

# Plano Courier Star

*In the Community. With the Community. For the Community.*

## Plano Businessman Putting Health First



Craig Keeland believes that healthy business makes sense for both consumers and his employees. Craig's personal goal is to Live Younger Longer and encourage others to Live Younger Longer, too.

"Since I was 23 years old, I have been focused on living a healthy lifestyle that includes eating right and exercising," Keeland said. "I was inspired early on by Texas businessmen T.

Boone Pickens and Harold Simmons. Both of these men have life-long commitments to consuming a healthy diet, exercising and encouraging others to do the same. Knowing both of these men over 30 years has shown me the impact that a healthy lifestyle has on our bodies over time."

Craig Keeland's company, CK Management, has business interests in healthy lifestyle products including Fruit of the Spirit and ViaViente, two high Anti-Oxidant and Mineral rich products. Both products support Energy, medicate aches and pains, improve overall Wellness and deliver a natural Anti-Inflammatory affect.

What makes Craig unique as a CEO is that his commitment to health goes well beyond simply marketing healthy products. He encourages his employees to eat better and exercise by making it easier for them to develop good habits.

Craig says, "If you make it convenient for people to create healthy habits, they will make better choices. Every Monday, we bring in fresh fruit which is complimentary to all of our employees. We have replaced unhealthy vending machine snacks with healthier options. And we provide purified filtered water for our people to drink."

At CK Management, a part of the annual employee review is based on developing healthy habits. His company pays half of the cost of employee's gym memberships, and

DVDs are available on healthy living which Craig encourages everyone to consider adopting into their lives. Monthly company-wide meetings showcase employees who are making progress in their health.

Texas Governor Rick Perry recognized Craig's commitment to health by appointing him to the Texas Governor's Advisory Council on Physical Fitness.

"Gov. Perry and I have parallel beliefs regarding the importance of exercise and a good diet. I am proud to be part of the governor's long-term plan to make Texas the most fit state in the country."

Craig's personal faith inspires him as well to promote healthy living. His adopted mother Dodie Osteen - whom he shares with her biological son Joel Osteen - is one of Craig's key role models.

"Every one of the Osteen family is focused on healthy eating and exercise. They truly embrace the biblical notion of the body as a Temple of the Holy Spirit, and they nurture their health accordingly."

Keeland is leading the way in embracing the benefits of health and fitness in the corporate world. Studies have shown that healthy employees feel better, are happier in their lives and as a result are more productive.

Craig concludes, "With healthcare costs continuing to go up, it just makes sense for all of us to become proactive about our health. A regular habit of eating well and exercising means you'll be around longer to enjoy your life, your family and your friends."

For more information on Craig: go to [www.CraigKeeland.com](http://www.CraigKeeland.com)