

# Entrepreneur Profile

## Making a Positive Difference



**Brenda Turino** has always been driven to make a positive impact on this world. This became evident when she found marketing over 30 years ago. From a high tech computer company to a national retailer, Brenda learned that you could change the world through marketing. Her desire to make a positive impact became deeply rooted

while developing advertising, imagery, strategies, products and marketing programs.

In her last corporate position, Brenda created a spectacular kids club that motivated over 250,000 kids to become members in the first year - 200% over expectation. Parents loved it because it saved them money, kids loved it because it was fun and the retailer loved it because it meant customer loyalty from Mom.

Through downsizing Brenda found herself wondering what was next – she would make a positive impact on the world by starting her own company.



TALK + TEACH + TELL

**BLT Marketing Inc.** was created in 1995 and continues to be dedicated to helping the world change to be a better place.

Brenda decided to focus her energy, *and there is plenty of that*, on helping Youth, Women, and, of course, Business.

**For Kids** she created:

- The Great Canadian Kids' Connection Inc. [www.blmarketing.ca/gckc](http://www.blmarketing.ca/gckc)
  - Fun activity books and parent programs to help kids aged 3-12 learn positive life skills.
- The Positive **PLAY** Program [www.playtoday.ca](http://www.playtoday.ca)
  - Reducing obesity and bullying is the thrust of this program.

**For Youth** she created Presentations, Workshops and Clinics:

- What do you want to be when you grow up?
- Marketing Yourself for Success
- University Planning for Parents

**For Women:**

- The Women's Growth Network
  - Focusing on Personal Growth, Self-Actualization and Wellness for women. Offering workshops, facilitation, key notes, self-coaching tools, events, and a monthly newsletters.

[www.womensgrowthnetwork.com](http://www.womensgrowthnetwork.com)

- PLAY Day for Women
- Women's Wisdom Gatherings
- SWOP Parties
- Tools for Growth

**For Seniors:**

- The Golden Years Presentation

**For Business:**

- Business Coaching, Consulting & Creating.
  - BLT has worked with car mfr's., airlines, wellness companies, discovery & day camp organizations, and, the federal government creating strategies, programs and initiatives.
- Workshops, Clinics and Presentations on Business Development, Marketing, Promotion and Customer Focus.
- In 2000 Brenda began working with Seneca College, helping entrepreneurs start their businesses. Through personal coaching and participating in the business panel review process, she assists people to believe in themselves and motivates them to make the most of marketing for their business success.

The future looks very bright for Brenda and BLT Marketing Inc.. The focus will be on speaking and motivating others to grow and move forward. *To learn more about Brenda Turino and BLT Marketing Inc., visit [www.blmarketing.ca](http://www.blmarketing.ca) or contact Brenda at 905 793 0678 or e-mail her at [brenda@blmarketing.ca](mailto:brenda@blmarketing.ca).*