

Bethesda General Manager Brad Cance Signs CEO Pledge; Paves way for Employee Health and Wellness

By signing pledge, Cance shows commitment to most important resource—Bethesda ladies and gentlemen.

Bethesda, MD ([PRWEB](#)) November 29, 2013 -- If there was ever an ideal place to work, [Bethesda Country Club](#) in Bethesda, MD ranks high on the list. Runner up for Best Country Club by Bethesda magazine, this club is adored by members and employees alike (don't believe it, do a google search). Clearly, the sentiment is returned--as a quick look at the employment section of the website gives you a sense of where priorities lie.

From the website, “We believe that our ladies and gentlemen are our most important resource and therefore take great pride in leaders who lead by example, have a sense of urgency and provide ongoing development opportunities for each skill level.”

With such high regard for its employees, it only seems fitting that General Manager Brad Cance recently signed the [CEO Pledge](#) on behalf of his staff. The Pledge is part of a national campaign promoted by the National Coalition for Promoting Physical Activity ([NCPA](#)) and Prevo Health Solutions that encourages CEO's to recognize physical activity as an important driver of employee health and business performance.

For a company that values ‘leaders who lead by example’ Cance’s decision to sign the CEO Pledge speaks volumes. But to him, it’s part and parcel with what you do when you are committed to excellence at every level.

“If there is one thing I’ve learned in all my years in hospitality, it’s that a business is only as successful as its employees,” said Cance. “The ladies and gentlemen at Bethesda spend a lot of time here, and deserve a positive, healthy work environment. We have already made great efforts as a club to become health, nutrition, and wellness - focused, so signing a pledge that would influence physical activity and promote a culture of wellness was a natural fit for us.”

A natural fit indeed for a general manager who held his most recent wellness committee meeting as a soccer match on the clubs’ driving range. As a former general manager at the prestigious Ritz-Carlton hotel he learned more than a thing or two about the secret to success—and has brought that ‘secret sauce’ to help create the ‘Ritz-Carlton’ of country clubs at Bethesda Country Club. He brings that valued ‘sense of urgency’ that emphasizes doing, not dreaming, and achieving goals through action.

The CEO Pledge is a perfect addition to Cance’s mission to promote wellness at Bethesda Country Club (which by the way also included recruiting the head chef from the Ritz in Palm Beach).

Rick Ladendorf, President of Prevo Health Solutions, facilitator of the CEO Pledge in the private club industry said, “The CEO Pledge is the perfect ingredient in the ‘secret sauce’, so to speak, for Bethesda. Cance and his team are clearly committed to wellness for both members and employees, and by taking the CEO Pledge, they are simply reinforcing their focus by also emphasizing physical fitness and proper nutrition as key drivers in health.”

As part of taking the Pledge, Prevo Health Solutions provides turnkey wellness programs and one on one

wellness coaching to help kick-off the new initiative. As they implement these new programs, Cance and his executive staff is sending a message that they are committed to employee health and well-being. Studies of employee wellness programs consistently find that executive leadership is critical to employee engagement. If employees believe that creating a culture of physical activity is an executive priority, employees are more likely to be physically active and eat healthier.

Cance doesn't take this leadership responsibility lightly, and his employees know they are valued. With a solid plan to motivate employees to be more physically active and healthy, he looks forward to further instilling a culture of wellness that reaches and affects the health of each and every one of his employees.

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About [Bethesda Country Club](#)

The establishment now known as Bethesda Country Club began its illustrious history when the Bethesda Country Club Corporation purchased the current site from the Washington Aviation Country Club in 1947. The 156-acre plot consisted of a clubhouse, two tennis courts, nine-hole golf course, and sold for \$360,000. The 81 original members of BCC began to make the momentous journey towards the outstanding club present today.

About [Prevo Health Solutions](#)

Prevo Health Solutions, Inc. is the club industry's premier wellness experts with expertise in workplace wellness and member retention. Our mission is to improve the overall health of the Private Club Industry through education and sharing of best practices. Our team consists of health professionals, certified nutrition & fitness experts, workplace wellness gurus and engagement specialists. We know what works in the workplace and we know the club industry. Prevo Health Solutions works with employers of all sizes to develop and execute custom wellness strategies which maximize engagement and participation. For more information call 888/321-1804 or visit www.prevohealth.com.



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