

*Special thanks to Cascade Engineering;  
our sponsor and host of this evening's event!*

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*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**

*Jamon Alexander*

*Janean Brown*

*Ronnie Frelix, Jr.*

*Maxine Gray*

**BL²END Advisory Council Members**

*Floriza Genautis, Management Business Solutions*

*Joe Jones, E.E. Milestone + Associates, Inc.*

*David Luna, Saint Mary's Health Care*

*Susan Morales-Barias, Grand Valley State University*

*Tanja Oquendo, Spectrum Health*

**Contact Us**

**Website: [www.grblend.org](http://www.grblend.org)**

**Email address: [info@grblend.org](mailto:info@grblend.org)**

**Join our *Linked In* Group: <http://www.linkedin.com/e/gis/942817>**

A vertical black poster for the BL²END event. On the left side, the text "BL²END" is written vertically, with "BUSINESS LEADERS LINKED TO ENCOURAGE NEW DIRECTIONS" written vertically below it. At the top right is the BL²END logo. Below the logo, the text "presents a Professional Development Event sponsored and hosted by" is displayed. Underneath is the Cascade Engineering logo with the tagline "showing ideas in practice". At the bottom, the event title "A New Day: The Changing Face of Executive Leadership" is written in a large, white, serif font.

**BL²END**  
BUSINESS LEADERS LINKED TO ENCOURAGE NEW DIRECTIONS

**BLEND**

presents  
a Professional Development Event  
sponsored and hosted by

**CASCADE**  
engineering  
showing ideas in practice

**"A New Day: The  
Changing Face of  
Executive Leadership"**

**Tuesday**

**October 28, 2008**

**5:30 p.m.**

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Cascade Engineering  
The Learning Center  
3400 Innovation Court SE  
Grand Rapids, MI 49512

# Panel Members



**Sonali Allen, Vice President of Community Development  
Mercantile Bank**

Sonali Allen is the Vice President of Community Development at Mercantile Bank of Michigan. She has had a career in banking for the last 16 years. Previous to her current position, Sonali, was a Branch Manager at Mercantile Bank and Fifth Third Bank. Sonali is very active in the community. She currently serves on the Board of Directors of Neighborhood Ventures and the Advisory Board of the Local

Initiations Support Corporation. She has previously served on the Board of Habitat for Humanity of Kent County and the Grand Rapids Urban League. Sonali has a passion for teaching people the importance of money management and volunteers her time teaching financial management classes for several local non profits. Sonali has an MBA from Western Michigan University and a BS in Accountancy and a BA in Business Administration from Calvin College.

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**Kenyatta L. Brame, SPHR  
Senior Vice President, Department of Business Services  
Cascade Engineering**

Brame oversees the company's business services functions, which support the Human Resources, Quality, Administrative, Information Systems, Safety, Security and Environmental Services and Benefits groups. Brame was previously with Grand Rapids-based Sysco Foodservice, where he served as Senior Vice President of Operations and Merchandising, Employee Relations and Legal Services. Prior to his time with Sysco, Brame was an attorney with Miller Johnson in Grand Rapids, specializing in employment and labor law. His extensive community involvement has included board memberships with Heartside Ministries, Alternative Directions, Grand Rapids Sister Cities and the Grand Rapids Art Museum. He has also been a mentor in the Big Brother/Big Sisters program and spent one year working in Honduras, where he returns each year to serve with a local orphanage. Brame earned his bachelor's degree from Wabash College in Indiana, holds a J.D. from the University of Michigan and an M.B.A. from Michigan State University.

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**Floriza Genautis, CEO & Founder  
Management Business Solutions**

Floriza Genautis is the principal founder of Management Business Solutions a certified Women Business Enterprise (WBE) and Minority Business Enterprise (MBE) company. Her previous professional responsibilities include comprehensive background in accounting, human resources management, benefits administration, and computer/network administration. Prior to calling Grand Rapids her home; she recruited for technology companies in Silicon Valley, CA working with companies as Hewlett Packard, Hitachi Data Systems, Network Associates, McAfee, and Nike. She has active Memberships at AWE (Alliance of Women Entrepreneurs) and Programs, Chair of the Board, APO (Asian Professional Organization), BL²END (Business Leaders Linked to Encourage New Directions) Advisory Council, APACC (Asian Pacific American Chamber of Commerce), GR Chamber of Commerce, CEED (Center for Empowerment and Economic Development), AVRf (Asian Victims Relief Fund) and Inforum. Also, active participation in helping with the education for WBE (Women Business Enterprise) and serving in the Council for WBENC (Women Business Enterprise National Council) in the certification committee. Floriza holds a BS in Mathematics with an emphasis in Computer Application from De La Salle University, Philippines.

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**Mark W. Iverson, Director, Organizational Integrity  
Saint Mary's Health Care**

Mark began working for Saint Mary's Health Care in 1997 serving as the Administrative Director for Medical Education. In 2000, Mark left Saint Mary's to participate in the development of the Grand Rapids Medical Education and Research Center (GRMERC), a Medical Education consortium linking Saint Mary's, Spectrum Health and Michigan State University's College of Human Medicine. In 2002, Mark returned to Saint Mary's to take on responsibility for the hospital's Organizational Integrity program. Mark is a graduate of Alma College. He has lived in the Grand Rapids community since 1997. His local community involvement activities include serving on the boards of VSA Arts of Michigan – Grand Rapids, the Land Conservancy of West Michigan and the Advisory Board for the School of Health Professions at Grand Valley State University. He has also been a participant in Leadership Grand Rapids (94) and the Grand Rapids Area Chamber of Commerce Institute for Healing Racism.

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# Panel Members



**Patrick Miles, Jr., Member  
Dickinson Wright PLLC**

Patrick Miles was born and reared in Grand Rapids. He attended Grand Rapids Public Schools and graduated from Ottawa Hills High School at the age of 16, Aquinas College, and Harvard Law School in 1991. He joined the Dickinson Wright law firm in 2006 as a partner where he specializes in corporate law counseling companies of all sizes on business formation and taxes, contracts, financing, mergers & acquisitions, and minority/woman-owned business certification. He also practices telecommunications law. He is past president of the Grand Rapids Bar Association. He just completed a term as Chairman of the Aquinas College Board of Trustees and he also serves on the boards of Spectrum Health Hospitals, Hope Network, Metropolitan Grand Rapids YMCA, Spectrum Health Foundation and DeVos Children's Hospital Foundation. He has served on a number of other professional and community committees, boards, and organizations. He has received a number of professional honors and awards, including the State Bar of Michigan Outstanding Young Lawyer Award in 1996, Outstanding Young Michiganander from the Michigan Jaycees in 2004, Floyd Skinner Justice Giant Award, and NAACP Floyd Skinner Award.

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**Karen Morris, Senior Vice President, Human Resources & Government Relations  
Meijer, Inc.**

Karen Morris has spent her 20+ years professional career in Human Resources. In her current role as Senior Vice President of Human Resources and Government Relations for Meijer, Karen is responsible for Workforce Planning and Development, Corporate Communications, Public Affairs, Team Member Services, Loss Prevention, Corporate Team Relations and Labor Relations. Prior to Meijer, Karen was Vice President Human Resources for Tyco International, Vice President Human Resources for Starwood Hotels and Resorts, and also spent 15 years with General Mills in various leadership positions. Karen grew up in Battle Creek, Michigan and has traveled extensively; visiting all seven continents. Antarctica and Africa are among her favorite travel highlights. She received her BA and Masters in Labor and Industrial Relations from Michigan State University, and her MBA from Northwestern University.

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**Lauri S. Parks, City Clerk  
City of Grand Rapids**

Lauri S. Parks was appointed to the position of City Clerk on March 25, 2008. Lauri is a native of Grand Rapids and a proud graduate of Grand Rapids Central High School. She earned her Bachelor of Arts degree from the University of Michigan, double majoring in English and Communication. She later earned her Master of Public Administration degree from Grand Valley State University. Lauri joined the City of Grand Rapids Equal Opportunity Department, Office of Supplier Diversity in 2003. Prior to joining the City's Equal Opportunity Department, Lauri served as the Project Director (and later Development Director) for the Grand Rapids Bar Association's Legal Assistance Center. In 2006, she was named Government Advocate of the Year by the Michigan Women's Business Council. Lauri is active in a variety of local community organizations including Fulton Heights Neighborhood Association (Secretary), Delta Sigma Theta Sorority, Big Brothers/Big Sisters and the University of Michigan Alumni Association (Mentor Program) as well as member of First Community AME Church.

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**Johngerlyn "Jonse" Young, Donor Services Director  
Grand Rapids Community Foundation**

Johngerlyn Young, known to most as Jonse, is a native of Grand Rapids, with some years of rearing in Alabama. She holds a Bachelor of Science Degree in Public Administration from Grand Valley State University. She joined the Grand Rapids Community Foundation in April 2005 as Donor Services Director. Before joining the Grand Rapids Community Foundation, Jonse worked for Wedgwood Christian Services, as Vice President for Development. She was Director of Marketing at United Methodist Community House Inc., and worked as Program Assistant for the Christian Reformed World Relief Committee. Jonse is a Board member and Diversity Chair of AFP (Association for Fundraising Professionals), member of WMPGG (West Michigan Planned Giving Group), WID (Women In Development), Board Member of CREDC (Community Revitalization and Economic Development Center), member of the Nominating Committee (United Methodist Community House, Inc). Former Fund Development Committee Member of GRAAHI (Grand Rapids African American Health Institute), a graduate of Leadership Grand Rapids (class of 2005), current member of Alpha Kappa Alpha Sorority, Inc., and City of Kentwood Planning Commissioner.