

Holly Hoffman



OPENING KEYNOTE: [Lead Simply](#)

When you hear there's going to be a "Leadership Keynote" presentation, what goes through your mind? Is it "Oh that's for our CEO to attend?" or "Those sessions are just common-sense things I've heard before." Holly Hoffman will shatter that mindset with her program on leadership. Everyone possesses leadership skills that come out in our daily actions no matter what role we are performing at the time. Whether it's at our workplace, or as a parent, as a volunteer in a civic organization, as a supportive friend, or as a contestant on a televised show where you are trying to outwit and outlast competitors. Leadership is the sum of how we model behaviors we want to see in others, how we connect with them and how we involve them in the process. Let Holly Hoffman help you to lead your tribe. True leadership is not just words, it is action. We must model the behavior we want to see; connect with the people

you lead and involve them as much as possible. The ways in which we model, connect and involve our people may have changed from the past, but as Holly will show, the basics of leading your team remain the same. Holly's dynamic energy and enthusiasm will have you excited to renew your passion for leadership!

BREAKOUT SESSION: "Write Yourself A Note"

Be Confident – Be Great – Be You! Have you ever picked up a book, and a sentence leaps off the page as if it had been written for you? Words- On paper-Matter. Writing it down focuses our attention on the abundance already within our grasp and makes it real. Writing things down is an easy, yet effective way to be productive and deal with day-to-day pressure. There are benefits of having visible reminders, clear thought processes, emotional stability, and even a grateful heart simply by using an old-fashioned pen and paper. In Holly's presentation, "Write Yourself a Note", you will be reminded of the value of writing things down which leads to getting things done.

Biography Holly Hoffman:

"Nobody can go back and start a new beginning, but anyone can start today and make a new ending." Marie Robinson. Holly Hoffman was the last remaining member of the Espada Tribe and the last woman standing on Season 21 of CBS' hit reality show "Survivor Nicaragua". Through that experience, and others throughout her life, Holly was inspired to share her message of survival. A professional motivational speaker and the author of *Your Winner Within and Write Yourself a Note*, Holly acknowledges that life is made up of challenges, and we are oftentimes faced with situations that seem insurmountable. But within each of us is an ability to focus our thoughts, emotions, and energy to succeed—if only we have the knowledge, tools, and discipline to do so. A native of South Dakota, Holly's writing and speaking not only offer encouragement and optimism but a roadmap for self-discovery and spiritual enlightenment. Readers and audience members alike walk away inspired to light the fire of successful living within themselves. Today, Holly is a member of the National Speaker's Association and a recipient of the Certified Speaking Professional designation, and travels across the country and internationally, speaking to a wide variety of corporations, associations, universities, schools and women's organizations. Holly inspires her audiences to take opportunities and focus on faith, attitude, determination, confidence, desire and perseverance. [@HollyHoffmanS21](#) HollyHoffman.com

Mark Mayfield



OPENING KEYNOTE: HUMOR ME: The Healing Power of Perspective

Are you stressed out? Lethargic? Not productive? Then you need a dose of Mark Mayfield. Mark will show you the value of your sense of humor and help you improve yours. You'll laugh until your sides hurt, but at the same time learn valuable information on building your sense of humor to help you manage stress, increase your productivity, improve your relationships, and enhance your creativity. This isn't just a bunch of "goofiness" with people putting on red noses. It's practical, yet hilarious, behavior changing modifications to make your life and work better. People don't stop playing because they grow old, they grow old because they stop playing.

BREAKOUT SESSION: Momma Told Me There'd Be Days Like This

Finding stability in stressful times is a must for all of us. Mark will help you identify your major stressors and help you find balance in this fast-paced world. You'll learn stress management techniques while you hold your sides laughing, because Mark believes you remember things that make you laugh. Why can't you remember where you put your keys, but you can remember a funny line from one of your favorite movies? Get better at managing people and managing stress in this fast paced, outrageously funny program that will help you get more done, enjoy life more, and LIVE LONGER.

Biography Mark Mayfield:

It's pretty simple what Mark Mayfield does: he talks about very serious stuff in a very funny way. He has one of the most diverse backgrounds in the speaking industry having owned and operated several businesses ranging from livestock production to golf instruction, and spent ten years as a lobbyist in Washington, D.C. and legislatures for a Fortune 500 company. He co-founded "FunnierU", a national comedy training and joke writing service focusing on humor from the headlines. He is one of the rare individuals in the world who is equally adept at performing comedy shows or high content speeches. Mark has received rave reviews sharing the stage with a wide variety of celebrities like Peter Frampton, Rachel Platten, Colin Powell, and Bob Newhart and has introduced the President of the United States on a live, nationwide television broadcast. He is the author of several business books and two jokebooks, and he makes nearly 100 presentations annually to all types of corporations, conventions, and trade associations. He was raised on a farm, received two degrees magna cum laude from Kansas State University, and taught school before he began his lobbying, comedy, and speaking career. He has received the CSP designation from the National Speakers Association and been inducted into their Hall of Fame. He is happily married (although his wife is not) and is the proud father of two grown daughters. He is also the most annoying Grandpa on the planet. From comedy shows to seminars, Mark's philosophy is simple.....say it with humor and people will take the message home.

Heather Horner



BREAKOUT SESSION: Better Health Is a Walk in the Park

Research shows walking more each day can reduce the risk of developing heart disease, diabetes, cancer and other health problems. “Better Health Is a Walk in the Park” encourages members to walk more by explaining the health benefits, giving tips on how to get started and providing tools to help employees start counting steps.

Biography Heather Horner:

Heather Horner has been the Member Education Consultant for the western half of the state since 2011. As a Member Education Consultant, Heather meets with employees and provides concise, easy-to-understand information about how insurance works, what drives costs and what they can do to reduce their health care costs. She can tailor a presentation by including the group’s utilization statistics and information about how the group compares to statewide averages and peer groups. Heather graduated from Concordia College in 2007 with a degree in Health Education and Exercise Physiology. While at Concordia, Heather ran track and cross country and still continues to run to this day, trying her best to keep up with her 2 little boys, Jaxon and Logan, and her 2 little girls, Ella and Avery.

Elizabeth Meyer



BREAKOUT SESSION: Daily Actions for Better Health

Better Nutrition

They're calling your name...those tempting treats that claim to get you through an afternoon slump. Cravings and hunger can take any good nutrition plan off track, but with a few simple changes, your workforce can eat their way to better health. We'll provide palatable, bite-sized chunks of information employees can use immediately.

Hypertension: Taming a Silent Killer

Also known as high blood pressure, hypertension is linked to heart disease, heart attacks, strokes, kidney failure and other health problems. The presentation explains the causes and risk factors of hypertension, plus provides eight specific lifestyle changes for lower blood pressure.

Diabetes—Don't Sugarcoat It

Type 2 diabetes and Pre-diabetes has tripled in recent years. Additionally, four in 10 adults have prediabetes, and most aren't even aware of it. This fun, interactive presentation helps participants understand how to prevent and manage the risk factors, causes, and to learn prevention and other tips!

Biography Elizabeth Meyer:

Elizabeth Meyer started at BCBSND in 2017. She previously worked as an outpatient dietitian focusing on Type 1 diabetes, pediatric obesity and cardiac rehab. As a Wellness Education Specialist, Elizabeth meets with employees and provides concise, easy-to-understand information on topics from how to get the most out of your health insurance to Nutrition, Diabetes and Hypertension. There's a variety of topics that can be "custom made" for the group she's working with based on the group's needs and wants. Elizabeth has degrees in Child Development and Human Science and Dietetics, graduating in 2011 from NDSU. Originally from Wahpeton, she now lives in Fargo and has one daughter.

Andrea Gribbles



BREAKOUT SESSION: Using Social Media to Build Community Engagement in your District

You want to engage your district, but when you're so busy - and so is everyone else - how do you build it?

Social media can be instrumental. This breakout will dive into the experiences from districts of all sizes from across the Mid-West. Andrea has been serving schools since 2014 and will share tips, tricks, and strategies that you can immediately put to use in your school district!

Biography Andrea Gribbles:

Andrea Gribble is passionate about celebrating students and connecting communities. She runs #SocialSchool4EDU, a company that partners with schools across the country to manage social media. Andrea holds a MBA from the University of Wisconsin-Eau Claire and is a frequent speaker at educational conferences on the topic of social media.

Dr. Jake Schmitz



BREAKOUT SESSION: Why so tired?? The missing fuel to ignite your hidden energy stores!

If you are like most Americans, you are more tired than ever, more stressed than ever, getting less done, and less able to live the life of your dreams. Have you ever wondered why? Is there something wrong with you? Or, are you MISSING SOMETHING?? Dr. Jake will walk you through how energy is created in the body, what roadblocks are keeping you tired, and what you can do to unleash amazing stores of energy!! Dr. Jake will keep you engaged through the science parts (no sleeping) and let you interact through questions as he explains the mechanisms of energy production!

Biography Dr. Jake Schmitz:

Dr. Jake played many sports when he was younger. He experienced several injuries from his passion for the game. He sought the help of a chiropractor to help his recovery. “When I was adjusted, I could stay in the game longer, heal faster from injuries and perform better.” He initially decided to become a chiropractor to help others with sports injuries. Dr. Jake attended chiropractic college at Northwestern Health Sciences University. It was there that he found out chiropractic could help much more than just for pain. When he started his chiropractic education, Dr. Jake was on seven different medications and living an unhealthy life without even realizing it. He started receiving regular chiropractic care and was off his medications nearly overnight. His body started healing again and he has never taken any medication since. Dr. Jake’s focus is on overall health and wellness in addition to helping athletes perform better. Dr. Jake grew up in North Dakota and is a self-proclaimed home-grown boy and loves being a chiropractor. Dr. Jake practices everything he preaches to his patients. “We don’t ever ask a patient to do something that we either aren’t doing ourselves or that we haven’t done already.” Practicing what he preaches includes a healthy lifestyle of eating right and receiving regular chiropractic adjustments.

Melanie Carvell



BREAKOUT SESSION: Finding The Heart of Health and Happiness

Have you struggled to make your self-care a priority and don't know where to start? Is your motivation flagging instead of flowing? Melanie's interactive presentation will equip you with a practical blueprint to not only begin, but most importantly, sustain the *flow* of a healthy lifestyle. Learn how small changes make a big difference and, most importantly, tap into the power of your emotional and spiritual strength to maintain long term well-being. Melanie will inspire you to fit movement, purpose, and joy into your days, resulting in more energy, productivity, and most importantly – happiness!

Biography Melanie Carvell:

Melanie Carvell is an inspirational speaker whose compelling presentations energize her audience with practical solutions, humor, and storytelling. She is a six-time All-American triathlete, a physical therapist, certified Worksite Wellness consultant, and author of *Running with the Antelope; Lessons of Life, Fitness and Grit on the Northern Plains*. Melanie was named Sanford Health's "Manager of the Year" in 2016 and recently named one of the state's "Leading Ladies" by the North Dakota Women's Center for Technology and Business.

Don Moseman



BREAKOUT SESSION: "BEHAVIORAL HEALTH AWARENESS AND SAFETY"

The COVID 19 Pandemic created new challenges with the behavioral health and wellness of our school staff and students. In this session, we will explore the impact of these new challenges on the overall safety of the school. We will discuss the physical and mental signs that lead to suicide in teens, what staff members can do to draw on inspiration to keep their own mental health in a positive place, and trends that the North Dakota Department of Human Services is tracking with impacts of COVID 19 on North Dakota citizens.

Biography Don Moseman:

Don, his wife Angie, and their daughter Annabelle, are originally from Rapid City, South Dakota and he holds a bachelor's degree in Criminal Justice. After serving in the U.S. Air Force, he was employed as a State Trooper for 20 years. He had many duties for the state including accident reconstruction expert and the state training director for defensive driving programs. In 2003, he was recognized as the Law Enforcement Education Officer of the Year for the United States by the BATF (Bureau of Alcohol Tobacco and Firearms) for his work in educating young people. He served the National Safety Council for 2 years as the Director of Government Programs. He has been teaching young drivers in the Alive at 25 Program for 17 years. He has been a certified instructor in more than 20 state, federal and National Safety Council programs. In total, Don has taught more than 1,200 law enforcement and safety courses to more than 25,000 people. He came to the North Dakota Safety Council in February of 2013.

Joel Vettel



BREAKOUT SESSION: Personal Safety in a Fast Paced World

In today's fast paced world, it is easy to lose focus on what is truly important in life. Therefore, the safety of yourself and your loved ones is critical to your happiness. By taking a few simple precautions, you can greatly reduce the risk to yourself and discourage those who commit crimes. By simply being conscience of your surroundings and educating yourself on a few preventive tactics, you can greatly reduce your chances of being a victim. In this session, Joel Vettel will use real life scenarios and stories to help you recognize times in your life where you are more vulnerable and to take steps to harden yourself as a target.

Biography Joel Vettel:

Joel Vettel grew up on a farm near Hillsboro, ND and attended Hillsboro High School. He received a Bachelor of Science degree from NDSU and a master's degree in Management from the University of Mary. He is a 2009 graduate of Northwestern University's Center for Public Safety "School of Police Staff and Command". He is a 2013 Graduate of the FBI National Academy. Joel served 19 years in law enforcement with the Fargo Police Department. He held a variety of positions including District Patrol Commander, Investigations Unit Commander, and Department Spokesperson, the Executive Director of the Fargo Park District and currently is the Head of Strategic Community Partnerships Sanford Health. Joel continues to present extensively on the issue of leadership and legacy, workplace violence and dealing with physically aggressive people. Joel lives in Fargo with his wife and two daughters. He is active with area youth athletic programs at both the high school and the college level. He serves as a board member for the United Way of Cass Clay and the FBI National Academy Association. He has also served as an elected member of the Fargo Park Board of Commissions, a Site Liaison for ESPN GameDay and the Director of Operation for USA Wrestling Tournament, the largest wrestling tournament in the world. In his spare time, he works as announcer for NDSU Athletics, volunteer strength coach for Fargo Public Schools, and is an experienced adventure racer and obstacle course racer.

Nancy Kelpinski



BREAKOUT SESSION: Dance With Nanc!

In Nancy's fun paced session you will feed off her enthusiasm. You can bet it is a belief that movement and laughter will help you become a person who thinks clearer, listens better, and acts on challenging situations we have in everyday life. Nancy will have you move your body, meet new people, and help you to become All-Star Healthy!

Biography Nancy Kelpinski:

Nancy Kelpinski attended the second Roughrider Health Conference and has been a regular participant and presenter at the conference ever since. Nancy graduated from the University of Mary with a degree in Physical Education and in Elementary Education. She has taught elementary school in Carson, North Dakota and in Fort Yates, North Dakota. For the last 25 years of her teaching career, Nancy taught Health and Physical Education at Mandan High School. While at Mandan High School she served as the SADD Advisor and has coached Special Olympics swimming in Mandan. Nancy believes in an active healthy lifestyle (Health is your best resource). Nancy has also taught swimming and water aerobics courses. Nancy and her husband Mark reside in Mandan and have three grown children: Rebecca, Jessica and Bryan. In her spare time, she enjoys dancing, riding bike, swimming, and spending time with her family.

Kori Messer



Yoga Blend-"Make today's fitness DREAMS tomorrow's GOALS & next week's ACHIEVEMENTS"

An introduction into the history of exercise and goal setting within wellness industry standards will begin this session. Interaction with the audience will take place through general inquiry. Through this interaction, the audience will maintain audio and verbal involvement, which will heighten the awareness and cognitive skills presented. The objective is to educate participants on becoming empowered by establishing a healthier life scene for oneself, and thus setting a great example to those around us. The desired outcome is physical stimulation through exercise (Tai Chi, Yoga & Pilates) in a group setting, with cognitive development through audio, visual, and verbal cues. Statistical information from published medical research will be introduced as it relates to improvement of physical activities for each person's own healthy living. Participants will be shown proper posture, muscle groups, and techniques in promoting self-efficiency and the reduction of common intrinsic risk factors in our daily living. Participants will engage in a combination of the three exercise formats collectively referred to as "**yoga blend**". Tai Chi will assist in warming the body up to encourage a safe exercise environment and promote self-awareness. Yoga will allow an opportunity for education on strength and muscle groups and Pilates will allow an opportunity for core strengthening. To finish the yoga blend session there will be an adequate cool down comprised of both active and static stretching.

Biography Kori Messer:

Kori Messer is a Christian wife, mom & CEO of Kori Ann Faith Enterprises. She is a CPT (Certified Personal Trainer) & Inspired Life Strategist which means she empowers people to be God-driven leaders who shine light upon darkness, so the next generation is better off than the current one. As a result of working with Kori, people discover their voice and use it to release the strongholds in their life. This provides the freedom to choose how you spend your time and whom you spend it with. Kori is all about helping people acknowledge their value, discover their voice and claim victory over their life. This is how she's helped thousands of clients lift each other up, empower one another and really start living as they were designed to. She has spoken and presented on stages across the U.S.A. and helped facilitate life changing experiences along the way. It's time you get re-connected with who you were designed to be. Take the first step. Merging faith with fitness is part of Kori's Life by Design process.

Dr. Brad Strand



BREAKOUT SESSION: Fitness Assessments

The benefits of being fit applies to people of all ages, sizes, races, abilities, and so each Roughrider participant will participate in the health assessment and health risk appraisal. Each individual will complete a set of basic exercises that will establish a baseline of aerobic, anaerobic, strength and flexibility. The participants will enter the results into the Tri-Fit program. By understanding and incorporating fitness into the classroom and our lives, we help to stimulate minds and encourage regular participation in Physical activity. Beneficial goals of participating in regular fitness programs include: improved cardiovascular endurance and activity tolerance, increased muscular strength and improved flexibility, reduction of body fat and improved weight control, improved self-image, reduced risk of disease and premature death, decreased stress and reduced feeling of anxiety and depression, improved bone strength and an overall improved “sense of well-being”. Participants will be able to list three benefits of fitness and the guidelines for fitness and will learn fitness activities they can incorporate in a classroom setting for school-aged children. As part of the fitness assessment activity, each participant will step outside their comfort zone and associate with people from other school teams. Participants will meet and greet other participants as they are randomly placed on a mini-golf team. The mini-golf team will play eighteen holes of best ball score. The best ball format will ensure all members work as a collaborative group for the final goal. The mini-golf team members will build dialogue and report early in the week, resulting in collaboration on health reform in their communities at a much faster pace. This entire fitness assessment event will start Roughrider “35” Conference off with a “Hole-In-One”.

Biography Dr. Brad Strand

Dr. Brad Strand graduated with a BS in 1978 from Mayville State University, ND; MS in 1984 from North Dakota State University, ND; and Ph.D. in 1988 from The University of New Mexico, NM. He is currently a professor in the Department of Health, Nutrition and Exercise Sciences at NDSU. He has conducted over 200 national, regional, and state presentations, workshops and demonstrations related to physical education, sport specialization, ethics and sportsmanship, and confrontations in sport. Dr. Strand is the lead author of three books: *Assessing and Improving Fitness in Elementary PE*, *Fitness Education: Teaching Concepts-based Fitness in the Schools*, and *Assessing Sports Skills*. Dr. Strand has published over 90 professional articles and abstracts on physical education, fitness education, and technology in physical education, and has served on a number of national boards: Dr. Strand has received a number of professional honors including: Scholar of the Year Award for the Central District of the American Alliance for Health, Physical Education, Recreation and Dance; twice awarded Exceptional Contributions to Scholarly Activity from the NDSU College of Human Development and Education; twice named Teacher of the Year in the Department of Health, Physical Education and Recreation at Utah State University; received the Distinguished Alumni Award from my alma mater, Mayville State University.

Rod Volk



SESSION INFORMATION:

Opening Ceremony's:

To set the energetic tone for Roughrider Conference 35 "ALL-STAR HEALTH 2021". Rod will go over all the week's attractions, requirements and guidelines. Rod will cover in detail the Roughrider mission and the trends that make the mission so valid 35 years after it was adopted. The past, present, and future of the North Dakota Roughrider Health Promotion Association will be brought to a new light for participants in a super-fast paced opening.

Team Meetings for Action Plans:

In preparation for the 2021 Roughrider "35" Health Promotion Conference, all schools should be prepared to develop an action plan including goals and objectives for their team's focus at school during the 2021-2022 school year. To prepare for the assembly of this action plan, school teams are encouraged to review their present schools' documents and data to determine the best focus of their time and efforts for action. This document has been prepared to assist schools in identifying key documents that could assist schools in recognizing their school's focus and needs for inclusion in the plan. Your school administration, counselor, and/or business office staff should be able to direct your team to these documents.

"Teddy Hill" Presidential Challenge Fitness Walk:

As part of the wonderful tradition of the Roughrider Conference, all participants will use the entrance of Theodore Roosevelt National Park for the "Teddy Walk" as part of their fitness results used for their personal wellness inventory assessment. This assessment is done by using some of the most current state of the art computer generated program software. The program will formulate individual results entered from a physical health history and a personal family health risk appraisal.

Kathy's Heart Rate Scavenger Hunt:

Participants as part of their Personal Wellness Inventory will be on a one-hour walk around the town of Medora looking for fitness items, while they collaborate with team members from other school district. Each participant will start out with their base resting heart rate. At the conclusion of the exercise session, the participants will be able to calculate a target heart rate zone and identify and use a target heart rate zone that will meet their personal fitness goals.

Maria's High Card Team Walk:

Participants as part of their Personal Wellness Inventory will interact with other conference members from outside their own district team. The fitness activity will section off the city blocks directly adjacent to the Rough Riders Hotel and Conference center. The four quadrants will be used as the course. Each pre-set team will be given a playing card each time they finish as a group going around one of the four quadrants. The participants are not allowed to leave any member of their team's side during the activity. The outcome is to bond with other members of the conference to make the collaboration process easier when working on the action plans.

Closing Ceremony's:

After a week of fun fast pace engaged learning, Rod will wrap up the week in review with final paperwork, awards, and the traditional closing video of all participants. This time will reflect on how so much positive energy was captured in what seemed like just moments ago the to the conference start. Before we leave for home, we will unveil the theme for Roughrider "36" 2022 with the traditional participant skit.

Biography Rod Volk:

Rod is a lifelong North Dakotan growing up in Lisbon. Rod received his master's degree from North Dakota State University in Educational Administration and his undergraduate degree from Mayville State University with degrees in both elementary education and physical education. Rod wrestled and ran track in college as a four-year letter winner. This is his 30th year teaching, where he is currently a middle school science, math and language arts teacher in Fargo. His teaching career started in Casselton as a 6th grade classroom teacher and was also a physical education teacher and athletic director. Rod has been a head varsity football, wrestling, and track coach over the years and has coached a combined 90 sport seasons. He has been involved with the Roughrider Conference for 30 years as a team member, facilitator, planning committee member, board member, and is currently the president and conference planner of the Roughrider Association. He feels the Roughrider Conference is the best thing going for North Dakota's future in health education. Rod will officially retire from teaching this Friday! 😊