

# M. E. Henderson, Inc. Capability Statement



## BUSINESS SUMMARY

The core of M. E. Henderson, Inc.'s mission is to coach by promoting and providing healthy living activities. The goals are to inspire, motivate, educate, and empower people to overcome life's adversities and celebrate every step that they make to become healthier and happier. The company uses dancing, social activities, workshops and speaking engagements to promote healthy living.

## ADDRESS

809 Saratoga Drive  
Durham, NC  
27704

## TELEPHONE

252-767-2780

## FAX

919-477-2650

## EMAIL

[contact@marvisfun.com](mailto:contact@marvisfun.com)

## WEBSITE

Marvisfun.com

## NAICS

541611	711120
611610	711320
611620	711510
621340	812199

## CAGE CODE

8GJM3

## Unique Entity ID

J6LPJ7WBSLF5

## CERTIFICATIONS

HUB Certified

## CORE COMPETENCIES

M. E. Henderson, Inc.'s philosophy is that dancing improves the participants' quality of life because of the physical, mental, and social interactions. While dancing is a low-impact form of physical exercise, "A study in the New England Journal of Medicine by researchers at the Albert Einstein College of Medicine discovered *that dance can decidedly improve brain health*" (Edwards, n.d.). To educate, promote, and demonstrate healthy living, exercise, and positivity, the company use the arts as nontraditional tools to educate and promote healthy activities. **Keywords: Instruction, healthy living, exercise, social engagement, entertainment, brain health, overcoming adversities**

## PAST PERFORMANCE

- 2022-Sigma Gamma Rho's Rhoer Fundraiser, Presenter
- 2021- USDA APHIS- Virtual Health Fair, Presenter
- 2020- Bridging the Gap, Presenter
- 2020- Virtual Line Dance Classes, Social Activities, Uboru Virtual Book Club, Organizer
- 2018- Creedmoor Elementary Schools of the Arts: Dance Instructor for Prekindergarten to 5<sup>th</sup> grade. Latisa McKnight, Principal, [mcknightlb@gcs.k12.nc.us](mailto:mcknightlb@gcs.k12.nc.us)
- 2017-2020 Durham Parks & Recreation: Line Dance Instructor. Jerome Johnson, Holton Resource & Career Center's Assistant Director, [jerome.johnson@durhamnc.gov](mailto:jerome.johnson@durhamnc.gov)
- 2017-2020 Covenant Presbyterian Church: Line Dance Instructor. Sue McLaurin, Clerk of Session, [suemcpt@aol.com](mailto:suemcpt@aol.com).
- 2018-2019 Delta Women Health Awareness Day: Speaker. Contact Joan Packenham, Coordinator, [packenhm@niehs.nih.gov](mailto:packenhm@niehs.nih.gov)

## DIFFERENTIATORS

Because of her experiences, Marvis Henderson-Daye, the CEO, has a unique perspective as an employer, employee, disabled person, single-parent, and community activist. She overcame numerous obstacles and took control of her life. Dancing became one of her tools to living a rich and full life. Now, she uses dancing and storytelling to educate, motivate, empower, and entertain her audiences. As Chen (2018) described, dancing provides low-impact exercise and positive social engagement for the members. The community benefits because healthier people make better life decisions. To continue to provide quality services, the company provides workshops, classes and social activities.

## References

Chen, C. (2018). Designing the Danceable City. Journal of the American Planning Association, Edwards, Scott. (n.d.). Dancing and the brain. Harvard Medical School Blavatnik Institute Neurobiology