



## BL²END

### Business Leaders Linked to Encourage New Directions

#### Why We Started

In 2006, BL²END was established to increase the engagement and contribute to the retention of young professionals of color in the Greater Grand Rapids community.

#### Who We Are

BL²END is geared towards, but not limited to, professionals of color ages 21 to 35, located in the Greater Grand Rapids community.

#### What We Value

Collaboration  
Community  
Education  
Integrity  
Professionalism

#### What We Do

BL²END fosters an environment of growth and belonging where young professionals of color can connect with each other, develop professionally, and contribute to the local community.

#### How We Do It

##### **Social Networking**

Social networking provides opportunities to build networks and develop relationships with other young professionals.

##### **Professional Development**

Professional development events offer personal and professional growth through a variety of programs and presentations.

##### **Community Outreach**

Community outreach provides the opportunity to serve the community in various capacities.