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\*As of July 15, 2011

The Multicultural Foodservice & Hospitality Alliance  
1144 Narragansett Boulevard  
Providence, Rhode Island 02905  
Phone: 401.461.6342 Web: www.mfha.net Email: info@mfha.net



The Multicultural Foodservice & Hospitality Alliance  
and  
Johnson & Wales University  
present

# Cultural Intelligence Experience

*Cultural Conversations That Impact People & Profit*

Wednesday, July 27, 2011  
8:30 AM - 2:30 PM

Johnson & Wales University – Charlotte Campus  
801 West Trade Street  
Charlotte, NC 28202

Multiculturalism  
engagement Growth  
leadership mfha

## Cultural Intelligence Experience

The 2010 Census results make it clear that minority, immigrant and multicultural consumers are driving the growth of the U.S. population and its economy. The spending power of Asian, Black, and Latino markets exceeds \$1 trillion dollars, which cannot and should not be ignored. Urban markets offer huge opportunities for those who have the knowledge, vision and cultural intelligence to engage them.

The companies who build their employment brand with cultural sensitivity will be positioned to attract the best and brightest talent. Multicultural consumers respond to leadership that respects and understands their unique cultural needs. Management teams, who build their “Cultural IQ” to grow and lead diverse teams, will deliver great business results.

Today’s workshop offers a knowledge-based, insightful, and thought provoking experience that aims to challenge all attendees as it relates to “what they know” or “think they know” about Asians, Blacks, and Latinos. The seminar’s goal is to allow the audience to discuss, confront, and assess their own personal “Cultural IQ” in a civil and non-threatening environment. The seminar introduces participants to the concept of building their own cultural competencies so that they can better engage, manage, and serve multicultural employees and customers.

## Agenda at a Glance

<b>8:00 - 8:30 am</b>	<b>Registration &amp; Breakfast</b>
<b>8:45 - 9:15 am</b>	<b>Welcome &amp; Introduction</b> Arthur J. Gallagher - <i>President, Charlotte Campus, JWU</i> Gerald A. Fernandez '86, '98 Hon. - <i>President, MFHA</i> Kenneth R. Levy - <i>Senior Vice President of Special Projects, JWU</i>
<b>9:15 - 9:25 am</b>	<b>Video</b>
<b>9:25 - 10:25 am</b>	<b>Latino Identity</b> Robert Rodriguez, Ph.D. - <i>Senior Vice President, ALPFA Consulting</i> <i>Author of Latino Talent: Effective Strategies to Recruit, Retain and Develop Hispanic Professionals</i>
<b>10:25 - 10:40 am</b>	<b>Break</b>
<b>10:40 - 11:40 am</b>	<b>Black/African-American Perspective</b> Pepper Miller - <i>President, The Hunter Miller Group</i> <i>Co-Author of What's Black About it? Insights to Increase Your Share of A Changing African-American Market</i>
<b>11:40 am - 12:40 pm</b>	<b>Lunch</b>
<b>12:40 - 12:50 pm</b>	<b>Check-In</b>
<b>12:50 - 1:50 pm</b>	<b>Asian Insights</b> Claire L. Tse, M.A. - <i>Principal &amp; Senior Consultant, Tse Solutions LLC</i> <i>Co-Author of The SOLVE Communication Method: Working Out of the Bamboo Box</i>
<b>1:50 - 2:20 pm</b>	<b>Q&amp;A</b>
<b>2:20 - 2:30 pm</b>	<b>Closing Remarks</b> Gerald A. Fernandez '86, '98 Hon. - <i>President, MFHA</i>

## Workshop Presenters



**Gerald A. Fernandez '86, '98 Hon.**  
*President*  
*Multicultural Foodservice & Hospitality Alliance (MFHA)*

Gerald (Gerry) Fernandez conducts lectures and workshops for some of America’s most recognized companies, organizations and brands. He founded MFHA in 1996 while employed at General Mills, Inc. Prior to joining General Mills, Fernandez spent more than 10 years as a senior manager, opening and operating fine dining restaurants including The Capital Grille and Hemenway’s Seafood Grill & Oyster Bar in Providence, RI.



**Robert Rodriguez, Ph.D.**  
*Senior Vice President, ALPFA Consulting*  
*Author of Latino Talent: Effective Strategies to Recruit, Retain and Develop Hispanic Professionals*

Dr. Robert Rodriguez is a highly sought after consultant helping organizations with their diversity talent management initiatives. He has held human resource leadership roles at several Fortune 500 firms. Dr. Rodriguez is the Chairman of the Board of Directors for the HACE, a national non-profit organization dedicated to incubating and nurturing Latinos throughout their continuum and working to develop increasing numbers of successful Latino professionals and leaders.



**Kenneth R. Levy**  
*Senior Vice President of Special Projects*  
*Johnson & Wales University (JWU)*

Kenneth (Ken) Levy is responsible for working with JWU campus presidents to develop and assist in the implementation of new programs and concepts for the university community. He was involved in the development of the university’s newest campus in Charlotte, NC that opened in 2004. Levy was also involved in other innovative projects at the university including developing the idea for the TV Foodservice Network. He is currently a founding board member for MFHA.



**Claire Tse, M.A.**  
*Principal & Senior Consultant*  
*Tse Solutions LLC*  
*Co-Author of The SOLVE Communication Method: Working Out of the Bamboo Box*

Claire L. Tse is renowned for her innovative instructional designs, executive coaching and facilitation of leadership, inclusion, and polarity mapping education to generate “above the line” mindset shifts. Her thirty years of experience continue to help her clients develop practical business solutions to achieve their goals as organizational leaders. As Mobil Oil Corporation’s first Asian woman marketing representative, Tse learned first-hand how leading with fairness worked best for mission accomplishment. Her expertise includes bridging generational, inter-racial, and gender issues utilizing leadership-polarity mindsets.



**Pepper Miller**  
*President, The Hunter Miller Group*  
*Co-Author of What's Black About it? Insights to Increase Your Share of A Changing African-American Market*

Pepper Miller is the President of a leading edge market research and strategic planning firm that provides real vs. invented insights that help Fortune 500 companies effectively and positively market their brands to Black Americans. Her book is considered by many to be the most important book on African-American cultural marketing insights. Additionally, Miller served as a research consultant for the largest study about African Americans to date; the Black America Today segmentation study.

