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About

Showcase of the Stars™ is a live, interactive career exploration event that promotes careers in the food and hospitality industry.

Audience

The primary audience for Showcase is minority high school and college students.

History

The roots of MFHA's award winning Showcase of the Stars™ began with the vision of Ernie Royal, the National Restaurant Association's first African-American director. Mr. Royal imagined traveling nationwide to tell young people of color about career opportunities that exist within the industry.

MFHA has been executing Showcase of the Stars events since the year 2000, when the first program was held in Chicago.

Format

Showcase of the Stars™ is executed in a panel format with four to six industry professionals who represent different segments of the industry. The panelists or "Stars" are seated on stage in an auditorium or theater-like venue, and answer questions from the moderator and the students who may be seated theater style or at round tables.

Following the panel discussion, students are provided free lunch and move to breakout rooms. Each panelist will facilitate small group sessions with 20-30 students where they discuss specific opportunities within each company.

The total program takes about three hours.

Goals

- ❖ To communicate the vital message for students to stay in school, aim high and believe in their dreams.
- ❖ To convey the idea that hospitality careers offer quality of life and excellent earning potential.
- ❖ To demonstrate that diversity is valued and needed in our industry.

Corporate Benefits

Showcase of the Stars™ educates, motivates, and inspires students to want to do better in school and to value career education. Providing students with exposure to industry professionals helps them see people that look like them having career success.

- ❖ Share your company's diversity story and discuss potential career paths.
- ❖ Provide public speaking experience for your employees.
- ❖ Connect and give back to the community.
- ❖ Enhance your employment branding.
- ❖ Connect with and recruit current and future workforce.

The Numbers

Schools reached:	450
Students:	19,500
Events:	106
Cities visited:	34
International:	1 (The Bahamas)

Footprints

Atlanta, GA	Memphis, TN
Boston, MA	Miami, FL
Baltimore, MD	Milwaukee, WI
Charlotte, NC	Minneapolis, MN
Chester, PA	Nassau, Bahamas
Chicago, IL	New Orleans, LA
Dallas, TX	New York, NY
Denver, CO	Orlando, FL
Detroit, MI	Petersburg, VA
Durham, NC	Philadelphia, PA
East Lansing, MI	Princess Anne, MD
Greensboro, NC	Providence, RI
Greenville, SC	Spartanburg, SC -
Houston, TX	Washington, DC
Los Angeles, CA	Wichita, KS

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