.

EDUCATE – Building Organizational Capacity through Cultural Intelligence

CULTURAL INTELLIGENCE EVENTS

MFHA has been continuously developing and delivering its **Cultural Intelligence workshops both live and online** to help MFHA members build organizational and leadership capacity. MFHA believes that the changing demographics and the continuing global shift will require new and innovative practices — to improve team results among multicultural groups, to drive positive employee engagement scores, to increase sales and reduce costs, to improve customer service, and to gain wider access to emerging multicultural customer markets. MFHA's Cultural Intelligence Initiative speaks to these critical issues in the industry and global marketplace.

In 2012, MFHA hosted the following Cultural Intelligence events:

February 10	The LGBT Opportunity: Innovative Strategies to Engage LGBT Employees and Guests	<i>Johnson & Wales University</i>
April 10	Effectively Engaging Multicultural Employees - Myths, Perceptions and Realities	<i>Yum! Brands, PepsiCo, Johnson & Wales University</i>
May 1	Effectively Engaging Multicultural Employees - Myths, Perceptions and Realities	<i>ECOLAB</i>
May 8	Building Cultural Intelligence Solutions for Managing Today's Multicultural Workforce	<i>NRA Show</i>
May 16	Effectively Engaging Multicultural Employees - Myths, Perceptions and Realities	<i>Kellogg</i>
September 27	Effectively Engaging Multicultural Employees - Myths, Perceptions and Realities	<i>Yum! Brands, PepsiCo, Texas Roadhouse</i>
October 1	Cultural Intelligence Business Case	<i>AdvancePierre Foods</i>
November 12	Cultural Intelligence Business Case	<i>McDonald's Corporation</i>

CULTURAL INTELLIGENCE WEBINAR SERIES IN PARTNERSHIP WITH NATION'S RESTAURANT NEWS

Nation's Restaurant News (NRN) and MFHA have partnered to develop and produce a [series of free webinars](#) designed to introduce foodservice operators, manufacturers and distributors to the concept of building a 'Cultural IQ' to better engage multicultural employees and customers.

The Cultural Intelligence webinar series **debuted on Thursday, Nov. 15 at 2 p.m. EST** with its inaugural session, "**Navigating the Cultural Minefield to Improve Business Results: Addressing Myths, Perceptions and Realities to gain Cultural Intelligence**", sponsored by Johnson & Wales University.

This webinar helped attendees to:

- **Better understand** the Latino/Hispanic and African-American/Black cultural identity to effectively engage, motivate and communicate.
- **Recognize different communication styles** based on specific cultural groups that can help reduce high turnover rates.
- **Effectively communicate** with multicultural individuals and teams to help maximize the company's initial training investments and drive business performance.



The next webinar will take place in January, 2013.

For information about upcoming events and webinars, visit www.mfha.net.

ADVOCATE – Expanding the Workforce Pipeline



SHOWCASE OF THE STARS™

MFHA thanks its members, sponsors, and supporters for the success of six **Showcase of the Stars™** events in 2012. More than **1400 high school and college students** participated in these highly interactive career exploration and learning experiences. The enthusiasm and coaching from over 30 industry professionals and 95 educators helped these young talents to understand the connection between academic achievement and job success and educated them about the diverse careers in the industry.

In 2012, MFHA hosted Showcase of the Stars™ events in Chicago, IL; Denver, CO; Las Vegas, NV; Orlando, FL; and Providence, RI.

MFHA and McDonald's Corporation, in strategic collaboration with LULAC (League of United Latin American Citizens), Rainbow PUSH Coalition and OCA, successfully hosted three Showcase of the Stars™ events this summer.

The events brought the future workforce and leaders from top companies together for a straight-talk conversation. **Stories of success, perseverance, motivation and inspiration** were shared with over 20,000 of young talent.

MFHA will continue to educate, motivate and inspire minority students around the nation. Want to brand your company as a great place to work? Want to recruit multicultural talent? Want to be a role model? Contact Ahowell@mfha.net to find out how you can become a Showcase of the Stars™ panelist. To view upcoming events, visit www.mfha.net.

MULTICULTURAL LEADERSHIP TRIBUTES

Each year, we, at MFHA, recognize those industry leaders who have made outstanding contributions to multicultural initiatives in our industry. In 2012, MFHA expanded its popular *Multicultural Leadership Tribute Series* with the inaugural **Tribute to Multicultural Allies in Hospitality**, featuring White/ Caucasian leaders who have made notable contributions to multicultural initiatives in our industry. The purpose of this series is to showcase the **multicultural representation to the highest levels in the food and hospitality industry** and to encourage young professionals and students to follow in these leaders' footsteps. We are happy to report that this year's Tributes received an **outstanding volume of participation** from both industry leaders and media. To view 2012's Multicultural Leadership Tributes, visit: www.mfha.net/index.php/media-page/mfha-ads.



Nominate your leaders for the 2013 Tribute Series! Submit the name, title and contact information of those African-American/Black, Asian, Hispanic/Latino, and/or Caucasian/White leaders who deserve to be recognized lead by example. Send submissions to Szilvia.Szegedi@mfha.net.

TOP INDUSTRY EXECUTIVES REVEAL BUSINESS SUCCESS AND PERSONAL ACHIEVEMENTS

As part of MFHA's 15th Year Anniversary celebration, MFHA has introduced its inaugural, online profile gallery, the *Wall of Leaders*. The invitation-only gallery features many top-level executives nominated in this year's MFHA *Multicultural Leadership Tributes*. The Wall of Leaders gallery is designed to communicate the multicultural commitment of these leaders while inspiring current and future talent in the industry.

Each profiled executive was interviewed about the successes and challenges they faced in their career. Questions asked to the featured leaders include:

What is the biggest risk you have taken during your career?

**What would your advice be to your 20-30 year younger self?
Who are your role models and supporters?**

To view the Wall of Leaders online gallery, visit <http://www.mfha.net/index.php/en/wall-of-leaders>.



MFHA will continue to honor top leaders through the Wall of Leaders campaign. Do you know someone that should be featured in MFHA's Wall of Leaders gallery? Nominate them by contacting Szilvia Szegedi at Szilvia.Szegedi@mfha.net / 401.461.6344. Leaders are selected by the MFHA Team and Board of Directors and will be added on a bi-monthly basis.

PUBLIC RELATIONS EFFORTS

At the start of 2012, MFHA has developed a comprehensive press kit, which has been posted on the MFHA website and distributed at MFHA and other industry events. The Press Kit has frequently been updated and enhanced with additional items throughout the year. Event and program releases have been widely and strategically distributed to the media through various channels as well. Due to our increased efforts to communicate with the media and community based organizations, MFHA have received 95 media references, a **record volume of publicity** this year.

Highlights include:

- Multicultural Leadership Tributes - **Featured in 6 print and 31 online publications**
- Cultural Intelligence Events – **Featured or mentioned in 22 media sources**

CONNECT – Growing Our Industry Network

The industry will expand and grow through the collective efforts of organizations and individuals committed to learning, sharing, and developing best practices in a culturally inclusive environment. The MFHA website and online community provides frequent communication about upcoming events, programs, and networking opportunities. It is also a great place to find and share industry insights and resources and to showcase the multicultural achievements of MFHA members. Highlights include:

- Over **7,000** individuals currently receive MFHA e-blasts, including the popular monthly **News Clips**
- The MFHA site has **942** pages indexed by search engines
- **144** other sites have linked to your site – **25** is authoritative
- Over **500** followers of Gerry Fernandez on **Twitter**
- Over **240** users of the MFHA **Facebook** page
- Over 430 members in the MFHA **LinkedIn** Group

Visit www.mfha.net and engage with the MFHA community of industry leaders.

2013 PLANS

MFHA'S CULTURAL INTELLIGENCE FORUM

MFHA's Cultural Intelligence Forum is being held in conjunction with the nationally recognized *Multicultural Forum on Workplace Diversity's 25th Annual Conference* in Minneapolis, MN on **April 9th, 2013**.

Highlights:

- **Case studies** on how manufacturers and distributors are attempting to sell to multicultural markets, operators and leadership teams.
- Results from two **industry-wide surveys**
- **Hands-on workshops** to create a plan that will help businesses access and engage the fastest and most profitable market in the industry
- **Insights** from senior sales professionals

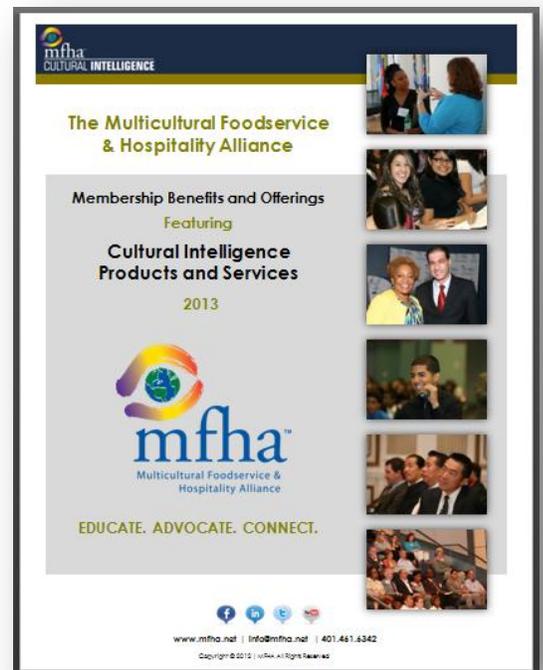
MFHA members will be offered a **discount to attend one or two additional days of conference activities**, which will be offered by the Multicultural Forum's world class presenters.

Visit www.mfha.net for more information and to register.

FURTHER SUPPORTING OUR VALUED CORPORATE MEMBERS

MFHA is committed to providing innovative programs and workshops that help you increase employee retention, sales and profits by effectively engaging multicultural employees and customers. To show our appreciation to our valued Corporate Members, we, at MFHA, have redesigned our **MFHA Membership Benefits Brochure Featuring Cultural Intelligence Products and Services** to better cater to your diversity and inclusion and multicultural needs. We look to enhance our program offerings and deepen the opportunities we provide to our member companies. [Click here to view the Brochure](#).

To learn more about the new benefits and offerings, please contact Laurie Fitz at lfitz@mfha.net of 612.325.5383.



MFHA Members and Supporters (as of December 17, 2012)

Listed in alphabetical order

AdvancePierre Foods	ECOLAB	Nation's Restaurant News
ARAMARK	The Elliot Group	Oakwood Temporary Housing
Au Bon Pain	FOCUS Brands, Inc.	The Palm Restaurant
The Bama Companies	General Mills, Inc.	Panera Bread
Ben E. Keith Foods	Golden Corral	PepsiCo
BJ's Restaurants, Inc.	Gordon Food Service	Perkins & Marie Callendar's, Inc.
Bob Evans Farms, Inc.	Heinz North America	Red Roof Inns, Inc.
Brinker International	Foodservice	Romano's Macaroni Grill
Burger King Corporation	Hyatt Hotels & Resorts	The Schwan Food Company
Captain D's Seafood Kitchen	Johnson & Wales University	Sodexo
CBRL Group, Inc.	Kellogg Company	Sysco Corporation
Cheesecake Factory	Kimpton Hotels & Restaurants	Texas Roadhouse, Inc.
Chick-fil-A	Kraft	Unilever
Chipotle Mexican Grill	Land O'Lakes, Inc.	Wegmans Food Market
Choice Hotels International	Legal Sea Foods	Wendy's
Cintas	Marriott International, Inc.	Yum! Brands, Inc.
Clipper Corporation	McCormick & Company, Inc.	
The Coca-Cola Company	McDonald's Corporation	
Corner Bakery Café	MGM Resorts International	
Culver's	Morrison Management	
Darden	Specialists	
Denny's, Inc.	Nation's Restaurant News	
Eat'n Park		