



Brenda Loube, BCL Teams, CEO
Founder & Parent company of
STAY IN TOUCH BRA



C A P A B I L I T I E S S T A T E M E N T

BCL TEAMS - Stay in Touch®

BCL Teams, founded by Brenda Loube, combines nearly five decades of health, wellness, and business experience with speaking, consulting, and coaching. Brenda previously co-founded and led Corporate Fitness Works for more than 30 years, helping pioneer workplace wellness programs across 25 states. Today, BCL Teams brings that experience forward through leadership, wellness, and innovation.

BCL Teams is also the parent company of Stay IN Touch Bra®, an innovative breast health awareness concept designed to help keep breast awareness top of mind as part of everyday self-care.

WHAT WE DO

COACHING & CONSULTING

Executive and entrepreneurial coaching
Leadership and team development
Business growth and culture
Wellness strategy
Women-owned business mentorship

SPEAKING

Topics include:

Health and wellness
Leadership and entrepreneurship
Women in business
Turning ideas into action
Brenda's journey from wellness pioneer to health innovator

STAY IN TOUCH BRA®

A simple idea with an important purpose.
Stay IN Touch Bra® incorporates breast awareness information into something women already wear every day. The goal is to encourage women to know their bodies, notice changes and make breast health awareness part of their regular routine.

Partnership opportunities include: corporate wellness, retail, licensing, sponsorship and strategic collaboration.

WHY BRENDA

Nearly 50 Years in Health & Wellness

A career built around fitness, wellness, prevention and helping people take a more active role in their health.

30+ Years as a Business Owner

Co-founded and led Corporate Fitness Works, a national wellness and fitness management company, until its sale in 2018.

National Corporate Experience

Managed workplace fitness and wellness programs for businesses, government agencies and residential communities in 25 states.

WBENC-Certified

BCL Teams is a certified Women's Business Enterprise.

Proven Leadership

Brenda has been recognized nationally for entrepreneurship, health promotion, leadership and women-owned business achievement.

SELECTED RECOGNITION

- Women of Distinction — WBENC
- Enterprising Women of the Year
- National Exemplary Health & Fitness Leadership Award
- President's Council on Physical Fitness & Sports Community Leadership Award
- WBENC Women Business Star Award
- Health Education Professional of the Year
- Jewish Sports Hall of Fame Inductee

Primary NAICS Code

NAICS 711510

Secondary NAICS Codes

NAICS 541611 NAICS 561110 NAICS 611430
NAICS 624190 NAICS 711410

UNSPSC Codes

UNSPSC 80101500 UNSPSC 80101501

LET'S CONNECT

Interested in collaborating on Stay IN Touch Bra?

Looking for an experienced speaker, coach or consultant?

Let's start a conversation.

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