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CULTURAL INTELLIGENCE BUILDING WORKSHOP HELD AT VIRGINIA STATE UNIVERSITY

Industry Pioneer Delivers “Straight Talk” on Cultural Conflict in the Workplace

PETERSBURG, VA (Sept. 23, 2010) – On Thursday Sept. 23rd, the Multicultural Foodservice and Hospitality Alliance presented the workshop “Building Cultural Intelligence for Career & Business Success” at Virginia State University. The workshop educated students about how to effectively communicate across and among different racial, ethnic, and cultural groups. Attendees learned how to achieve more successful business results by seeing through the eyes of Asians, Blacks, Latinos and other under-represented groups. Emphasis was placed upon the need for effective cross cultural communication in a global and more multicultural marketplace.

Gerald Fernandez, President & Founder of the Multicultural Foodservice & Hospitality Alliance (MFHA), told the audience that, “Having the ability to manage cultural conflict in the workplace and leverage opportunities in the marketplace is one of the most important skills a manager can have in today’s society. We must all sharpen our understanding of different cultural and ethnic do’s and don’ts in order to better serve the needs of a changing consumer and employee population. Today’s businesses operate globally. We all must understand that culture counts and if we want to achieve success in a multicultural world we need to learn to communicate with cultural sensitivity, cultural correctness, and cultural competency.”

Over 175 students and local areas entrepreneurs were in attendance, including Kristen Harris., the daughter of a local McDonald’s operator. Kristen is enrolled in the McDonald’s “Next Generation” Owner Operator program which targets children of McDonald’s franchisees to become owner operators. Kristen commented, “I learned a great deal from this evening’s presentation. McDonald’s is committed to serving the needs of an increasingly more multicultural community. This workshop helped me better understand how cultural identity is formed and how it can be leveraged to produce more efficient and profitable operations in restaurants.” McDonald’s is a founding member of MFHA and is a leader on diversity and inclusion in the food and hospitality industry.

The Multicultural Foodservice & Hospitality Alliance (MFHA) - MFHA’s mission is to promote the business benefits of diversity & inclusion while helping members attract, develop and retain multicultural talent. MFHA delivers professional development, career exploration and cultural intelligence building workshops around the country for its members and other industry professionals. For more information, visit www.mfha.net.