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Frisco's Keeland saluted by Texas' Power Pack

By **LARGENT PARKS JR.**

Special to the Enterprise

On a recent Saturday morning in Dallas a prominent group of Texans gathered to applaud a young entrepreneur who has played a role in the lives of politicians, business people, billionaires and men and women employed by Youngevity, a Dallas-based distributing company selling special health products designed to provide anti-ageing and "stay young and healthy" benefits.

The guests included two U.S. senators, a federal judge, Dallas' district attorney, a former U.S. attorney and a top money-maker in the direct marketing business. The crowd also heard from a Texas governor and a U.S. president who was a Texas governor.

Craig Keeland, 48, the object of the gathering, founded Youngevity in the early 1990s. Today Youngevity has grown into a multi-million dollar direct marketing enterprise with thousands of representatives across the U.S. continent.

People join Youngevity with two goals in mind. First is to sell and use Youngevity products, second is to earn a substantial income.

"If you are going to be successful and earn a high income, you must be healthy, alert, and filled with stamina," is one of the many power slogans passed around Youngevity distributors.

Keeland is a graduate of the University of Pennsylvania's Wharton

School of Finance. Before that he earned his bachelor's of business administration at Southern Methodist University. His business background includes the presidency of a major Dallas bank and serving on many boards of directors.

The Texas Power Pack praising Craig and his Youngevity included the Honorable John Vance, former Dallas County district attorney. Vance told the group that when he was first elected to the office, he was required to have two people sponsor a bond he was to post with the State of Texas. Craig Keeland and former district attorney Henry Wade are the two citizens who were named on the bond. Today Keeland remains on his bond.

Federal Judge Joe Kendall saluted Keeland, saying he was one of the first people to purchase and use Youngevity products. Kendall says, "Craig is a man of honor and a loyal friend."

Former U.S. Attorney James Rolfe told the audience that he was most impressed when he found that Keeland was a graduate of the Wharton School of Finance. Rolfe said he was most impressed by Keeland's willingness to help others.

"He is always going out of his way to help others while he never receives," Rolfe said. "He is a giving person and not a receiver. I was one of the first to use Youngevity products and I am a believer in Craig and Youngevity."

Sen. Kay Bailey Hutchison reminded

the folks in attendance that she was like Craig.

"We are both examples of perseverance," she said. "I wanted to be a lawyer but back in those days women were not welcome in Texas law firms. So after getting my law degree I was hired to be a news reporter at a television station. Next I ran for the Legislature and was elected. From there I was elected to a statewide office and finally to the United States Senate. I know how Craig had to persevere for years - from a slow starting high school student to SMU, and from a business failure to the highly successful Youngevity. We both know what it is like to fail to reach a goal and how one must keep trying and keep going. Never give up."

Phil Gramm was still a member of the U.S. Senate when he appeared at the Youngevity "power gathering" in Dallas. He has since retired but said he was proud of Keeland and his successes.

The next speaker was Bill Pike, a long-time distributor at Youngevity and one of the top money earners on Craig Keeland's team. Bill told the group that Craig has a background that is most impressive and spoke of Craig's dedication to help others.

"Craig has a vision which enables him to make decisions which are light years ahead of the times," Pike said. "Craig is an astute business person with a rich business and marketing background."