



MAD DADS COMMUNITY WELLNESS CAMPAIGN

2010 Mad Dads "HealThy People: Mind, Body and Soul" Community Wellness Campaign Powered by G.O. TEAM-ViSalus Sciences

\* Jacksonville \* Minneapolis \* Buffalo \* Omaha \* Lincoln \* Pittsburgh \* Council Bluffs \* Alexandria \* Daytona Beach \* Chicago \* Poughkeepsie \* Ft. Pierce \* Miami \* Boynton Beach \* Ft. Lauderdale \* Tampa



## ***2010 Mad Dads HeALTHY People Wellness Tour***

### **Pre-Launch Events**

**February 19-20, 2010  
Jacksonville, FL**

### **Official National Campaign Launch**

**April 8-10, 2010**

**Future Dates to be  
Scheduled in each  
city during 2010**

Mad Dads and ViSalus Sciences have joined forces to produce the 2010 "HeALTHY People: Mind, Body and Soul" Community Wellness Campaign.

For 22 years, **Mad Dads, Inc.** has been on the front-line of defending against the social ills and elements that lead to the destruction of our neighborhoods across the US.

Our 2010 Mad Dads HeALTHY People Community Wellness Campaign is designed to serve as a knowledge transfer, marketing vehicle and revenue generator for Mad Dads, Inc. and ViSalus Sciences. Hosted by *local market stakeholders*, this series of events will provide Regional & National visibility and access to troubled communities across the United States of America.

This lines up perfectly with the "Life, Health and Prosperity" mission of **ViSalus Sciences, Inc.** It is this reason that the Beverly Hills based Health and Wellness corporation made the decision to partner with Mad Dads, Inc. to bring the following initiatives to the communities that its chapters represent;

1. **Youth and Adult Entrepreneurship Training Programs**
2. **Feed 100,000 Hungry Kids Community Challenge**
3. **Body by Vi™ 90-Day Challenge**
4. **Home-Based Business Ownership Opportunity and Support**

### **Mad Dads Mission and HeALTHY People Campaign Synergy**

<b><u>Mad Dads Mission &amp; Vision Points</u></b>	<b><u>Healthy People Campaign</u></b>
<ul style="list-style-type: none"> <li>• Bring About Positive Change</li> <li>• Guide, instruct and influence the healthy development of families.</li> </ul>	<p>Campaign initiatives are designed to bring positive change in the following areas:</p> <ul style="list-style-type: none"> <li>• Healthy nutrition choices for Children and Adults (Body By Vi Challenge)</li> <li>• Entrepreneurial Education to counteract the option of selling illegal drugs and commerce that leads to incarceration (Youth and Adult Entrepreneurial Training)</li> </ul>
<ul style="list-style-type: none"> <li>• Seek Out, Encourage, Motivate and Guide Committed Men in the Struggle to Save Children, Communities and Ourselves</li> <li>• Recruit, engage and activate MEN in local communities to serve as parental mentors to the community in general.</li> </ul>	<p>The Knowledge Transfer, Information Exchange and Multi-Media Blended Learning Technology Infrastructure and content provided by the ViSalus Partnership can be leveraged to market the Mission and Vision of Mad Dads as well as facilitate outreach to qualified potential volunteers. All programs can be housed in the Learning Portal.</p>
<ul style="list-style-type: none"> <li>• [Combat] Social Ills that Presently Plague Neighborhoods</li> <li>• Combat social disorder, and restore and stabilize the family environment including drug abuse, crime and violence.</li> </ul>	<p>The social ills of our society come in the form of Malnutrition, De-Hydration, Diabetes, Heart Disease, Childhood and Adult Obesity, High School Dropout Rates, Poverty, Crime, Ill-morality and Drug Addiction. The HeALTHY People is designed in a High Touch – High Tech model to address them in a comprehensive manner.</p>

To facilitate the success of the above programs ViSalus Sciences has not only agreed to provide the financing but also the time, energy and resources necessary to:

- Customize marketing tools specifically for the African-American community
- Implement online and offline strategy that will increase the reach and exposure of the Mad Dads organization internationally
- To develop new knowledge bases, information exchanges, training content and learning curriculums that will add value to all Mad Dads constituents, volunteer members and chapter leaders.

Also, ViSalus Sciences has provided \$20,000 in donation to pre-launch the Mad Dads "HealTHY People: Mind, Body and Soul" Campaign powered by the company.

In addition, G.O. TEAM ViSalus, CThomasCoaching.com (Swim Fish, Inc., strategic technology partner <http://swimfish.com>) and eLife Ministry are on board to provide content development, training delivery strategies and learning management systems services to anchor the learning technology infrastructure of HealTHY People Wellness Campaign.

## **Campaign Components**

### **The Mind**

#### **Youth and Adult Entrepreneurship Training Programs**

Through entrepreneurship training, we help the adolescents and adults that Mad Dads serves build skills that will enable them to create commerce. The tools provided will help to improve the relationship-building, business and soft skills necessary for prosperous living and creating industry.

Combined, Blake Mallen, Ryan Blair, C. Thomas Gambrell and Gerald Rogers have fifty-years of entrepreneurial experience. These successes combined with knowledge captured in Mr. Blair's new book, "Nothing to Lose", will serve as the foundation for the training programs.

<http://nothingtolose.com>

The multi-media blended learning courses will include business and entrepreneurial topics such as marketing, technology, cash flow, financial statements, and competition.

## The Body

### Body By Vi powered by ViSalus Sciences, Inc.



The ViSalus Body by Vi™ Challenge has helped thousands of people achieve their personal health and fitness goals and enjoy greater financial prosperity along the way. To celebrate this prosperity in the spirit of contribution, ViSalus is proud to launch the Body by Vi™ Community Challenge, an initiative that allows you to donate meals to children and families who don't have the means to get the nutrition they need each day.

We have made it our goal as a company to donate 100,000 meals through this Challenge, and with your help we can make a significant difference in a child's life starting today.

For just \$24, you can donate 30 meals to children in need, and ViSalus will match with an additional 30 meals. There is no limit to how much you can give or how much ViSalus will match, and for less than 50 cents a meal you can make a big difference with even a modest donation. Your generosity can shape the future of communities across the world. <http://visalus.com/bbvi/community/>

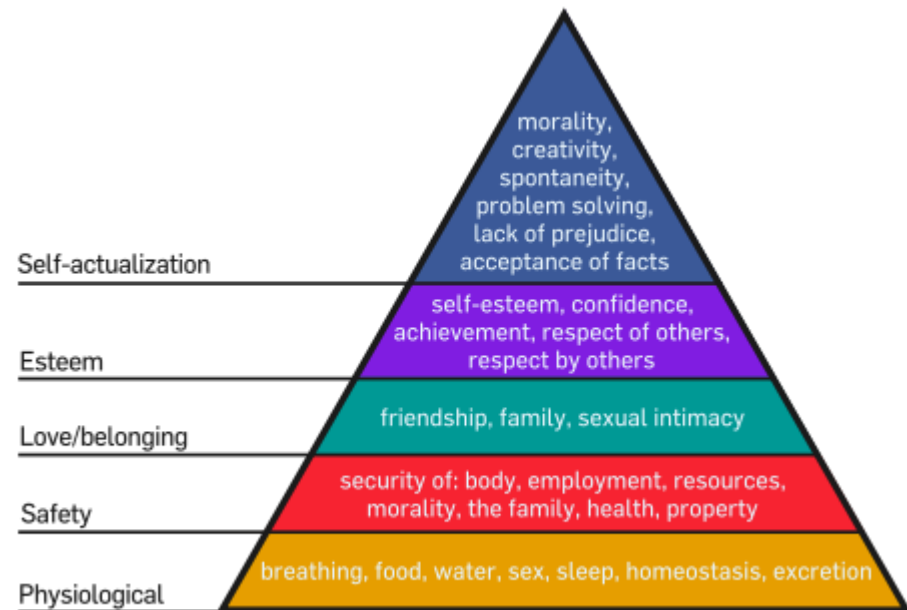


The ViSalus Sciences® *Body by Vi™ 90-Day Challenge* is geared to help you reach your goals, no matter what they are. From simply losing a few pounds, to getting fit and toned, we have the tools, the products, and the community of supportive people to celebrate your success. The Body by Vi™ program is easy, fun, and guarantees results.

The *Body by Vi™ Challenge* is not another fad diet. The program is based on nutrition that **helps you burn fat and keep lean muscle**, boosts your metabolism and helps control hunger. The patented ingredients and formulas help you achieve your goals, on your terms with guaranteed results. Included in our program are nutrition guides, exercise demonstrators, offline and online meal trackers, and fitness tips. <http://BodyByVi.com>

## The Soul

The intellect, emotions, and volition of a people are impacted in a positive manner when they have a viable means to take care of their basic needs; Physiological, Safety, Love/Belonging, Esteem, and Self actualization.



An Interpretation of Abraham Maslow's hierarchy of needs (from his 1943 paper *A Theory of Human Motivation*), represented as a pyramid with the more basic needs at the bottom

What we put into our mouths, and allow to enter our eyes & ears, ultimately controls the quality of our lives. We must provide the proper sustenance, audio and visuals for the children, women and men of our communities. That is what this partnership and initiatives are about. Heal THY People by facilitating the people's ability to be HealTHY People through proper nutrition, self-empowerment; knowledge transfer, information exchange & learning programs, and entrepreneurship.

Men and Women of God anchored in Jesus the Christ standing in the Gap and providing the model spiritually, mentally, emotionally, physically and financially for the members of the communities that we represent, as well as, those that we do not. Success on God's Terms!

## Corporate Profiles



Mad Dads, Inc., Men Against Destruction - Defending Against Drugs and Social-Disorder, better known as MAD DADS, was founded in May of 1989 by a group of concerned Christian Omaha, Nebraska parents who were fed up with gang violence and the unchecked flow of illegal drugs in their community. MAD DADS are, at its simplest, concerned, loving parents who purposefully hold themselves to be positive role models and who are single-minded in their resolve to save their communities from the mouth of the madness that is drugs, crimes, and violence. They acknowledge God as the true source of their courage, ability and success! These parents work to instill and restore Christian values. They work with local pastors to provide training and purpose for hundreds of church members who have become the visible force in changing neighborhoods across America. They address drug dealers, criminals, unsupervised youth, and anyone else who is destroying the moral fabric in hard-to-reach, low income communities.



This work is accomplished through grass-roots recruitment of community members to form chapters (the heart and soul of the national organization), developing street patrols, instituting youth development programs, parenting programs and a host of other greatly needed direct service, morals and values building activities that address the desperately lacking competencies of many of our communities, both urban and rural, and particularly those of color.

A key ingredient to the success of MAD DADS is that they become a visible and vocal presence in neighborhoods across the country, enlisting other community-based assets, as well as law enforcement, the judiciary, and others who want to stand up and fight against the negative forces destroying our children, families and cities.

From a genesis of only 16 men in Omaha, MAD DADS has grown to over 75,000 men and women nationally. The organization has started 61 Chapters in 17 states, from New York to Florida to California. Jacksonville, Florida is currently the National Headquarters chapter which was started in 2002.

<http://maddads.com>



ViSalus Sciences, Inc. Our Founders created ViSalus™ with a vision to combine passion for people with the principles of health and entrepreneurship. ViSalus™ is a community dedicated to making a positive impact on the life, health and prosperity of everyone we can reach. We do this by empowering and educating our Customers and Distributors to help bring our cutting edge health and wellness innovations to the world.

Co-Founder and CEO Ryan Blair is the embodiment of the ViSalus™ vision. His personal dedication to "give back" and the desire to show others what they can achieve is at the core of the ViSalus™ mission. Co-Founders Blake Mallen and Nick Sarnicola represent the foundation of the ViSalus™ Business Model, and provide the coaching and support required to help our Distributors achieve their goals.

Our Management Team consists of top executives from some of the leading companies in Direct Sales, Wellness, and Technology. ViSalus™ is guided by an experienced Board of Directors and backed by strategic investors Blyth Inc., (<http://blyth.com>) a billion dollar publicly traded company with nearly 30 years experience leading the Direct Sales industry. With this combination, ViSalus™ Sciences offers the stability of an established company, with the benefits and flexibility of a ground floor opportunity.

"ViSalus" comes from the Latin "Vi," meaning Life, and "Salus," which means Health and Prosperity.

**Life:** ViSalus Sciences® enhances the lives of our members through incentives and rewards designed to create new experiences, build relationships, and create lasting memories.

**Health:** ViSalus™ offers a line of innovative wellness products developed by a world class Scientific Advisory Board and backed by some of the most advanced scientific technology available.

**Prosperity:** ViSalus™ gives people of any experience level or educational background the entrepreneurial opportunity to grow and fulfill their financial potential in this exciting industry.



CThomasCoaching.com, based in Harlem, NY and founded by C. Thomas Gambrell, is a learning management consulting, training delivery, and success coaching company. We support entrepreneurs, corporations, colleges, member organizations, and professional associations with the delivery of multimedia learning events that help their members and constituents better manage their time, life, and resources. Our cutting edge blended learning strategy helps event participants get more of the right things done in less time.

eLife Ministry (Founded by Gerald D. Rogers and C. Thomas Gambrell) eLife Ministry is a virtual team of Christian Lay Ministers who are committed to assisting all people with the development of praise, prayer, and practical living skills that will prepare them to be faithful stewards of their time, talent and treasure to the Glory of God through Jesus the Christ. eLife is everyday -- electronic -- eternal.

- Health and Wellness Ministry – G.O. TEAM ViSalus
- GRIP Media Publishing
  - Success On God's Terms Brand (<http://SuccessOnGodsTerms.com> )
- 12StonesEd.org
- Flint Head Recordings
- Fellowship of the FLAME Christian Social Network
- "Private Label" Bottled Water Ministry