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## Press Release

FOR IMMEDIATE RELEASE

### ***The Multicultural Foodservice & Hospitality Alliance and Bob Evans Farms Host “Navigating the Corporate Landscape: Personal Brand Marketing in a Multicultural World.”***

**COLUMBUS, Ohio –July 2, 2010 –**

On Tuesday July 20, Bob Evans will host the Multicultural Foodservice & Hospitality Alliance’s (MFHA) professional development workshop, titled “Navigating Through the Corporate Landscape: Personal Brand Marketing in a Multicultural World.” Bob Evans Chairman and CEO, Steve Davis, will begin the program with opening comments and will welcome keynote speaker, Dr. Robert Rodriguez.

Dr. Rodriguez will explain how diversity is a strength and how to capitalize on your personal brand. A panel discussion will follow his presentation featuring leaders from many locally based foodservice and hospitality brands including Bob Evans, Wendy’s, White Castle and Red Roof Inn.

Attendees will learn why a personal brand is integral in career success as well as how to market oneself using proven brand management strategies. Dr. Rodriguez will give tips for creating internal “brand loyalty” within your organization. Participants will take away an action plan on how to use networking to expand your reach and influence. Attendees will also learn how to leverage diversity to enhance one’s distinctiveness and relevance in the workplace.

Dr. Rodriguez is a noted expert on diversity. He writes the “Leadership” column in Diversity Executive Magazine and has published over 50 articles on various diversity and human resource topics. Dr. Rodriguez is a highly sought after consultant within corporate America. He serves on the board of directors for several non-profit diversity organizations and often speaks to diverse employee groups on how they can leverage their ethnicity as a source of strength.

“We are so pleased to partner with great food and hospitality brands like Bob Evans, Wendy’s, White

Castle, Red Roof Inn and Donatos Pizza for this program,” says MFHA President Gerry Fernandez. “Not only are they leaders in the industry with commitment to diversity, they are also committed to championing diversity in Central Ohio.”

Bob Evans is a proud partner of the MFHA and is pleased to offer new opportunities for members of the foodservice and hospitality industry to enhance their career development and build their professional network.

*The program will be held from 4 p.m. to 7 p.m. on Tuesday, July 20 in Room 125 of the Dan Evans Center, located at 3700 S. High Street, Columbus. The Dan Evans Center is located behind the Bob Evans main headquarters building.*

**To register: Please visit [www.mfha.net](http://www.mfha.net) or call 401.461.6347 or email [diversitynetworks@mfha.net](mailto:diversitynetworks@mfha.net)**

**Registration is free**

**About Bob Evans Farms, Inc.**

Bob Evans Farms, Inc. owns and operates full-service restaurants under the Bob Evans and Mimi’s Café brand names. At the end of the fourth fiscal quarter (April 30, 2010), Bob Evans owned and operated 569 family restaurants in 18 states, primarily in the Midwest, mid-Atlantic and Southeast regions of the United States, while Mimi’s Café owned and operated 146 casual restaurants located in 24 states, primarily in California and other western states. Bob Evans Farms, Inc. is also a leading producer and distributor of pork sausage and a variety of complementary homestyle convenience food items under the Bob Evans and Owens brand names. For more information about Bob Evans Farms, Inc., visit the company’s Web site at [www.bobevans.com](http://www.bobevans.com).

**The Multicultural Foodservice & Hospitality Alliance (MFHA)**

MFHA was founded in 1996 to act as a catalyst for change in the area of workforce diversity. Its mission is to bring the benefits of cultural diversity to the food and hospitality industry by building bridges that deliver solutions. MFHA provides diversity research, language learning tools, professional development training and other resources to assist in diversity development. For more information, visit [www.mfha.net](http://www.mfha.net).

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