

**Choose Your Path...Why living an intentional
life leads to meaning, purpose, and joy!!**

Todd Whitthorne



Torres del Paine National Park 2020



May 13, 2013

“How’s the water?”



David Foster
Wallace

The point of the fish story is merely that the most obvious, important realities are often the ones hardest to see and talk about.

“This is Water” commencement speech
Kenyon College, May 21, 2005

A large school of tuna swimming in clear blue water. Sunlight filters through the surface, creating a bright, shimmering effect. The fish are densely packed and moving in various directions, creating a sense of dynamic movement. The overall scene is serene and natural.

Path A

THE
NEW YORKER



DEPT. OF MEDICINE

HOW TO DIE IN GOOD HEALTH

The average American celebrates just one healthy birthday after the age of sixty-five. It doesn't have to be that way.

By Dhruv Khullar

April 15, 2024

Todd's Thesis

The ONLY way for YOU to



~~improve YOUR health & well-being...~~

is to establish a GENUINE respect

for the ~~enemy!~~

Todd's Thesis



The **ONLY** way for **YOU** to
live a life of meaning and purpose...
is to establish a **GENUINE** respect
for **the enemies!**

Woe, is us!

- **48.1% have hypertension**
- **11.6% living with diabetes (\$412.9 billion)**
- **38% have prediabetes (80% don't know it)**
- **<7% have good cardiometabolic health**
- **>50% have a musculoskeletal disorder**



Employee wellbeing is in crisis as almost 50% of employees experience burnout

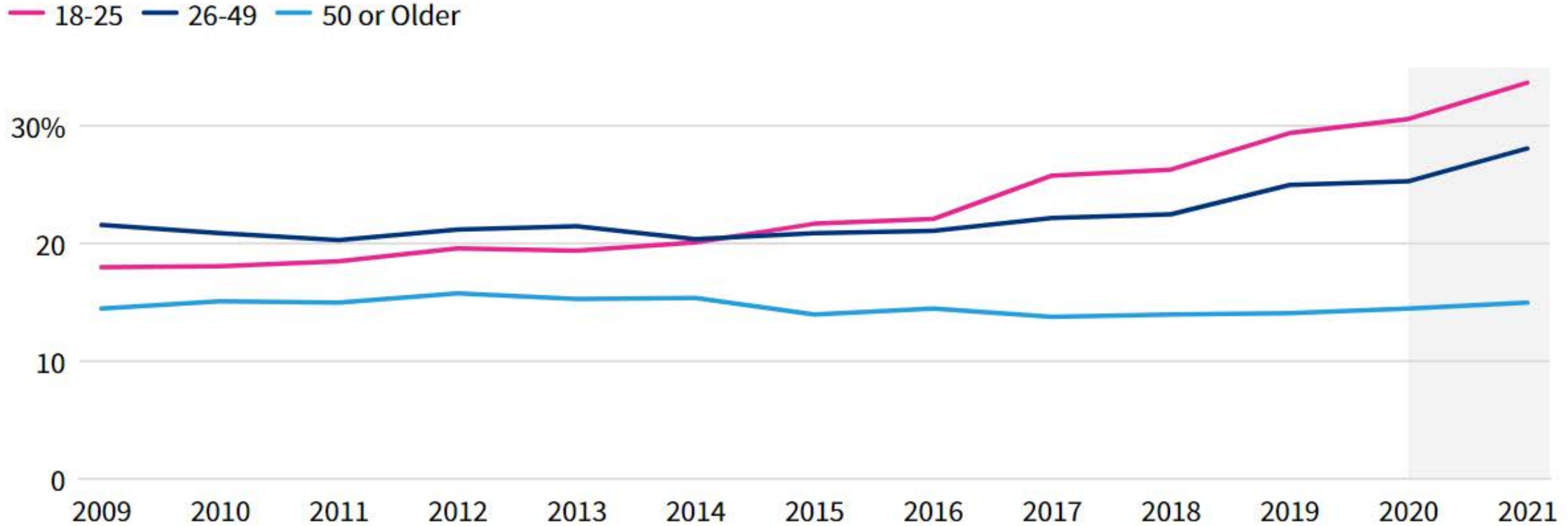
Mental health breaks are needed more than ever in today's work environment

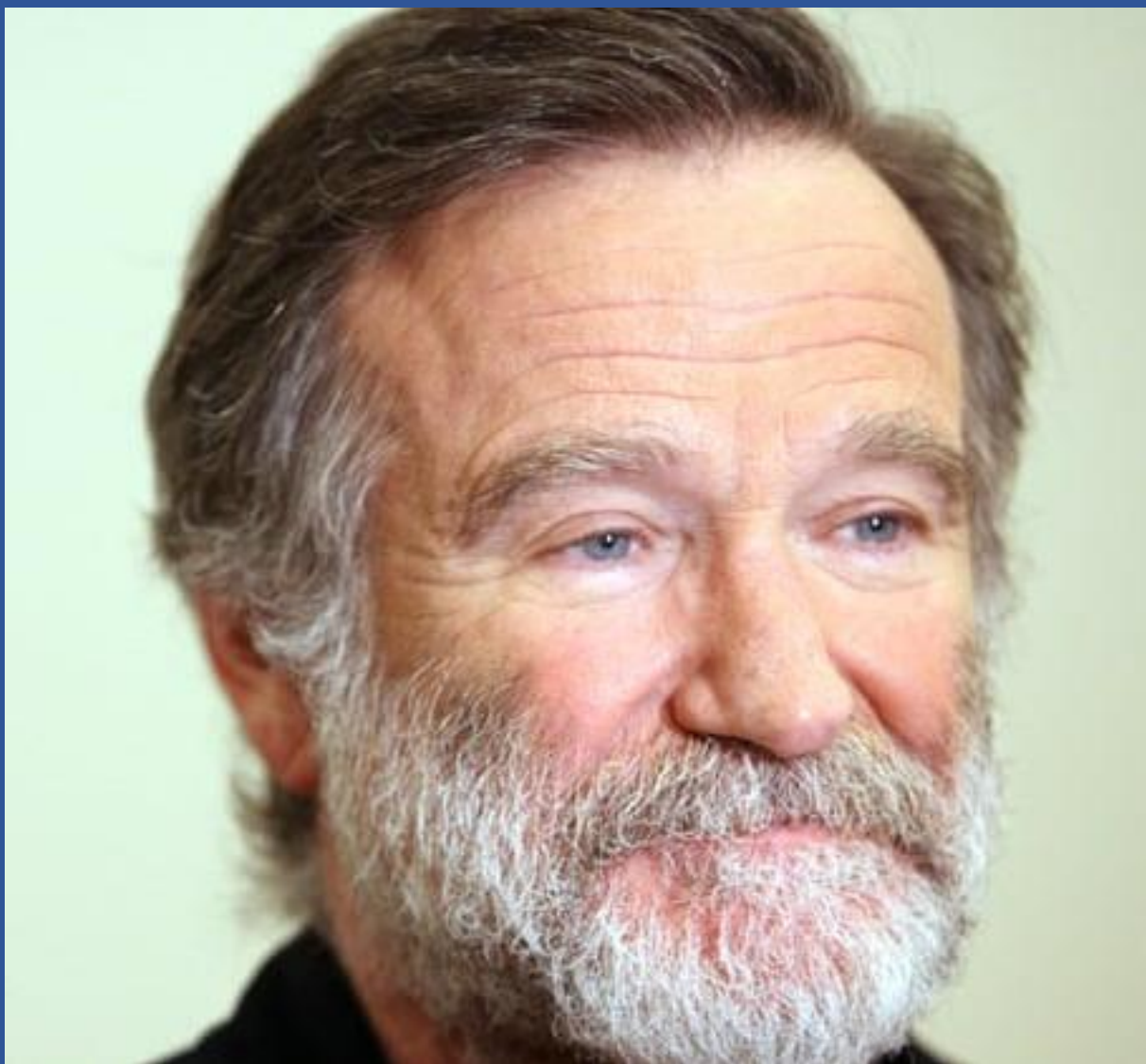
Employees face distractions, mental health challenges and more amid RTO mandates

No more crying at work: How to prevent a toxic workplace



% of adults with mental illness





**Everyone you meet
is fighting a battle
you know nothing
about. Be kind...
to yourself & others!**

**Robin Williams
1951-2014**

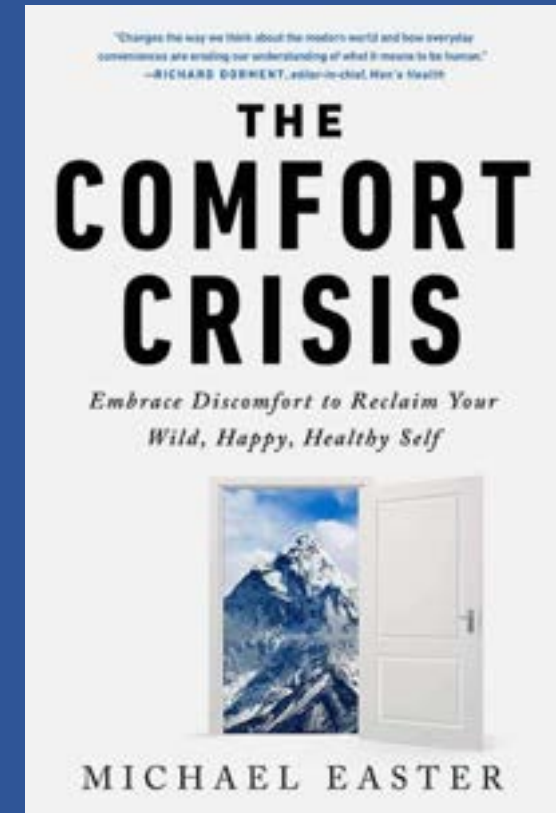
27

2 questions

What do you want?

What are you waiting for?

We're Soft!!





Denver Airport



DFW Airport



Washington Dulles Airport



The platform of the past is no match for the data center of the future. VMware

Reagan Washington National Airport



B

A

Dallas, Love Field



San Antonio Airport

“Underlying Health Conditions”



Cardiovascular disease

Hypertension

Cancer

Smoking

Age

Obesity

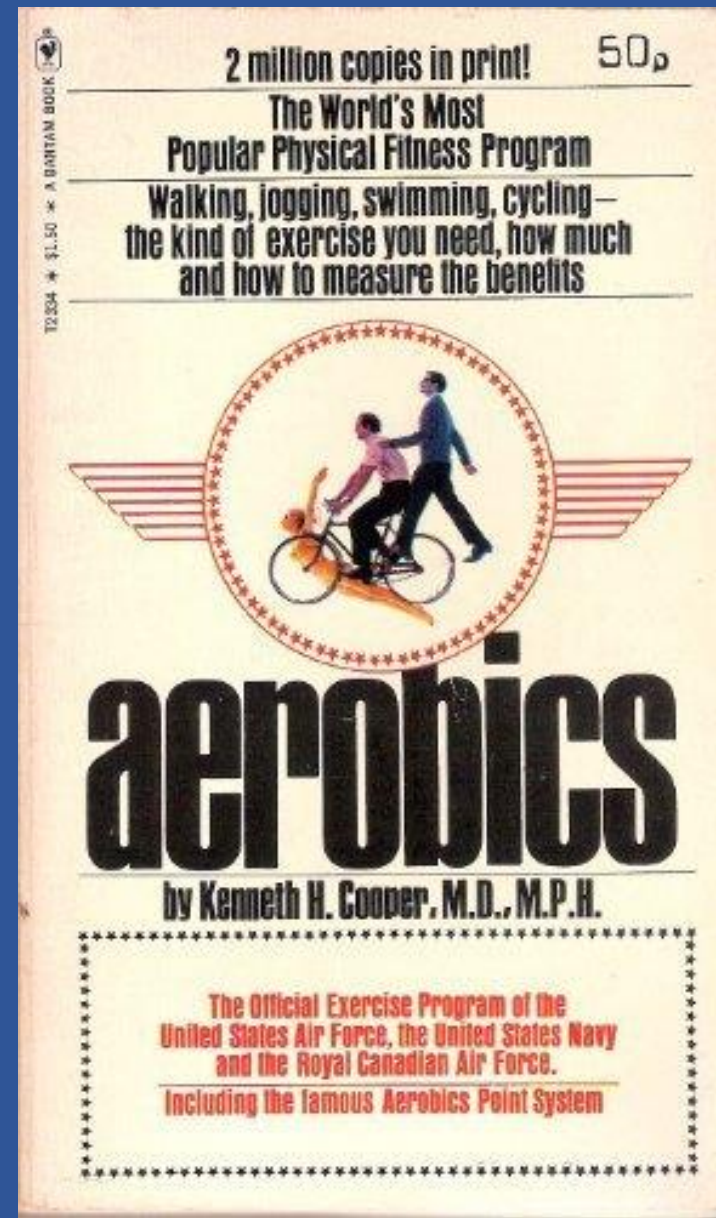
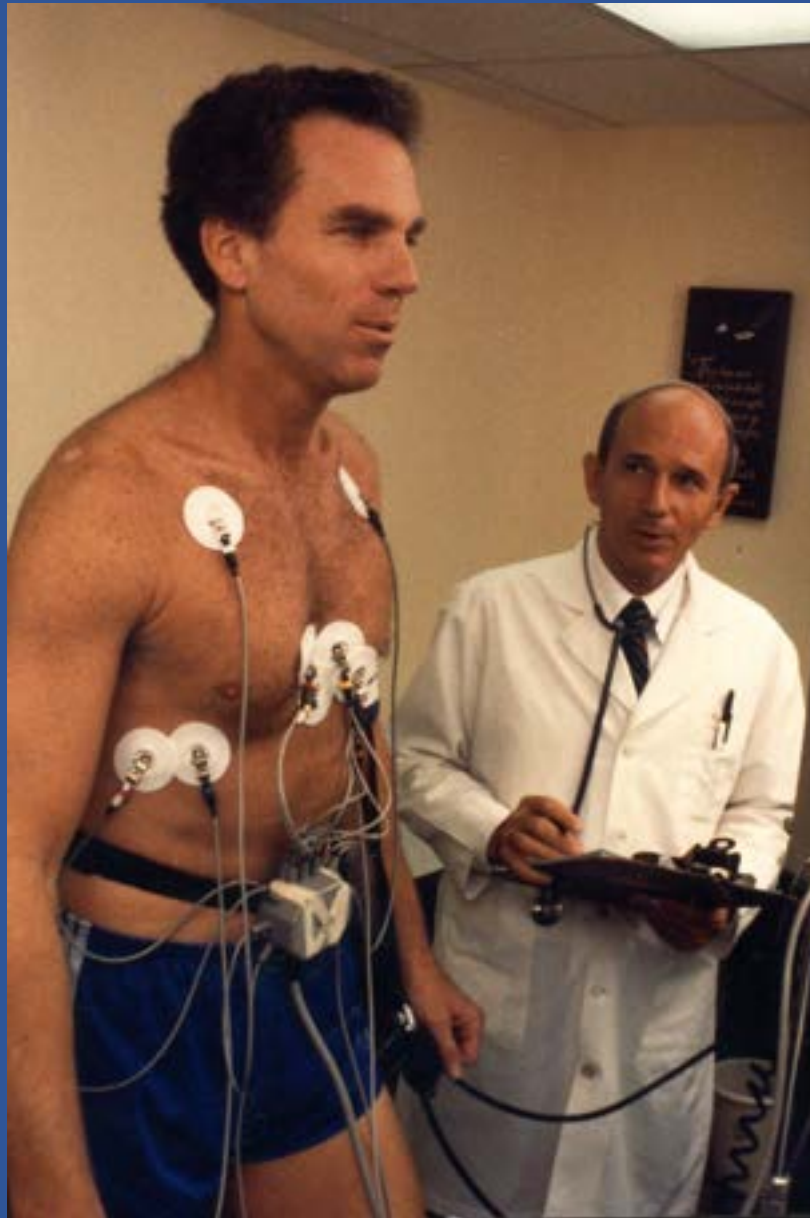
Renal disease

Organ recipient

Diabetes

Physically inactive



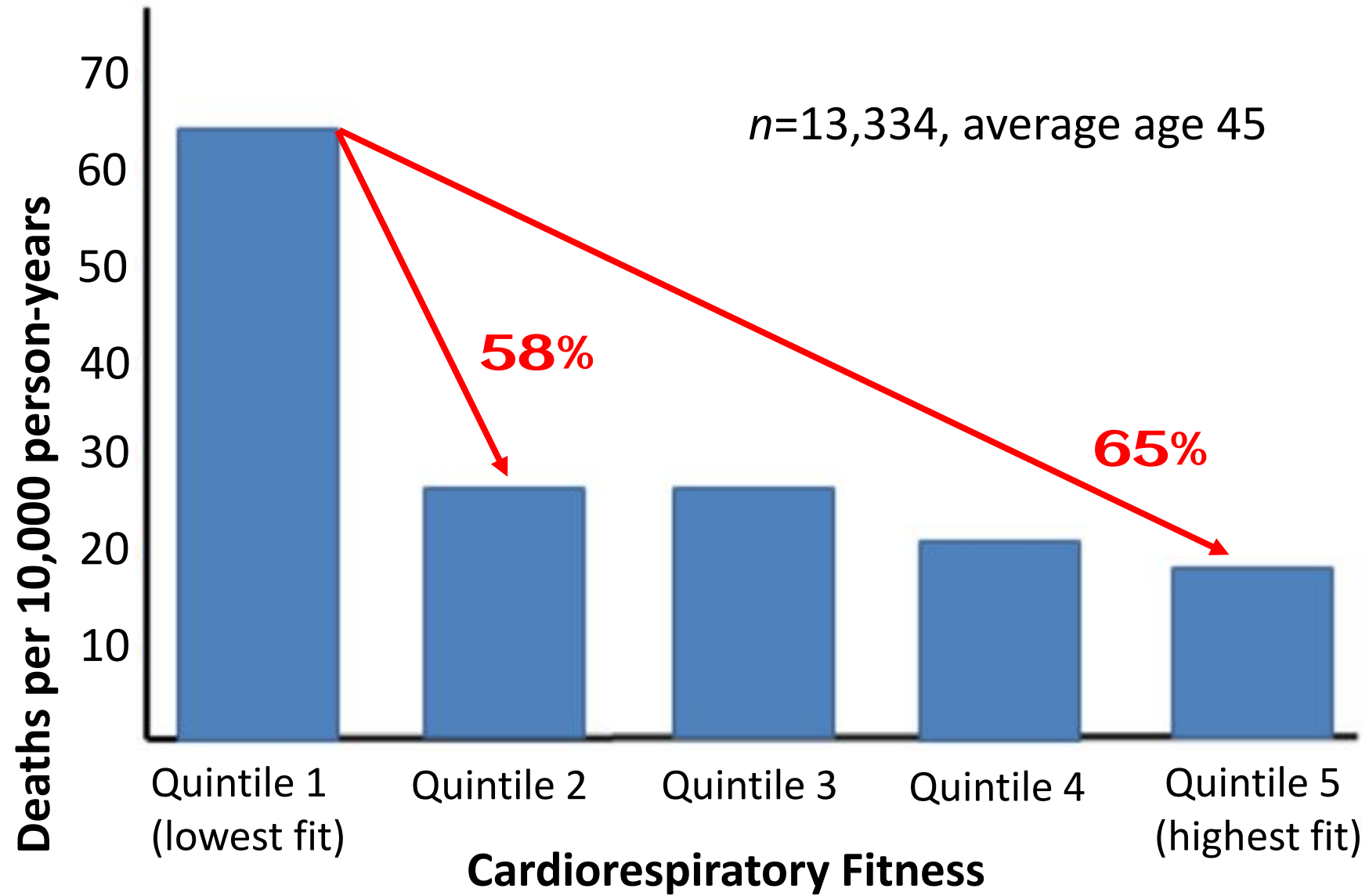


November 3, 1989

Physical Fitness and All-Cause Mortality

A Prospective Study of Healthy Men and Women

Steven N. Blair, PED; Harold W. Kohl III, MSPH; Ralph S. Paffenbarger Jr, MD, DrPH; Debra G. Clark, MS; Kenneth H. Cooper, MD, MPH; Larry W. Gibbons, MD, MPH



Don't be Afraid to Do Hard Things!!



Mt. Kilimanjaro
Tanzania, Africa

Build a capacity for discomfort!
IBS...Intentional Biological Stress



19,341 feet
June 27, 2013

73%



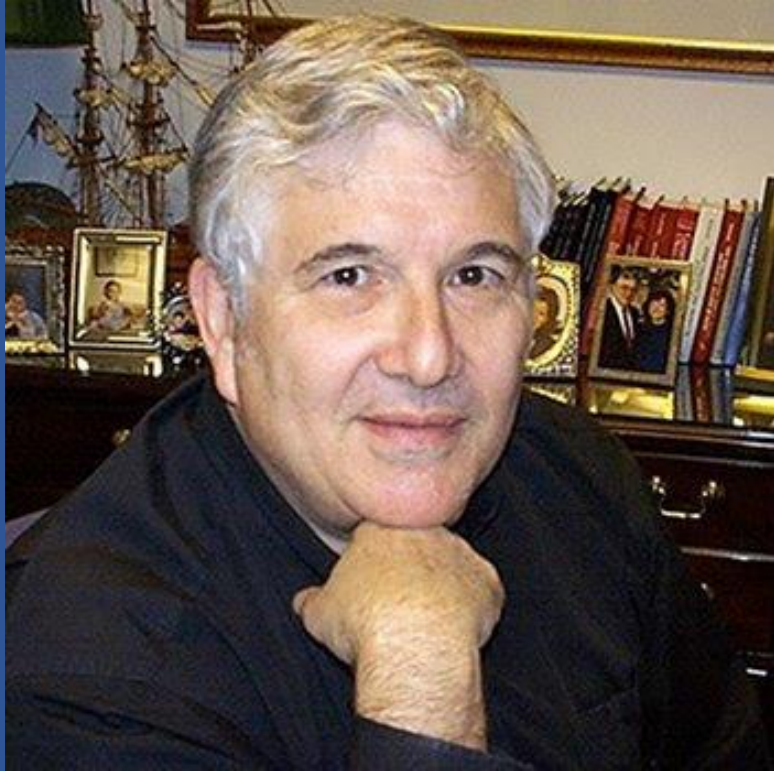
73%







Horizontal Segmentation



Howard Moskowitz, PhD
Psychophysicist
Food Scientist





“Follow the money!”

These 12 companies own 550+ brands



Billion

Nestlé	\$111
PepsiCo	\$91
P&G	\$84
Unilever	\$66
Coca-Cola	\$47
Mars	\$46
Mondelez	\$36
Danone	\$30
Kraft-Heinz	\$27
A.B.F.	\$24
General Mills	\$20
Colgate	\$19

Need help managing your diabetes?

From medication advice
to a full range of supplies,
your **Kroger Pharmacist**
is here for you.

**Just
ask!**

Path A





Our brain chemistry, our biochemistry, our hormones, and our kitchens have been hijacked by the food industry.

Dr. Mark Hyman



#1 New York Times bestseller

**MICHAEL
MOSS**

SALT

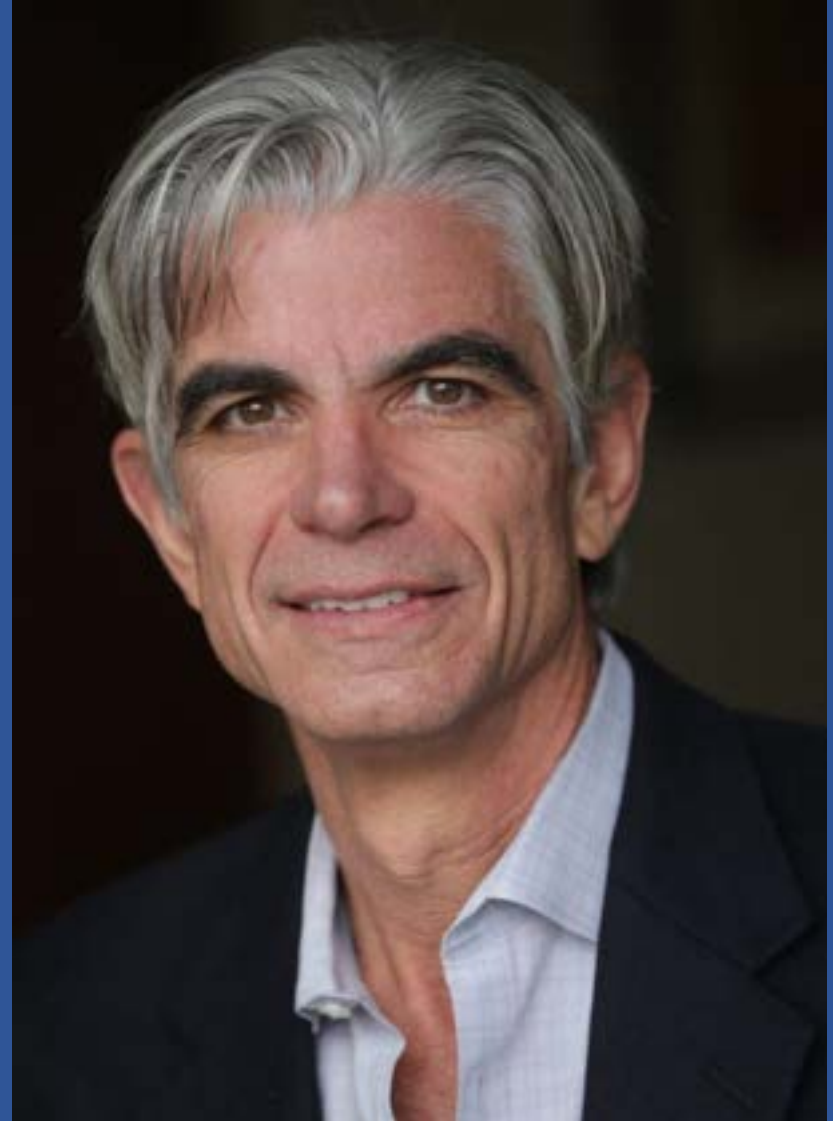
"A *Fast Food Nation* for the processed food industry."

—**MICHAEL POLLAN**

SUGAR

FAT

**How
the Food
Giants
Hooked
Us**



#1 New York Times bestseller

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"A Fast Food
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So...

What's the most important meal of the day?



Effect of breakfast on weight and energy intake: systematic review and meta-analysis of randomised controlled trials

thebmj

- While breakfast has been advocated as the most important meal of the day in the media since 1917, there is a paucity of evidence to support breakfast consumption as a strategy for weight loss, including in adults with overweight or obesity.
- The addition of breakfast might not be a good strategy for weight loss, regardless of established breakfast habit.

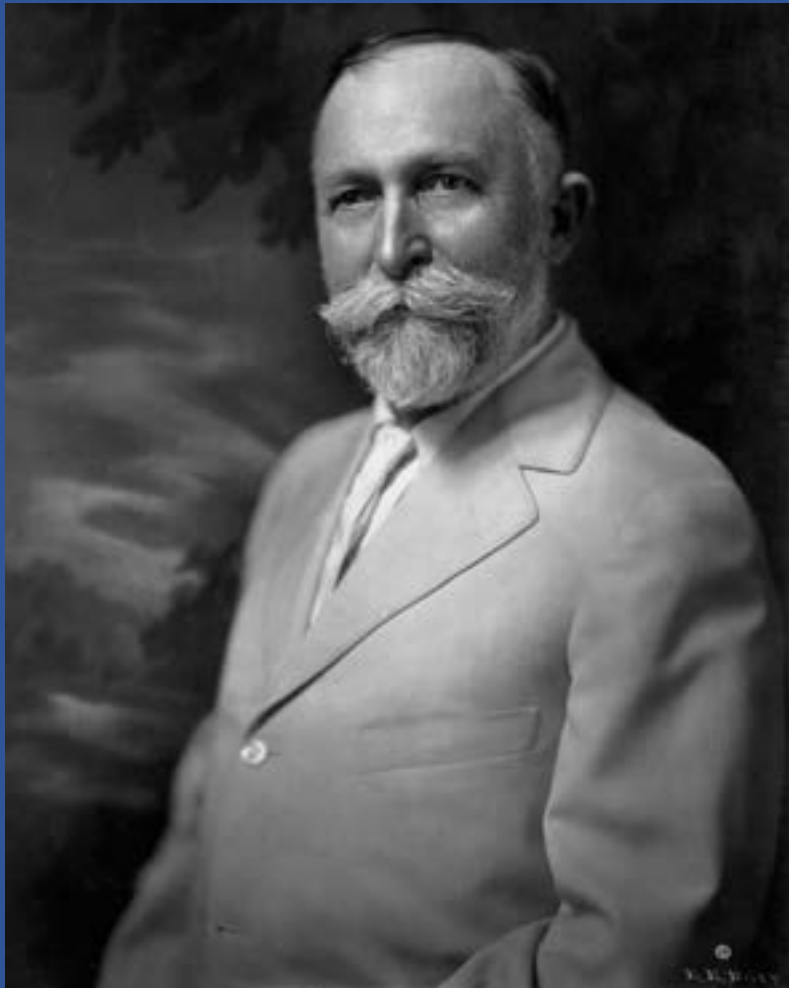
British Medical Journal, 2019



**Dr. John Harvey Kellogg
1852-1943**



**Battle Creek Sanatorium
Battle Creek, Michigan**



Dr. John Harvey Kellogg
1852-1943

GRANOLA
A HEALTHFUL FOOD

AN INVALID FOOD prepared by a combination of grains so treated as to retain in the preparation the *HIGHEST DEGREE OF NUTRIENT QUALITIES*, while eliminating every element of an irritating character.

THOROUGHLY COOKED AND PARTIALLY DIGESTED,

This food preparation is admirably adapted to the use of all persons with weak digestion, defective assimilation, general or nervous debility, brain workers, feeble children, and invalids generally, as well as travelers and excursionists, who often need to carry the *Largest Amount of Nutrient in the Smallest Bulk*, which is afforded by Granola in a pre-eminent degree.

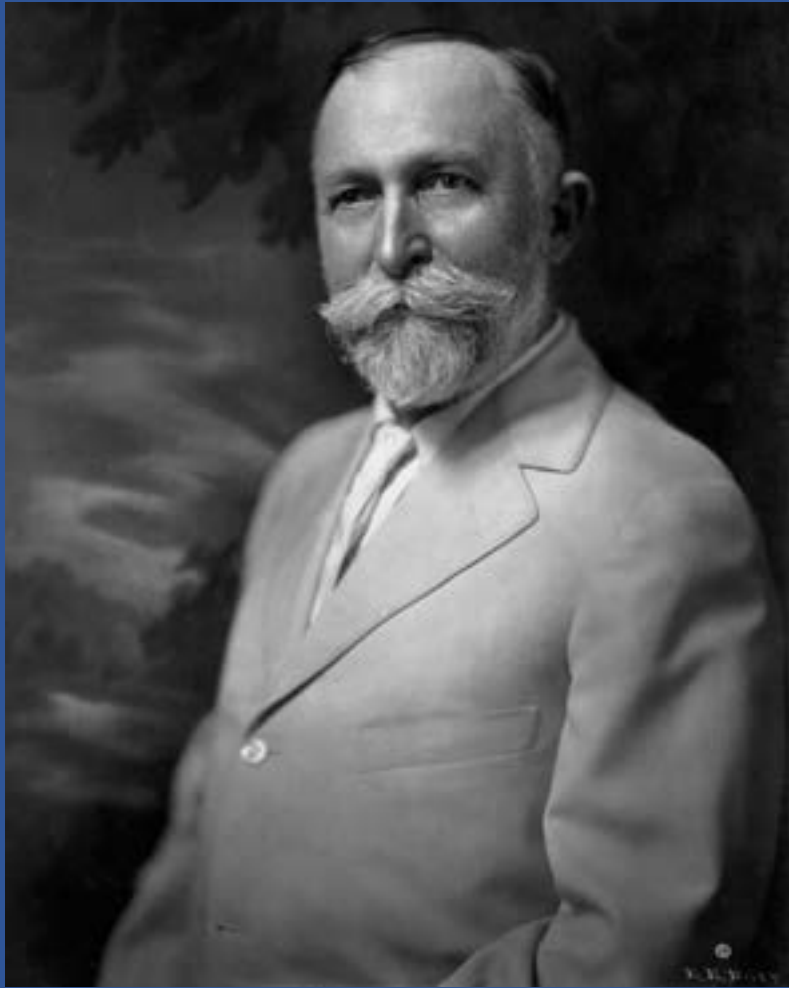
ONE POUND MORE THAN EQUALS THREE POUNDS OF BEST BEEF ⚡⚡ ⚡⚡

In nutrient value, as determined by chemical analysis, besides affording a better quality of nutriment. Thoroughly cooked, and ready for use in one minute.

Send for illustrated and descriptive circular of Granola and other healthful foods to the

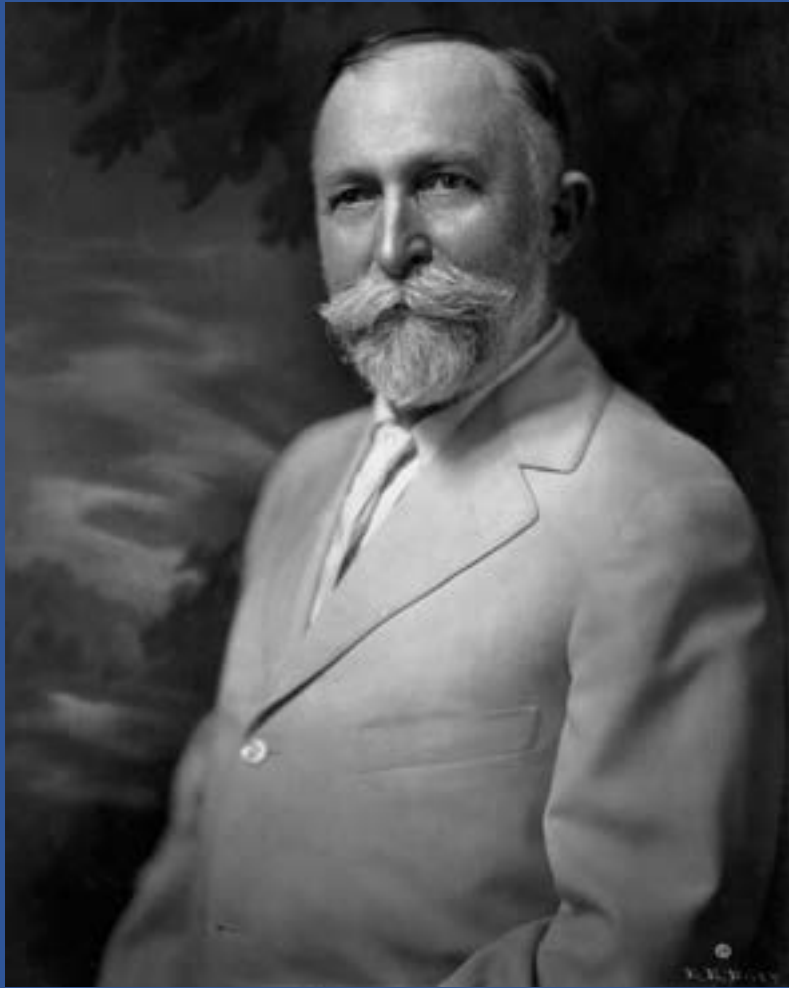
SANITARIUM FOOD COMPANY, BATTLE CREEK, MICHIGAN.

ONE POUND WHEAT AND OATS GRANOLA A HEALTHFUL FOOD MANUFACTURED BY SANITARIUM FOOD CO. BATTLE CREEK MICH. HEALTHFUL FOODS SANITARIUM FOOD CO. BATTLE CREEK MICH.



The use of highly seasoned food, of rich sauces, spices and condiments, sweetmeats, and in fact all kinds of stimulating foods, has an undoubted influence upon the sexual nature of boys, stimulating those organs into too early activity, and occasioning temptations to sin which otherwise would not occur.

**Dr. John Harvey Kellogg
1852-1943**



Dr. John Harvey Kellogg
1852-1943



William Keith Kellogg
1860-1951



\$\$\$



1934

K371



“A whole world of wholesome.”

NATIONAL SCHOOL BREAKFAST WEEK

It's no secret that eating a nutritious breakfast helps our learners start the school day off right! Next week, **March 4-8**, is **National School Breakfast Week**. All week long our cafeterias will be featuring a new menu items, along with lucky tray giveaways. This year's theme is "**Surf's Up With School Breakfast.**"



March 2024

National School Breakfast Week



TUESDAY

5

FROOT LOOP WAFFLES



- **Froot Loop Waffles**
- **Assorted Cereal**
- **Flavored Applesauce**
- **100% Fruit Punch Juice**
- **Assorted Milk**



Froot Loop Waffles

National School Breakfast Week



TUESDAY

5

FROOT LOOP WAFFLES



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Kellanova
Away From Home

Kellogg's

1894

October 2, 2023

WK Kellogg Co

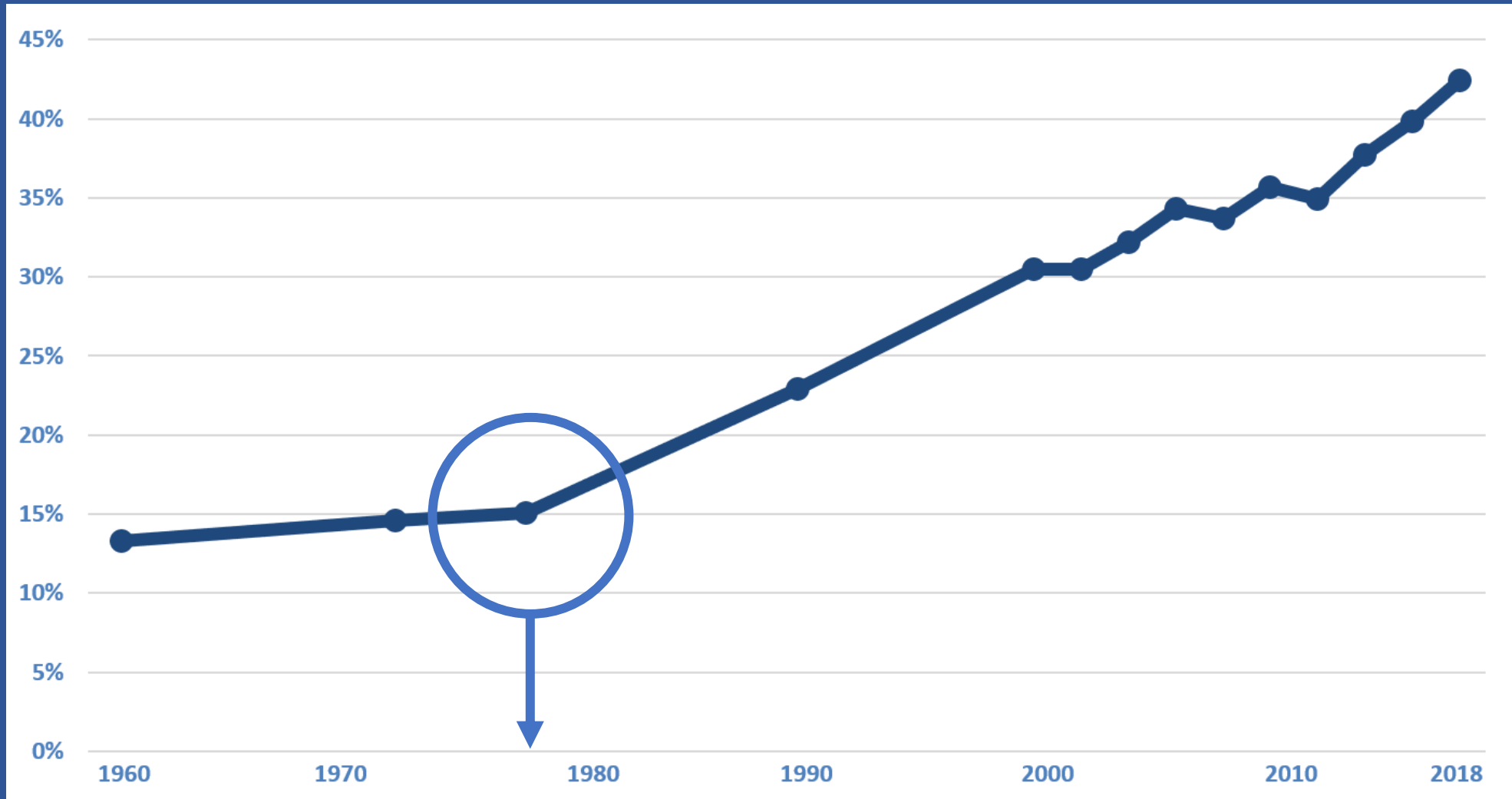
North American Cereal

Kellanova

Global Snacking

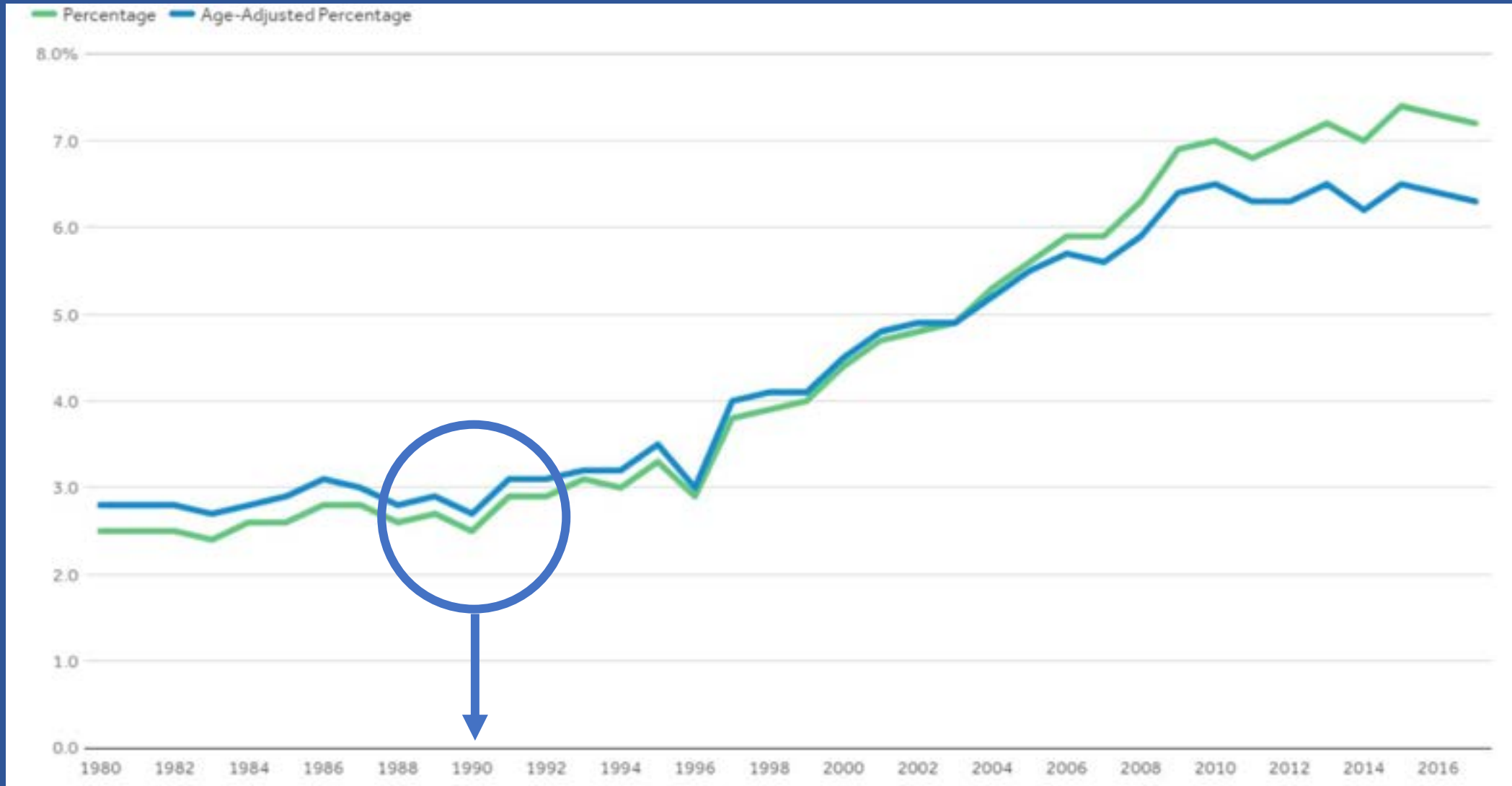
Four Decades of Rising Obesity

U.S. Adult Obesity Prevalence



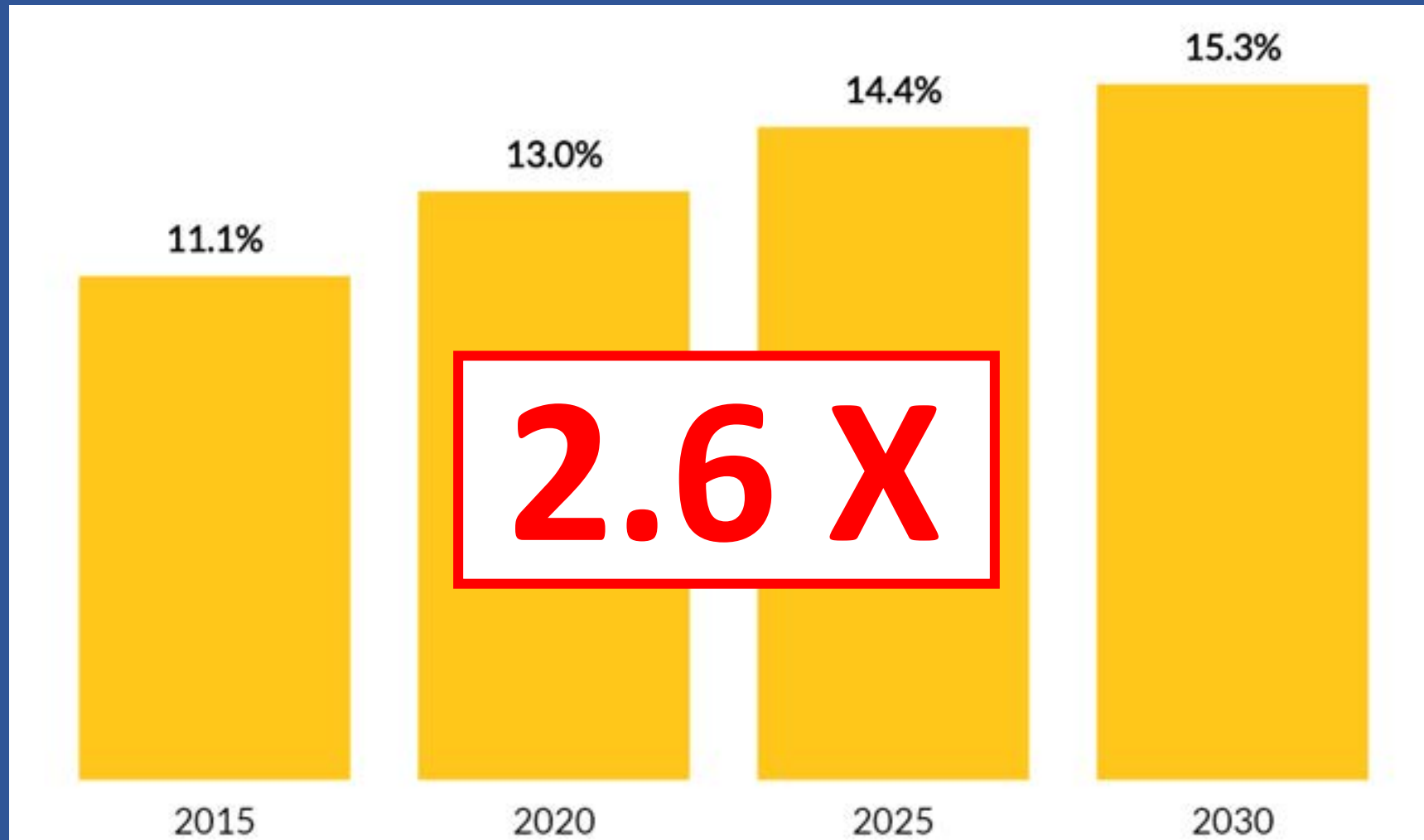
NHANES estimates

U.S. Population Diagnosed with Diabetes



Projected Diabetes Rate in U.S.

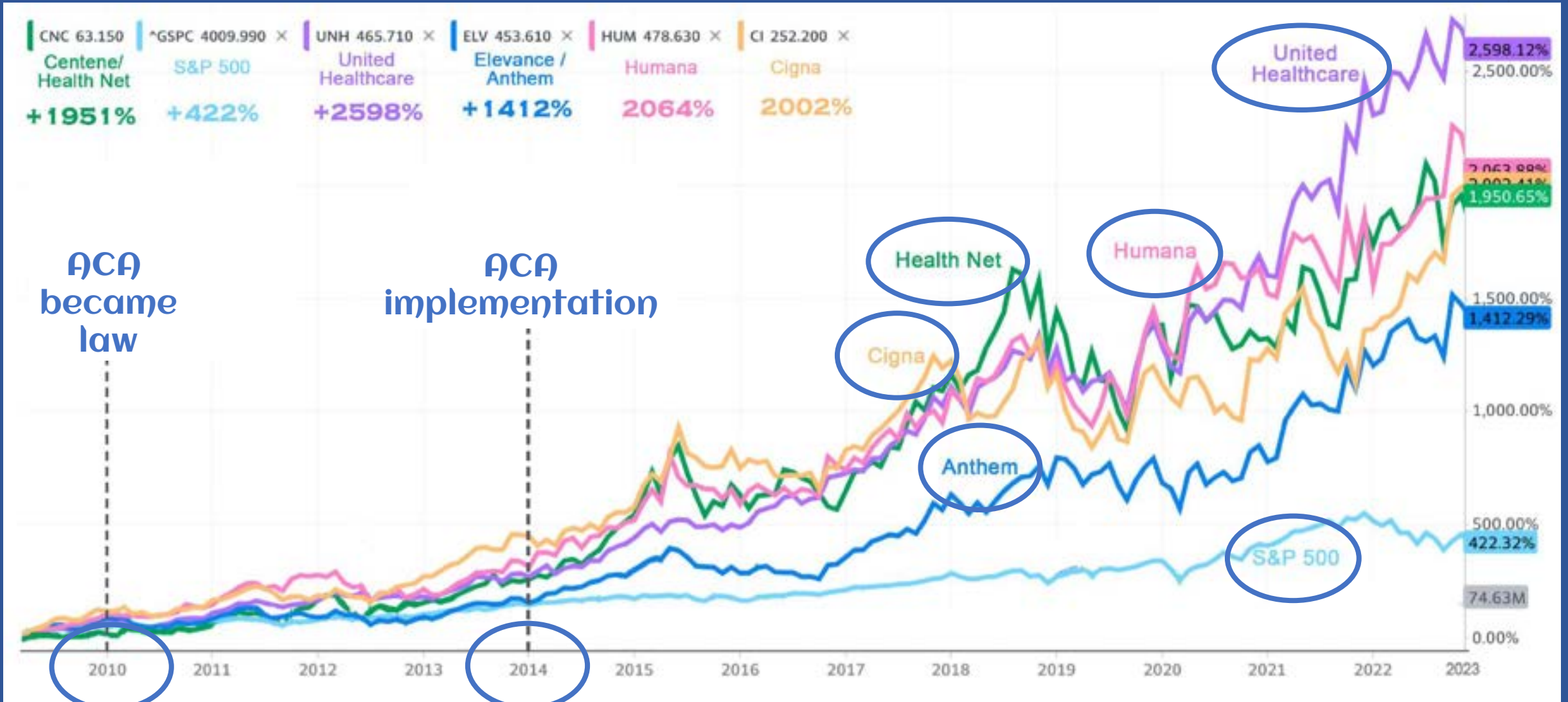
Diagnosed and Undiagnosed Cases





“I’m as mad as hell...and I’m not going to take it anymore!”

There's LOTS of \$\$\$ in Disease!!!



21 years

4 months

29 days

* Amount of time the average American spends online in a lifetime

Forbes, 2023



You become what you give your attention to.



If you yourself don't choose what thoughts and images you expose yourself to, someone else will.



Epictetus
50-135 AD







5:56:36



MISSION STATEMENT
TO PUT CHRISTIAN VALUES INTO PRACTICE
THROUGH PROGRAMS THAT BUILD HEALTHY SPIRIT,
MIND AND BODY FOR ALL





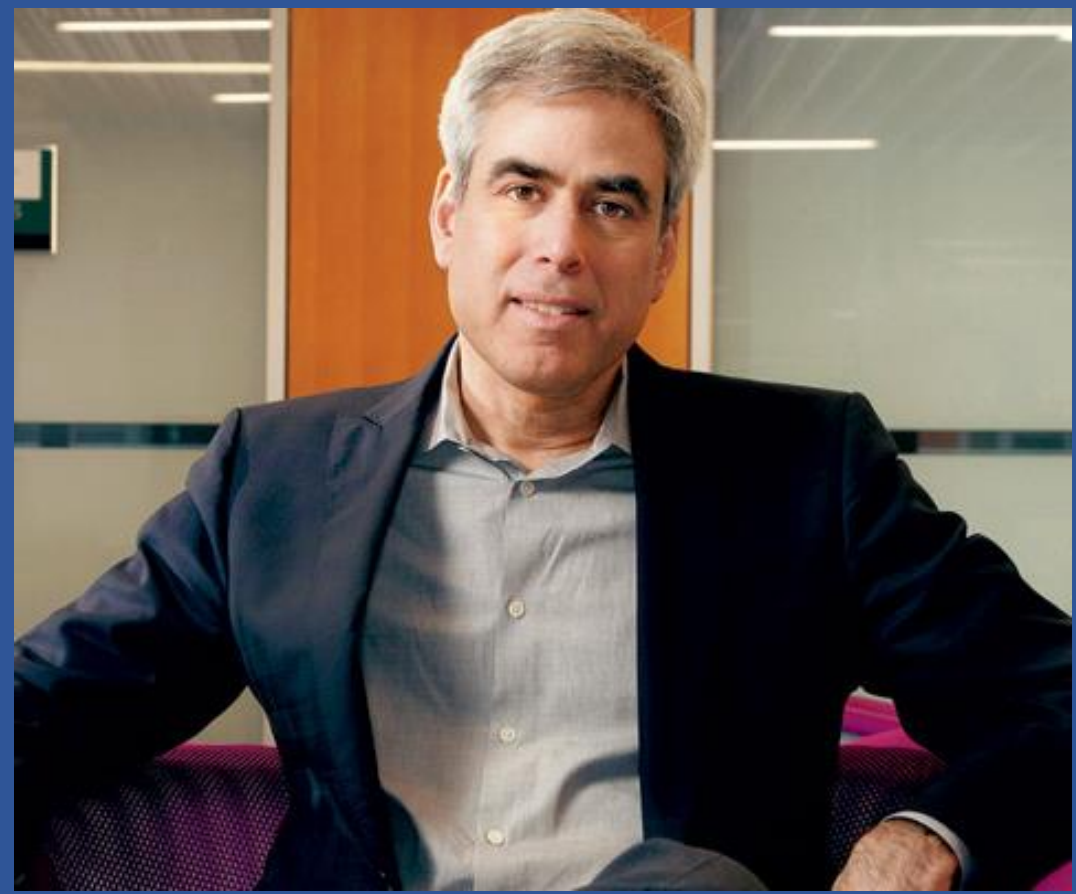
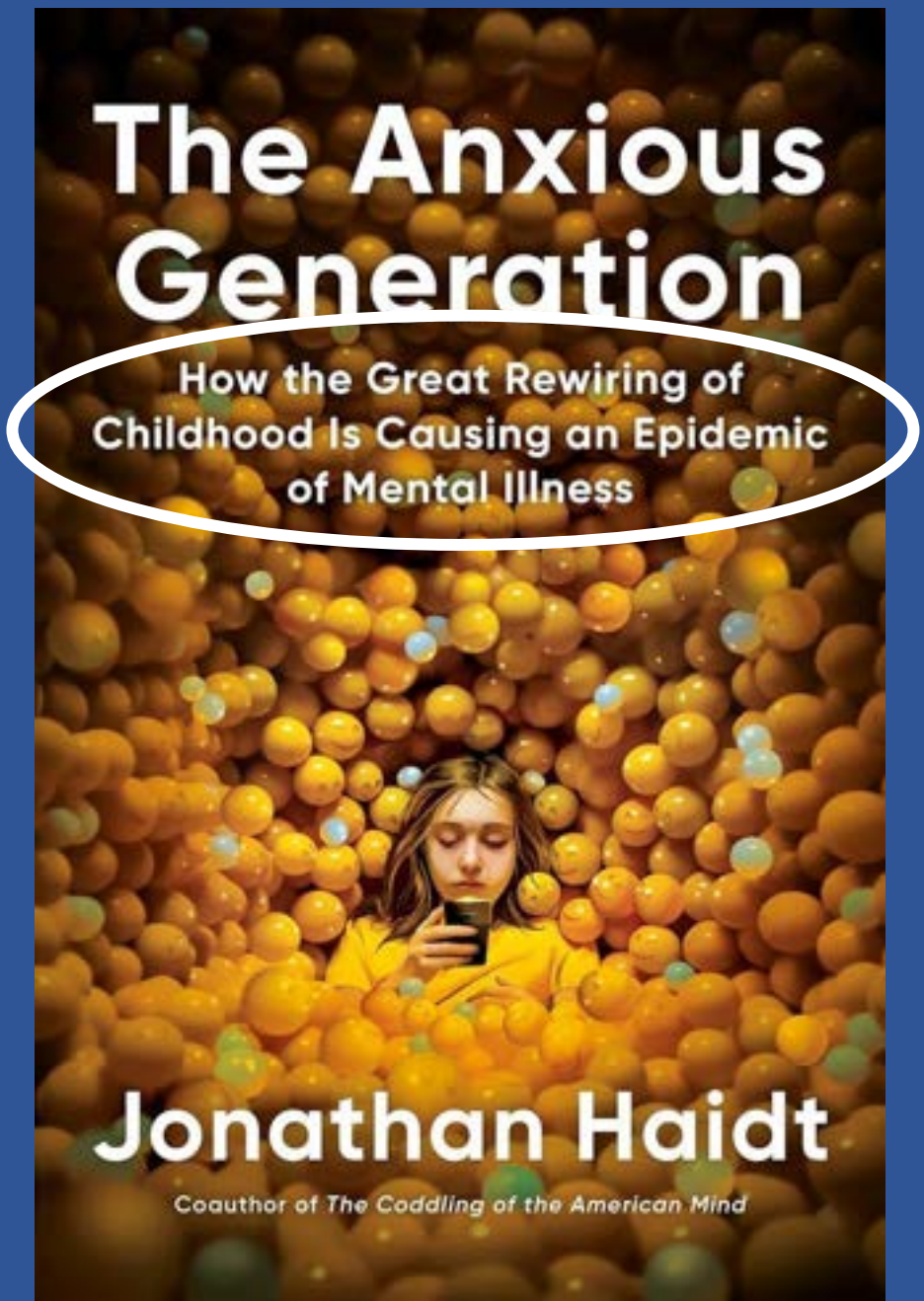
2018



A photograph of a busy airport check-in queue. People are standing in a line, many looking at their smartphones. There are suitcases and bags on the floor. A blue ribbon is stretched across the queue. In the background, there are airport signs and large windows.

Path A

**Austin-Bergstrom Airport
November, 2017**



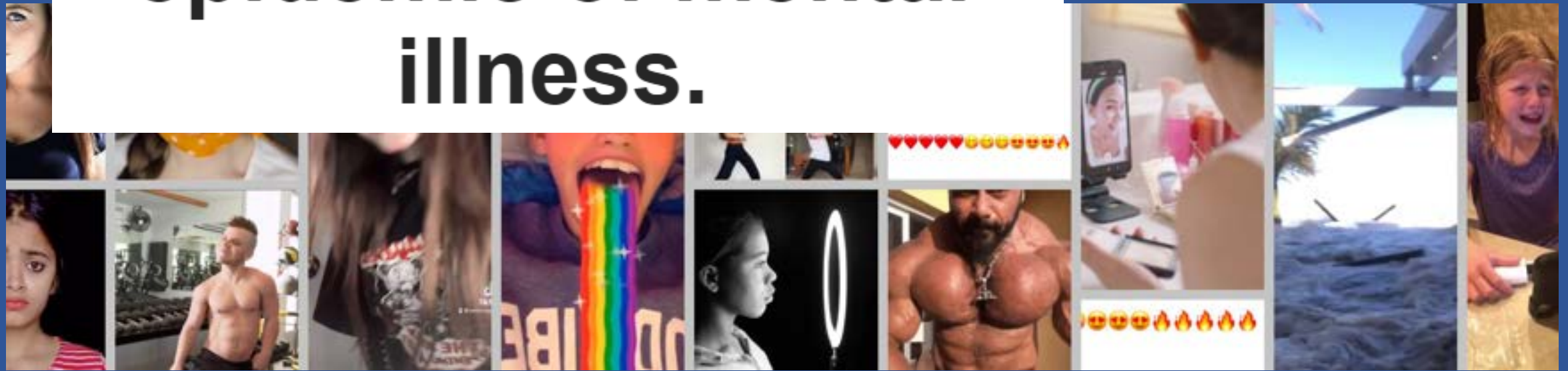
Jonathan Haidt
NYU Social Psychologist
www.anxiousgeneration.com



**Decline of
Play-Based Childhood
1980-2010**

**We rewired childhood
and created an
epidemic of mental
illness.**

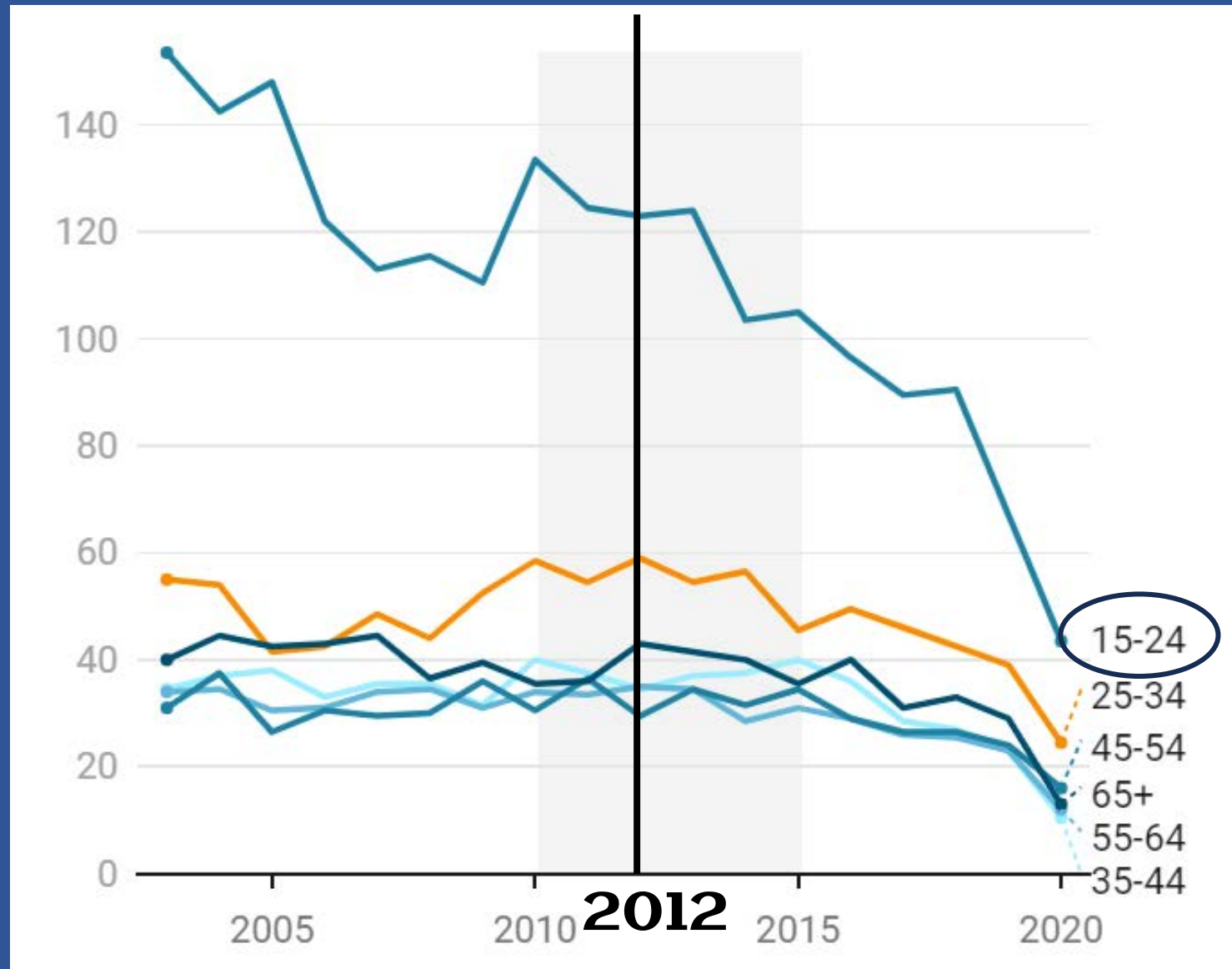
**Birth of
Phone-Based Childhood
2010-2015**



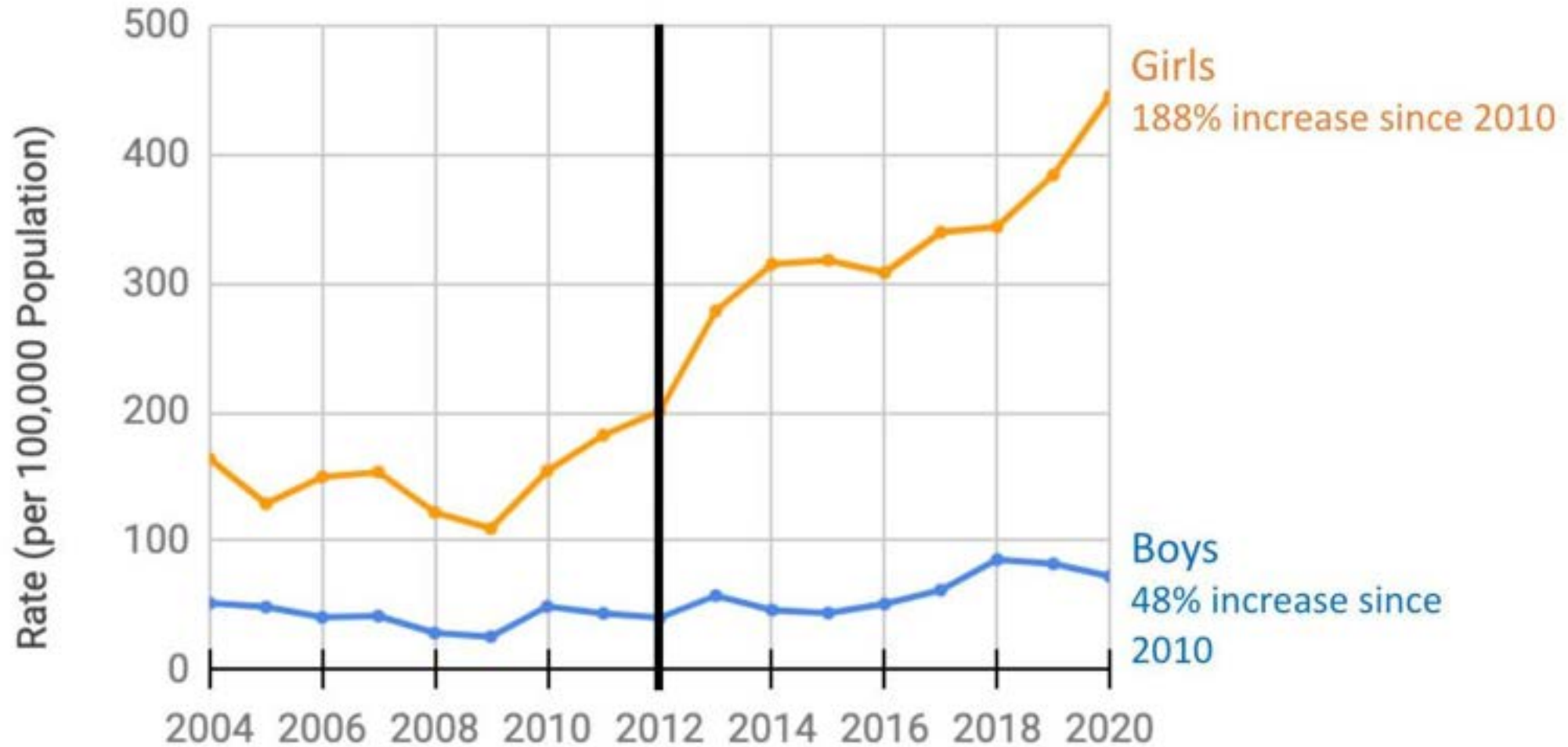
Have Smartphones Destroyed a Generation?



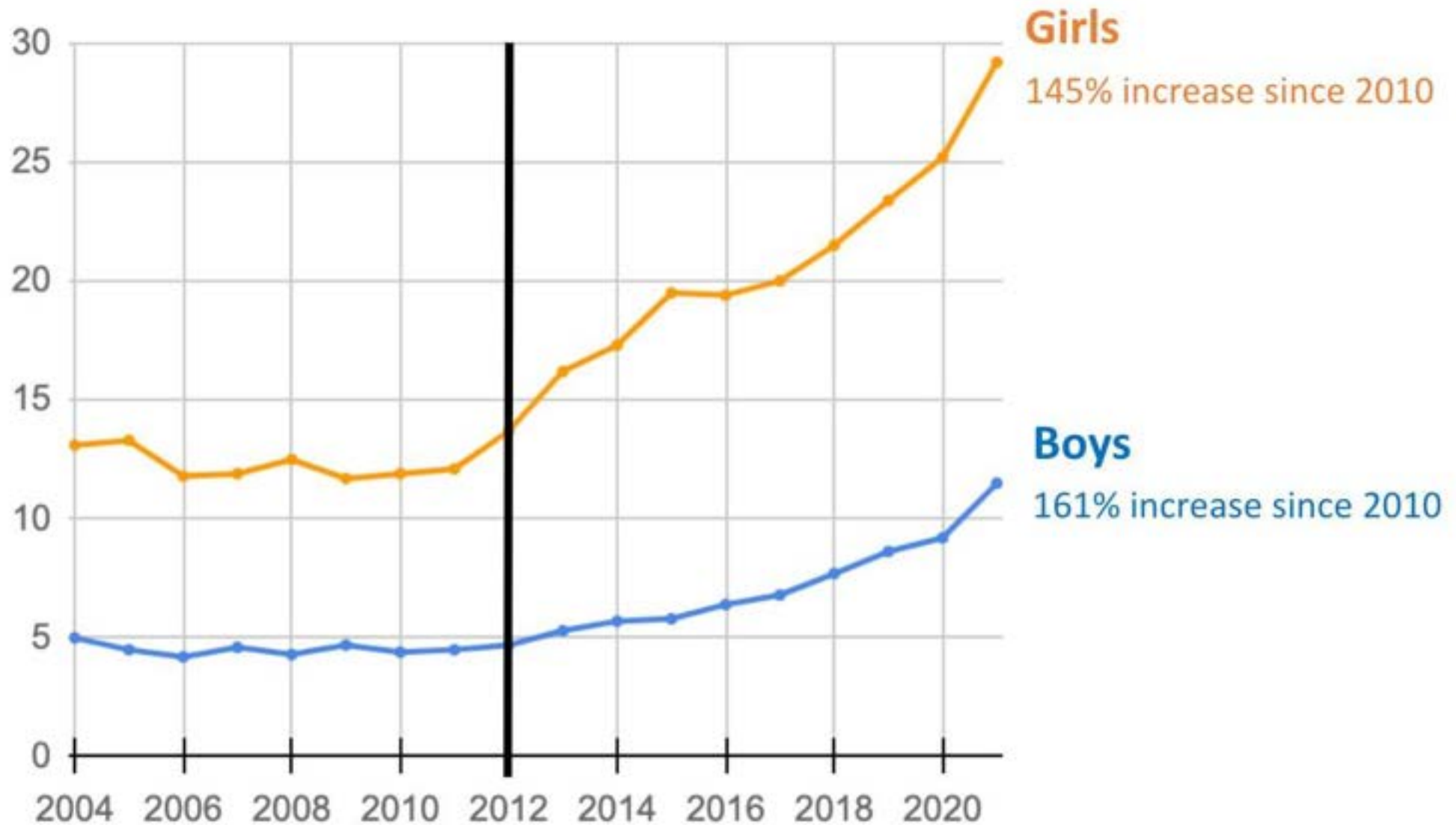
Daily Average Time with Friends (min/day)



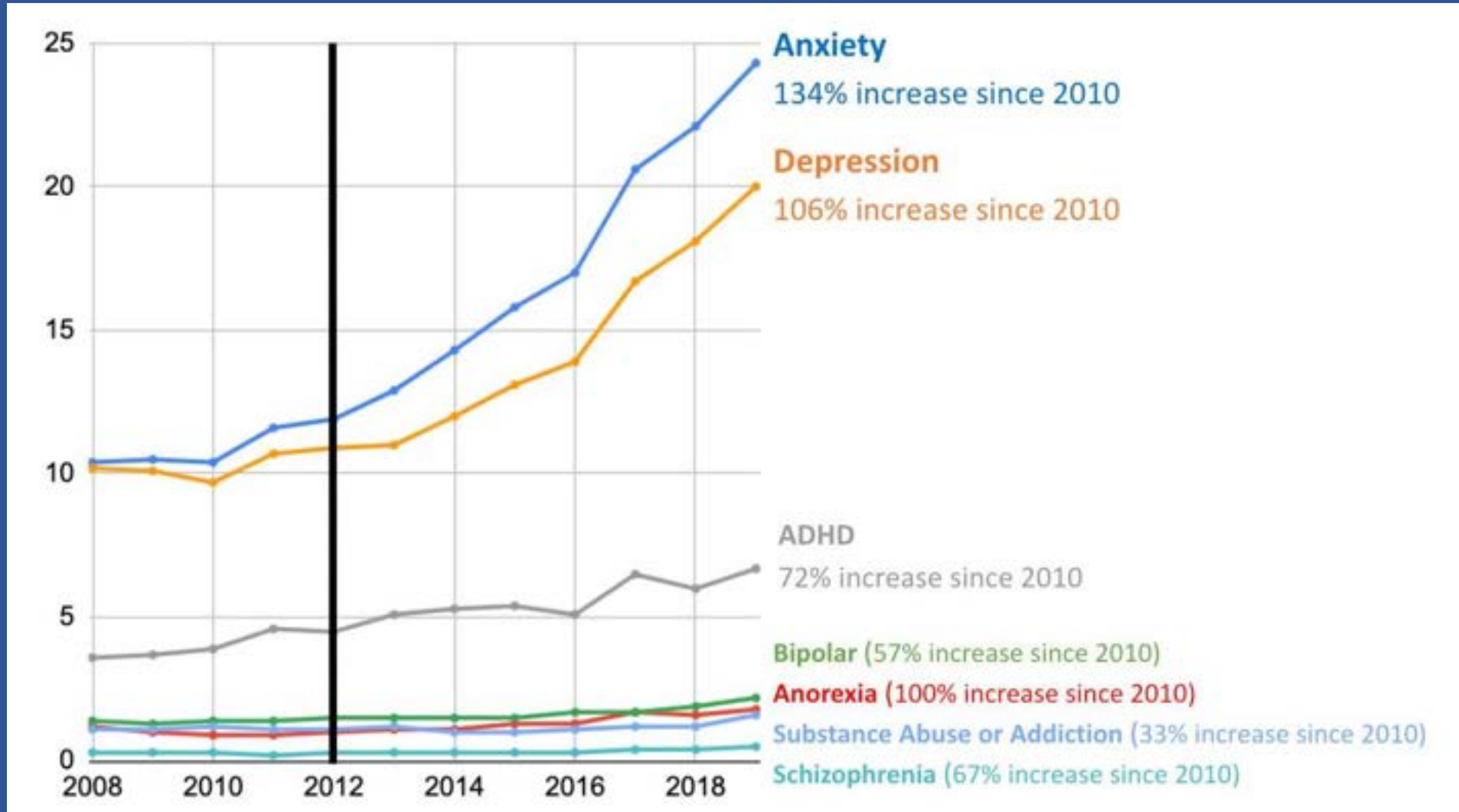
US Teens Admitted to Hospitals for Nonfatal Self-harm (Ages 10-14)



% US Teens with Major Depression



% of US Undergraduates Diagnosed with a Mental Illness



American College Health Association, 2019



February 2, 2020





Conrad Earnest, Ph.D.
406 scientific publications

Sprint interval training vs. Combined aerobic + resistance training in overweight women with type 2 diabetes

Article Dec 2020

Ebrahim Banitalebi · Majid Mardaniyan Ghahfarrokhi · Mohammad Faramarzi · Conrad P. Earnest

Protein Multi-Ingredient Expedites Recovery after Resistance Training in Trained Young Males

Article Oct 2020

Fernando Naclerio · Marcos Seijo · Conrad P. Earnest · [...] · Eneko Larumbe

The effects of varying doses of caffeine on cardiac parasympathetic reactivation following an acute bout of anaerobic exercise in recreational athletes

Article Full-text available Aug 2020

Amir Sarshin · Alireza Naderi · Carlos Janssen Gomes da Cruz · [...] · Conrad P. Earnest

Gait Pattern Alterations during Walking, Texting and Walking and Texting during Cognitively Distractive Tasks while Negotiating Common Pedestrian Obstacles

Article Full-text available Jul 2015

Sammy Licence · Robynne Smith · Miranda Polly Mcguigan · Conrad P. Earnest

Small dense low-density lipoprotein-cholesterol (sdLDL-C): Analysis, effects on cardiovascular endpoints and dietary strategies

Article Apr 2020

Heitor O. Santos · Conrad P. Earnest · Grant M. Tinsley · [...] · Rodrigo Cauduro Oliveira Macedo







Neowise, July 9, 2020



**Conrad Earnest, Ph.D.
1957-2020**





**YOU COULD
LEAVE LIFE
RIGHT NOW**



**Let that determine everything
you do, and say, and think.**





**Yes, there are two paths you can go by, but
in the long run, there's still time to change
the road you're on.**



1992



2013

NO
LIFEGUARD
ON DUTY
KEEP OFF

Thank you!

2023

