

THE EVOLUTION OF MFHA

1996



Gerry Fernandez gathers 17 companies to discuss the creation of MFHA to promote the advancement of people of color in the foodservice industry.

1998

First National Biennial Conference in San Diego, CA. Herman Cain, President & CEO, The National Restaurant Association and Frank Belatti, CEO, AFC Enterprises were keynote speakers at this conference focused on the economic benefits of multiculturalism.

2000



Conducted the very first Showcase of the Stars™ event in Chicago

2002

Joe Lee, Chairman & CEO of Darden Restaurants wins The Ernest H. Royal Pioneer Award.

2004

Sed de Saber is introduced to the industry with support from Coca-Cola, Brinker International and Retention Education

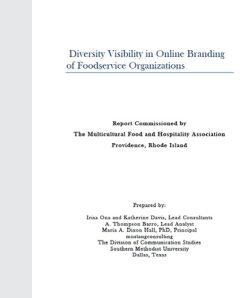


2006



10-year Anniversary Conference in Boston, MA

2014



Gerry on NRN's 50 Power List
Released "Website Cultural Inclusiveness Assessment"
First CI Operators' Conf

2016



Marks 20th year as the only Cultural Intelligence organization for the industry

1996

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2013

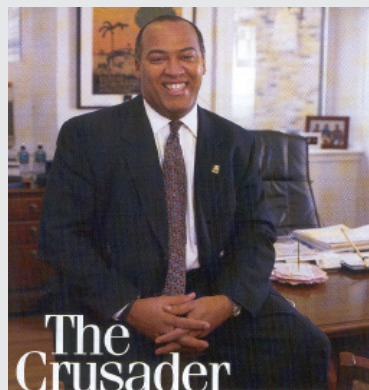
2014

2015

2016

MFHA is officially incorporated. Gerry Fernandez becomes loaned executive from General Mills to run MFHA full time.

Published the first-ever Diverse Supplier Directory for the Foodservice & Hospitality Industry.



Releases first-ever Benchmark Survey of Diverse Practices with Nation's Restaurant News and the Coca-Cola Company.

Alice Elliot, CEO, The Elliot Group chairs Panel of CEO's at the first-ever MFHA Symposium in Dallas, TX.

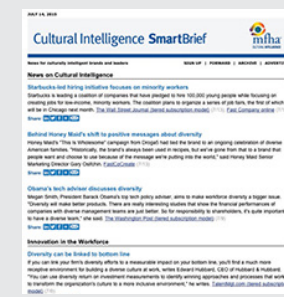
2nd MFHA Report to industry is released.



MFHA Ollin Conference



Powers first "Cultural Intelligence SmartBrief"
Launches African American eLearning
Showcase of the Stars™ at DECA Conf



Still the only cultural intelligence expert in the foodservice & hospitality industry.

