



November 23, 2011 – Grand Rapids, MI

## Doing the Right Thing

I left you with a moral dilemma on Monday, and I hope you gave it some thought. Here's my solution. I've been reading an old motivational book called *The Success System that Never Fails* by W. Clement Stone. There's one quote that resonates in my mind:

*Do the right thing because it's right.*

We've seen that quote in many different forms, but at the end of the day, it's a reasonable solution to the food dilemma. With 70% of the adult population and 30% of children overweight and obese, we need to find a way to teach people how the foods that are available can be used in a healthy diet. Why shouldn't the companies who sell food products teach how that's possible? They're brilliant at constructing ads that entice people to buy their products—who best to come up with the ads that can show people how to use their products properly?

At some point, a company has to put profit aside and do the right thing. Why? Because it's the right thing to do.

What are you prepared to do today?

***Dr. Chet***

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