









































## What is your why?

"If the WHY is big enough, the HOW is easy.
Conversely, if WHY is not identified or is not significant, then any level of difficulty in the HOW will be enough to defeat you."

-Darren Hardy CEO Success Magazine

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## Where does our money go?

Stats from Barnett Financial Group, Inc.

#### Coffee:

The average adult American drinks two medium coffees per day at an average cost of \$3 dollars per coffee.





#### Eating Out:

The average adult American eats out 4 times per week at an average cost of \$15 dollars per meal.

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## Where does our money go?

State from Barnett Financial Group, Inc.

#### **Entertainment:**

(movie theaters, sporting events, concerts, theater, movie rentals, cable, pay-per-view, satellite, etc...)
The average adult American spend \$25 dollars per week on miscellaneous entertainment.



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#### Social Drinking:

The average drinking adult American spends \$20 dollars per week on miscellaneous alcoholic beverages.

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## Where does our money go?

Stats from Barnett Financial Group, Inc.

#### **Recreational Activities:**

(golf, hunting, fishing, boating, 4 wheeling, skiing, martial arts, etc...) The average adult American spends \$62 dollars per month on miscellaneous recreational activities.





#### Impulse Shopping:

The average adult American spends \$54 dollars per month on miscellaneous impulse shopping items.



## So how much could you reinvest in your child's health?

	Monthly	Annually
Coffee:	\$180	\$2,167
• Eating Out:	\$258	\$3,096
• Entertainment:	\$100	\$1,200
• Social Drinking:	\$80	\$960
• Impulse Shopping:	\$75	\$900

• Total: \$ 693 \$8323

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### Helen Keller

"All the world is full of suffering. It is also full of overcoming."

"Alone we can do so little; together we can do so much."

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"In the confrontation between the river and the rock, the river always wins. Not through strength but through perseverance."

—Anonymous

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The Kristi Chrysler Coaching Program will drive you to personal success!



#### Sidney MacDonald Baker, MD

71 Ferry Road Sag Harbor, NY 11963 631-725-9547 FAX 631 725 9549 sidneymb@gmail.com

6/10/2008

To Whom It May Concern:

I enthusiastically endorse Kristi Chrysler's invention of a system to help shoppers identify foods containing gluten and casein.

Sensitivity to particular foods and food additives is common, complex and vexing. On the academic side it is a subject that gets all tangled up in semantic and technical issues while laboratory tests to predict a positive response to eliminating a particular food are expensive and imperfect. Commercial stakeholders may hesitate to enter a playing field where they might stumble in an already confusing field of product labeling. The "Kristi and Kids" idea is, however, simple and powerful. Do not be misled by trying to answer the question "What is the market for gluten and casein free foods?" The answer is "big" but that's not the point. Symptomatic people with a wide variety of complaints that have little to do with well-recognized syndromes like cellac disease or autism are only a fraction of the market ty gou'd be looking at. The big market is for people who, in efforts guided by self-help or professional advice, are shopping for foods free of gluten and casein as a way of discovering whether symptoms abate with the elimination of these foods. Rightly speaking, these people should consitute a large segment of any population of people with a confusing assortment of symptoms the explanation of which may or may not have to do with food sensitivity. For them the quickest, most reliable, least expensive place to begin is with the elimination of gluten and casein. A service to that population will gain their valuable good will and patronage.

Sincerely yours, Sidney MacDonald Baker, MD

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Turn-key Health and Wellness including companies we have worked with and many more insights for overcoming obstacles.



Kristi and Kids...
Encouraging
Equipping
Educating



Others to Overcome Obstacles In Health

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Amy Hanover M.S., R.D. Registered Dietitian 226 Wildemere Dr. Mason, MI 48854 Ph. 517-676-4789 April 25, 2009

To Whom It May Concern:

I would like to recommend to you Kristi Chrysler with the highest regard for her work in assisting those shopping for gluten and casein-free foods.

Kristi possesses a very comprehensive understanding of the many facets involved in the management of a specialized diet, particularly gluten and casein-free. She has reviewed the scientific literature and studied extensively the foundation of omitting certain, potentially problematic foods and hidden components found in others, which is necessary in the therapy of celiac disease and autism. She also has acquired years of first-hand experience maintaining a gluten-free and casein-free diet in her own home. This specialized diet can be very complex and is always evolving as new foods enter the food market place.

As a registered dietitian, I can tell you that the need for a system to assist shoppers is valid. I praise the efforts of Kristi Chrysler to help facilitate the execution of a specialized diet, free of gluten and casein for those in the population that require this.

Sincerely

Amy Hanover M.S., R.D.







