

motivation

*Leadership*

ENGAGEMENT

Multicultural



EDUCATE. ADVOCATE. CONNECT.

# MFHA OVERVIEW

## WHO WE ARE

MFHA is a 501(c)(3) 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.

## WHAT WE DO

**EDUCATE** - We provide professional development and cultural intelligence training for our members and the industry.

**ADVOCATE** - We promote the career and business opportunities that exist with member companies for minority and multicultural talent.

**CONNECT** - We connect industry professionals with each other by providing career enhancement opportunities, informal mentoring and networking.

## HOW WE DO IT

### Educate

- Diversity Network Professional Development Events
- Cultural Intelligence Workshops
- Products & Online Services

### Advocate

- Multicultural & Employment Branding
- Showcase of the Stars™
- MFHA Websites
- Publications & Community Outreach

### Connect

- Strategic Networking
- Online Community
- Multicultural Resources

## OUR GOALS

- **Embrace and leverage diversity & inclusion** as a business opportunity
- **Promote an accurate view of the industry** and its career and business opportunities in minority communities
- **Educate and coach members** on how to become culturally competent
- **Deliver professional development training** for minorities in the industry
- **Grow MFHA's online community** to build an active network of industry professionals that share our vision

## OUR HISTORY

Formed on September 16, 1996, MFHA was built around a vision to create an industry group to promote opportunities for minorities and people of color.

The idea was first presented to executives at General Mills, Inc. in Minneapolis by Gerry Fernandez. The concept was then presented to representatives of seventeen leading companies at a meeting in Chicago and MFHA was born.

In May of 1997, MFHA held its first Diverse Leadership Reception, the largest gathering of people of color and diversity supporters in the industry's history, at that time. In 1998, MFHA held its first National Conference, "Business Solutions Through Multicultural Diversity," in Atlanta, Georgia.

Since then, MFHA has delivered many high quality conferences, regional events and targeted educational workshops. For over 15 years, MFHA has been the "go to" organization for diversity and inclusion expertise.

# EVENTS & PROGRAMS

## MFHA DIVERSITY NETWORKS

These regional networks provide high quality, interactive workshops designed to enhance career and professional development as well as cultural competencies to better manage in a multicultural environment/workplace.

These events include strategic networking sessions, while strengthening the MFHA community.

## CULTURAL INTELLIGENCE TRAINING

These cutting edge interactive workshops are designed to enhance cross-cultural understanding, connectivity, and cultural competencies to better manage in a multicultural environment/workplace.

Cultural Intelligence coaching sessions are available for members and can be customized based on a company's specific needs. These sessions can be delivered live, online or in conference call format.

To learn more about MFHA workshops and seminars, visit [www.mfha.net](http://www.mfha.net) or call MFHA at 401.461.6342.

## SHOWCASE OF THE STARS™

Showcase is an interactive career exploration event that educates, motivates and inspires students to pursue a rewarding career in the food and hospitality industry. This award-winning program informs participants about the tremendous career opportunities that exist in the industry by showcasing successful professionals from all segments of the industry.

### GOALS:

- **To educate**, motivate and inspire students to pursue careers in the industry
- **To communicate** the vital message for students to stay in school, aim high and believe in their dreams
- **To convey** the fact that the hospitality field offers a good quality of life and excellent earning potential
- **To demonstrate** that diversity is valued and needed in the industry

This program is targeted primarily to minority high school and college students. Select events also target adult professionals transitioning into new careers.

To learn more about Showcase of the Stars™ or how to participate, visit [www.mfha.net](http://www.mfha.net) or call MFHA at 401.461.6342.

# MULTICULTURAL RESOURCES & ONLINE SERVICES

## WWW.WHATSNEXT4ME.COM

[www.whatsnext4me.com](http://www.whatsnext4me.com) (WN4ME) is an interactive career exploration website that promotes the rewarding careers that exist in the food and hospitality industry to high school students.

The site profiles successful industry professionals from diverse backgrounds. It was developed with a grant from the U.S. Department of Labor and in partnership with Johnson & Wales University.

WN4ME's primary objective is to educate youth about the many career options that are available in the various industry sectors. The site is bilingual (English/Spanish) and is customized to address the needs of a diverse student audience.

The website targets 14-18 year old students with a special emphasis on minority youth. The secondary audience for WN4ME includes parents, educators and high school guidance counselors.

To learn more about this website, visit [www.whatsnext4me.net](http://www.whatsnext4me.net).



# MULTICULTURAL RESOURCES & ONLINE SERVICES

## MFHA RESOURCE BANK

Since its inception, MFHA has served as the “Multicultural Yellow Pages” for the industry and MFHA members. We also help connect individuals in our industry and bring opportunities to people who can best leverage them.

Our comprehensive Resource Bank provides a vast variety of articles, periodicals, useful links, research studies, white papers, diversity data and other highly valuable multicultural resources.

## MFHA NEWS CLIPS

The MFHA News Clips are a collection of current news, trends and researched gatherings from culturally focused publications, newsletters, websites and other sources selected by the MFHA team. These Clips are shared with an industry-wide audience via electronic media.

## MFHA NEWS ALERTS

MFHA News Alerts keep you informed with top headlines, breaking news and popular stories delivered directly to your inbox.

To view our Resource Bank or to download our News Clips, visit [www.mfha.net](http://www.mfha.net).

## ONLINE SERVICES

Our online services aim to deliver cultural intelligence and professional development training and coaching through various online channels. These services allow shared experiences across large audiences without the cost of travel and include:

- social media
- podcasts
- conference/video calls
- webinars

## ONLINE COMMUNITY

MFHA’s online community is a network of industry professionals that share our vision for an inclusive industry and want to do something about it. These channels provide diversity champions with opportunities to network and encourage participants to share their thoughts and voice their opinions in reviews, debates, and live discussions.

MFHA has established online presence on the following networks: Facebook, LinkedIn, Twitter, & YouTube. MFHA events, programs and news are frequently communicated through these channels.



FACEBOOK



LINKEDIN



TWITTER



YOUTUBE

# PUBLICATIONS & PRODUCTS

## PUBLICATIONS

### **MFHA Report to the Community**

This publication communicates the industry's commitment and progress on diversity and inclusion to the public.

The goal of this publication is to showcase the companies that are leading the industry's efforts to increase and enhance opportunities for minorities and other multicultural groups.

The Report is distributed to minority serving institutions, community based organizations, industry associations and corporate leaders.

### **Diverse Career Annual & Resource Guide**

This publication is a comprehensive resource for students and career-changers who are considering career opportunities in the food and hospitality industry.

The goal of this publication is to highlight specific career tracks with a wide variety of food and hospitality companies and to outline the qualifications they look for when selecting new hires. The Guide includes MFHA member company profiles, career success stories, an overview of employee benefits, and details of the application process.

The Guide is distributed nationally to college and high school guidance counselors, educators, career development groups, and community groups across the country.

## PRODUCTS

### **MFHA QuickVue ©**

#### **English to Spanish Workplace Language Guides**

These pocket-sized guides help restaurant and hotel managers communicate more clearly with Spanish-speaking co-workers. The guides include words and phrases that help management carry on simple conversations in Spanish. These guides can be customized to meet a company's specific needs.

#### **Diverse Executive Development Guide**

This best practices guide outlines how to attract, develop and retain a multicultural workforce. The booklet provides summaries of successful diversity practices from the lodging, restaurant and manufacturing sectors.

#### **MFHA Multicultural Marketing Guides**

These marketing guides help foodservice and lodging operators better market to diverse consumers, by providing an overview of the multicultural environment with an emphasis on the African-American, Asian-American and Hispanic/Latino markets.

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MFHA products serve as educational tools for professionals in the food and hospitality industry. These products can be customized and utilized at the unit level and with multiple audiences.

To learn more about MFHA publications and products, visit [www.mfha.net](http://www.mfha.net) or call MFHA at 401.461.6342.

## FOUNDING COMPANIES

Throughout its existence, MFHA has been promoting diversity management as an important business practice across all segments of the food and hospitality industry.

Back in 1996, when MFHA was formed, not many companies had fully functioning diversity initiatives. The following companies were leading the charge then and they made the commitment to create and fund MFHA.

- American Express
- Avado Brands
- Bethune Cookman College
- Brinker International
- Coca-Cola Company, The
- Darden Restaurants
- Elliot Associates
- Fair Oaks Farms
- Flagstar (Denny's)
- Friendly's Ice Cream
- General Mills, Inc.
- Hyatt Hotels & Resorts
- Johnson & Wales University
- Marriott Management Services (Sodexo)
- McDonald's Corporation
- Metromedia Restaurant Group
- Nabisco Foodservice (Kraft)
- The National Restaurant Association
- Quality Croutons
- Restaurant Hospitality Magazine
- State Fair Foods (Sara Lee)
- T.G.I. Friday's (Carlson Restaurants Worldwide)
- U.S. Foodservice
- Westin Hotels (Starwood Hotels & Resorts)
- Yum! Brands, Inc.

## CORPORATE LEVELS

PREMIER	<b>\$100,000+</b>
PLATINUM	<b>\$75,000</b>
DIAMOND	<b>\$50,000</b>
GOLD	<b>\$25,000</b>
SILVER	<b>\$10,000</b>
BRONZE	<b>\$5,000</b>
PARTNER	<b>\$2,500</b>
ALLIED	<b>\$950</b>

## INDIVIDUAL LEVELS

INDIVIDUAL	<b>\$75/YR</b>
ASSOCIATION / GOVERNMENT	<b>\$25/YR</b>
EDUCATOR / STUDENT	<b>FREE</b>

To learn more about MFHA membership opportunities, visit [www.mfha.net](http://www.mfha.net) or call MFHA at 401.461.6357.



# CORPORATE MEMBERS & SUPPORTERS

## Premier



## Diamond



## Gold



## Silver



## Bronze



## Partner



## Allied



The Multicultural Foodservice & Hospitality Alliance  
1144 Narragansett Boulevard  
Providence, Rhode Island 02905