



CAPABILITIES STATEMENT



**Brenda Loube, CEO**

**BCL Teams**

Incorporated in 2019, BCL Teams is a resource that offers speaking engagements and consulting services for business owners. Our mission is to inspire you to live a healthy lifestyle which leads to personal and professional success. As a team, we are a grassroots community of entrepreneurs that support the growth and success of each other's businesses.

Our background incorporates knowledge and experience gained from Corporate Fitness Works, a

woman-owned business that was co-founded and run by our principal for over 30 years until its sale in 2018. The company was a pioneer in the corporate wellness industry and focused on health and well-being for employees within the workplace. We developed and managed on-site fitness centers for businesses, government agencies and residential communities in 25 states.

Headquartered in St. Petersburg, Florida, our company has a global reach and has worked with major corporations as well as entrepreneurs to motivate employees to achieve specific goals in the workplace through teamwork and inspirational coaching.

**BCL Teams Services**

**Motivational Speaker:** *Inspire attendees through personal and professional stories about lifestyle changes that can improve the quality of their business and personal lives.*

**Topics include:**

- Are You Living the Life You Want to Live?
- From Coach to Pioneering Entrepreneur
- You Can Play!

**Health Coaching Services/Cellular Nutrition Services:** *1-on-1 with clients, review lifestyle habits. Develop personalized pathway toward reaching an optimum level of health.*

**Leadership Training Services:** *With 30+ years of business-ownership experience, offer well-honed management skills that foster a culture where employees are as committed to excellence as is their leadership.*

**Executive Coaching:** *Entrepreneurs and C-level management in start-up businesses, teach innovative tools that create a thriving and prosperous business culture.*

**Awards and Recognitions**

- 2017 Women of Distinction, Legacy Leaders of Women Business Enterprise National Council
- 2017 Women's Enterprise USA salutes Top WBE CEO
- 2013 Enterprising Women of the Year Award from Enterprising Women Magazine
- 2010 National Exemplary Health and Fitness Leadership Award from the National Association for Health and Fitness
- 2010 Association for Worksite Health Promotion, Fellow Award
- 2010 Association for Worksite Health Promotion, Industry Award
- 2008 The President's Council on Physical Fitness and Sports Community Leadership Award
- 2008 Jewish Sports Hall of Fame, inductee
- 2008 The Women President's Educational Organization, Outstanding Business Enterprise Award
- 2007 Towson University Dean Award in Health Profession
- 2006 Women Business Enterprise National Council, Women Business Star Award
- 2005 American Alliance for Health, Physical Education, Recreation and Dance, William G. Anderson Award
- 2004 American Alliance for Health Education, Health Education Professional of the Year Award
- 1999 Worksite Health Promotion Survey. This survey was influential in determining the worksite health promotion objectives for Healthy People 2000 and setting baseline measurement for Healthy People 2010.

**Primary Code**

NAICS 711510: Motivational speakers, independent

**Secondary Codes**

- NAICS 541611: Business management consulting services
- NAICS 561110: Business management services
- NAICS 611430: Continuing education seminars or conferences
- NAICS 624190: Community health education services
- NAICS 711410: Authors' agents or managers
- UNSPSC 80101500: Business and corporate management consultation services
- UNSPSC 80101501: New business start up consultation services

“I was fortunate to be a part of Brenda’s Executive Team and Business Development Team at Corporate Fitness Works, where through her leadership and support, we successfully grew our sales and revenue to record numbers. Brenda motivates and inspires her teams through a genuine concern for each individual’s well-being along with her natural coaching ability. She knows how to build a winning bench, to leverage resources and diversity to achieve success.”

– Elaine Smalling, Education Learning Consultant – Walden University

