



Special thanks to Amway; our host of this evening's event!



Business Leaders Linked to Encourage New Directions

Mission

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

BL²END Board Members

Alicia Adell

Jamon Alexander

Janean Brown

Ronnie Frelix, Jr.

Maxine Gray

Marnique Harris

Cynthia Offutt

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Tanja Oquendo, Spectrum Health

BL²END | Business Leaders Linked to Encourage New Directions

info@grblend.org | www.grblend.org

Mix...Mingle...BL²END

The poster is a vertical rectangle with a black background. On the left side, the text "BL²END" is written vertically in white, with "BUSINESS LEADERS LINKED TO ENCOURAGE NEW DIRECTIONS" written in smaller white text below it. At the top center is the BLEND logo. Below it, the word "presents" is written in a white script font, followed by "a Professional Development Event" in a white sans-serif font. Below that, "hosted by" is written in a white sans-serif font, followed by the Amway logo. At the bottom, the title "Global Leadership Experiences & Opportunities" is written in a large, white, italicized serif font.

Tuesday

March 10, 2009

6:00 p.m.

Amway

World Headquarters

7575 Fulton Street East

Ada, MI 49355

Candace Matthews



Candace Matthews is an executive with extensive corporate leadership experience. Matthews leads Amway's global enterprise marketing strategy, and heads the Global Marketing Team focusing on Global Category Marketing, including Beauty, Nutrition and Wellness; Global Amway Brand; and Consumer and Market Research. Matthews joined Amway in December 2007, bringing an impressive background in marketing and consumer goods. She previously served as president of Soft-Sheen Carson, Consumer Products Division of L'OREAL USA, and also held positions as vice president, New Product and Package Innovation, and as managing director, Non-Cola Brands, with the Coca-Cola Company.

In addition, she has held senior marketing positions at the CIBA Vision Corporation; Bausch & Lomb, Oral Care Division; Proctor & Gamble, Cosmetics & Fragrance Division; and General Mills, where she began her marketing career. She has been featured in *Ebony*, *Essence*, *Black Enterprise*, *Glamour*, *Salon Sense*, and the *Wall Street Journal* and also received several awards including the Ebony Outstanding Women in Marketing and Communications Award. Matthews is a current member of the Board of Trustees at Carnegie-Mellon University in Pittsburgh. She also serves on the boards of the Stanford University Graduate School of Business Advisory Council, Cosmetic Executive Women, Figure Skating in Harlem, and locally on the West Michigan Center for Arts and Technology (WMCAT).

Matthews received a bachelor of science degree in metallurgical engineering and administrative & management science from Carnegie-Mellon University, as well as an MBA from the Stanford Graduate School of Business. Matthews is a native of New Brighton, Pennsylvania, and the youngest of 18 children. She resides in Ada, Michigan with her husband and children.

Candace's Recommended Reading List

"Expect to Win" by Carla A. Harris

"Ten Powerful Phrases" by Richard M. DeVos

"The Audacity of Hope" by Barack Obama

"The Dream Giver" by Bruce Wilkinson and Heather Kopp

"Love You Forever" by Robert Munsch

The New York Times Edition, Sudoku

Program

6:00—6:30 p.m.

HORS D'OEUVRE'S

Mix...Mingle...BL²END

6:30 p.m.

WELCOME

Janean Brown

BL²END, Board Co-Chair

WELCOME

Jesse Hertstein

Amway, Corporate Citizenship Manager

INTRODUCTION OF EVENT

Maxine Gray

BL²END, Professional Development Chair

INTRODUCTION OF CANDACE MATTHEWS

Angela Nelson

Amway, Contributions Specialist

7:00 p.m.

DIALOGUE

"Global Leadership Experiences & Opportunities"

Candace Matthews

Amway, Chief Marketing Officer

8:00 p.m.

CLOSING REMARKS & ANNOUNCEMENTS

Maxine Gray

BL²END, Professional Development Chair