



MOVERS & SHAKERS - Craig Keeland

President CK Holdings - ViaVienté Global, Trinity Nutraceuticals and Zurich Pharmaceuticals

Full Name: Craig Keeland

Job Title: President, CK Holdings, which is comprised of ViaVienté Global, Trinity Nutraceuticals and Zurich Pharmaceuticals.

Best part of the job: Interacting with people on a daily basis. I love people and I really love to see people grow and accelerate into harmonic health - I define harmonic health as accelerating into higher financial levels, accelerate into higher relationships with people, accelerating into higher inspirational feelings and communications, accelerate into higher and better personal health and to accelerate into a higher level of spirituality. Those five components are what my goal is personally and what I share with other people.

Worst part of the job: I've never had a bad day. I always focus on everything that goes right in the day and I let slide any negative items that come up during the day.

Birth date: July 8, 1954

Place born: Dallas, TX

States lived in other than Texas: I lived in Pennsylvania when I went to graduate school.

Favorite State? Texas - favorite place in the world.

Why? The people have a spirit. They have a building, can-do attitude.

Number of cups of coffee/cafeinated soft drinks you consume a day: I drink iced tea and Diet Coke. One soda and two to three glasses of iced tea.

Favorite food: Chicken

What time do you wake up in the morning? 4:30am and some mornings at 5.

What time do you go to sleep? 11:30 to midnight

Radio or CD's in the car? CD's

Favorite band when you were 20: Chicago

Favorite band now: Huey Lewis and The News

Last CD that you bought: Joel Osteen's sermon last week.

Something nobody knows about me: That I wish that I could help more people.

Something I'm known for: Encouraging others.

Last movie you saw in a theater: "Blades of Glory"

Last book you read: Joel Osteen's "Becoming a Better You"

Why did you make the move from banking and finance to health products? Because it was my personal interest in living younger longer.

Was this something that you always wanted to do? Yes, I have always believed in eating healthy, eating in moderation and physical fitness. Beginning when I was in my early 20s. I have used vitamins, minerals and herbs. As I got older, I ran into people that were 60 and some of them looked 80 and some of them looked 40. My question was 'As you age, how do you look and feel younger than your are?' As I began focusing on these areas, I found out friends of mine wanted to do the same. What are some of the benefits of ViaVienté for consumers? Wellness support with increased energy and fewer aches and pains.

How does it work? It's a whole fruit puree beverage with high antioxidant values and patented minerals. Other people would take this product and add about 12 parts water to one part of what we've got so ours is a real thick puree beverage so one to two ounces is extremely potent. Some people start with a shot glass. They later just start swigging it out of the bottle - Governor Perry does, I do and several other people who have been long-time users of ViaVienté.

How did you come to find out that using the whole fruit can have these benefits for the body? It took 12 years of developing ViaVienté with a team of formulators, researchers and doctors. Then on July of 2003, we sold our first bottle to the consumer.

Have you seen a better response from any certain group of consumers? We transcend all ages, all races, all nationalities and both genders. A lot of our people have had such great results that they get their pets on the product and they've had a great response.

How does one go about purchasing ViaVienté: We are Web-based and we are in 18 countries and territories.

What are some of the charity projects ViaVienté is involved with? No. 1 is the Andes Children's Foundation. We founded that organization and we're real proud of that. Our additional focus is on Komen. In 2007, we sponsored several Komen events. This year, we'll probably be involved in at least 12 of the Komen events as sponsors.

Why do you think it is important to give back to the community? Because we want to see everybody prosper to higher highs and by giving back, we raise up everybody. "To whom much is given, much is expected."

