

# Holly Hoffman



## OPENING KEYNOTE: "TAKING OPPORTUNITIES: DEALING WITH ADVERSITY, CHANGE, AND VALUED RELATIONSHIPS."

1. Opportunities taken often let you see beyond your expectations. 2. Unforeseen opportunities often come from risk-taking. 3. We learn from risk, and those lessons may lead us on an important new path. 4. Embracing opportunities helps you overcome a fear of failure. 5. Your attitude is determined by you. 6. Determination keeps you on your path of achieving goals. 7. When you believe in yourself, you are more likely to take action. 8. Relationships are based on honesty. 9. Patience, persistence, and perseverance are keys to success. 10. It's not always about winning, it's the lesson learned along the way

## Breakout Session: "THREE STEP STRIDE"

Holly Hoffman is well known for being the last woman standing in season 21 of the hit TV show "Survivor", but most don't know she was also a state champion hurdler in high school whose record stood for 13 years. In her new program "Three Step Stride", she explains how her ability to reduce steps between hurdles made her a track star, and how *eliminating steps* is also a metaphor for life. Getting rid of things you don't need like comparison, excuses, and complacency can get you over life's hurdles and to your finish line sooner.

### 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.

# Dave Davlin



## **CLOSING KEYNOTE: "GAME WINNING 3- MAKING IT COUNT...IN BUSINESS AND IN LIFE"**

This presentation is an hour of interaction, humor and audience participation mixed with a powerful message. It is a roller coaster ride of emotion that will find the audience engaged in hilarious laughter one moment and brought to tears the next. The audience will be challenged to make the most of every moment in order to develop themselves personally and professionally while creating value and making a difference in the lives of others.

## **BREAKOUT SESSION: "MAKE IT COUNT – UNCOVERING THE STRATEGIES TO WHAT MATTERS MOST"**

In this eye-opening presentation, Dave leads the audience through a nine-step journey of self-discovery and mastery... a journey toward extraordinary results. "MAKE IT COUNT" uncovers the strategies and steps necessary to identify, pursue and experience what is truly most important.

### **Biography Dave Davlin:**

Over 25 years ago, Dave Davlin began bringing smiles to faces with a form of entertainment he developed as a young boy. From NBA and major college arenas across America to the Summer Olympic Games in Seoul, South Korea— and even to the world-famous Branson Strip— "Travelin" Davlin has entertained people of every age and background. His amazing ability with basketballs even landed his name and picture in the 1990 Guinness Book of World Records. Dave began to hone his speaking skills in the early 90's as a national speaker in the public schools across America. Combining his entertainment ability with a powerful message, he was instrumental in the fight for education and against drugs. At the advice of friends working in corporate America, Dave began to develop presentations for the corporate and association market and the rest is history. He now speaks at numerous corporate and association conferences each year. From public school students to CEOs, Dave's message has made a difference in the lives of thousands, and his impact continues to grow each year as he shares his philosophy and wisdom through speaking and writing.

## Dr. Jake Schmitz



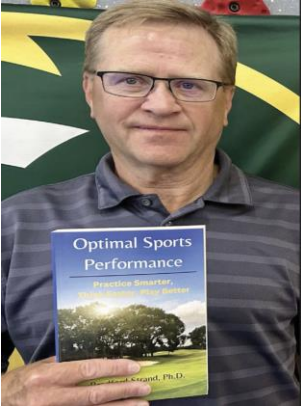
### **BREAKOUT SESSION: "EAT TO LIVE: WHAT RESEARCH TELLS US ABOUT THE HEALTHIEST "DIET" ON THE THE PLANET"**

You will learn which diet plan has the most research support and discuss which specific foods we can eat to increase your lifespan. We will discuss ways to navigate the grocery store to avoid unhealthy foods. Your digestive system is responsible for breaking down and absorbing nutrients giving you a healthy and sustainable life. In this session, you will find answers that will change your digestive health consumption. Dr. Jake will help us to understand what we need to consume if we want a potentially long and healthy life.

### **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.

## Dr. Brad Strand



### **BREAKOUT SESSION: "OPTIMAL PERFORMANCE"**

Everyone is striving to perform better in their life activities. In this session we will discuss how optimal sport and exercise performance principles apply to all of life's activities.

#### **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 presentations, published over 90 professional articles, and is the lead author of three books. Dr. Strand has served on a number of national boards and has received a number of professional honors including: twice named Teacher of the Year in the Department of Health, Physical Education and Recreation at Utah State University and received the Distinguished Alumni Award from his alma mater, Mayville State University.

# Don Moseman



## **BREAKOUT SESSION: "SCHOOL VIOLENCE FLASH POINTS"**

School violence has increased every year in the U.S. since 1999 with some years having more than a 100% increase in a single 12-month period. What conditions in our schools, and society, are contributing to this occurrence? The first step in prevention is recognizing the source of a problem. We will take a research-based approach in examining the flash points of these events so that school staff may have a greater understanding and hopefully more of an opportunity to prevent them.

### **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.

# Natalie Couture & Meghan Nordstog



## **BREAKOUT SESSION: “B-(E YOUR OWN) HERO-RESOURCES AND OPPORTUNITIES FOR EDUCATOR REJUVINATION”**

School’s out for summer, but fall is always closer than we think! Join the B-HERO team for a look into the dimensions of wellness any educator, parent, or friend can focus on to rejuvenate throughout the summer months. Leave this session with a set of intentions for personal achievement, achievable goals, and a little more sunshine in your step. This session is for *any* educator needing a break, reset, or a minute to recoup.

### **Biography Natalie Couture**

Natalie Couture is a secondary English educator, behavioral health advocate, and Program Coordinator for the B-HERO Technical Assistance Center at the Central Regional Education Association. As a writer and researcher at heart, she assesses and promotes valuable behavioral health programs, services, and resources so that North Dakota educators can spend time doing what they do best—working with students in the classroom. When she’s not teaching summer school or boating at the lake, you can find Natalie curled up with a good book at a coffee shop or spending time with her partner, friends, and family in Minot.

### **Biography Meghan Nordstog**

Meghan Nordstog is a Program Research and Development Specialist for the Central Regional Education Association, specializing in behavioral health resources and opportunities for educators – relying heavily on her former experience as a school counselor. As a content creator and designer, she integrates educational best practices into deliverables to enhance professional learning. When she is not immersed in designing flyers, slide decks, and website pages, she is spending time at her Grand Forks home with her husband, three kids, and spunky golden retriever, Jerry.

# Jerry Balistreri



## **BREAKOUT SESSION: "READING THE TELLS – LEARNING HOW TO READ BODY LANGUAGE"**

Reading the Tells is a powerful training seminar that gives you practical techniques, tools, and strategies for understanding and using non-verbal communication for the highest impact and effectiveness. Become a highly respected, highly influential, and highly successful communicator! Whether you are a teacher, counselor, principal, or supervisor of any kind, the degree of career success you enjoy is virtually dictated by your skills in communicating with others on the job.

### **Biography Jerry Balistreri:**

Jerry Balistreri is a professional educator, administrator, trainer and author. His training on how to read body language leaves participants wanting more and creates a memorable experience. Jerry gets the participants involved with fun learning experiences that leave them with concrete knowledge of how to read body language and what the "tells" mean. Jerry has been a professional educator, administrator, trainer, speaker, and author. Jerry holds a master's in education with twenty-five years' experience in public education and training, along with being a high school principal and a university department chair. Jerry has over thirty years' experience with non-verbal communication and holds certifications in: situational awareness, forensics for patrol officers, detecting lying, detecting deception in interpersonal communications. Jerry has been training, researching, writing, and speaking on non-verbal communication for over thirty years. Jerry delivers customized trainings, keynote addresses, and conference sessions. Jerry has been married to his wife Sheila for 40 years and lives in Scottsdale, AZ. Sheila and Jerry have two grown children. Their son lives in California, and their daughter lives in Arizona.

## April Lund



### **BREAKOUT SESSION: "CHAMPIONSHIP MINDSET: HOW TO BE A CHAMPION IN EVERYTHING YOU DO"**

The thoughts we think, the words we speak and the actions we take not only impact our lives but everyone we come in contact with personally and professionally. Our actions matter, so does our inaction. The way we think about the world and how we solve problems matters. How we deal with life when everything isn't going right, is what truly defines us. As educators, moms, dads, friends, teammates we are setting an example with every step, breath, and in every challenge. In our world we are often taught to focus on the problem, but Champions realize we cannot always control what happens to us but instead our power lies in how we respond. Let's learn together some strategies to think critically and become solution focused. Champions don't make excuses, they make adjustments. Champions take accountability and responsibility. Champions lead by example with their work ethic, discipline, communication, attitude, their inclusivity, their ability to not just point out problems but learn and teach how to work through them. Being a Champion starts at the top and like the peeling of an orange goes throughout our entire life. When we start to practice this in our lives, our home life will change. When we practice this in our classroom the expectations and performance of everyone in that room will rise. We must not only do more to get more, but if we expect more often times people will rise up to meet those expectations. We must choose to have and teach a Champion Mindset. I would love to empower everyone in this room to rise up and be the Champion you know you were created to be! I will provide you with lots of nuggets of hope and change that you can utilize immediately to start seeing results in yourself, your family, and in your classrooms and workplace.

### **Biography April Lund:**

A passionate advocate for Health and Wellness April Lund is one of the most sought after Personal Trainers, Running and Accountability Coaches, Motivational Speakers and Regenerative Massage Therapist in North Dakota and throughout the United States. She is a Professional Runner with over 20 Sponsors.

April is a World Champion and National Champion runner and currently holds 2 American Records.

She is the President of the Dakotas Association for United States Track and Field. April is TV Show Host and the founder of the GYS TRACK CLUB and Lifting You Up Studio/April Lund Fitness. She serves on the board For Special Olympics Polar Plunge. In addition to these accomplishments April and her team volunteer throughout the community when she's not traveling around the country and world coaching, speaking, motivating, or racing. April has been featured in many publications. To find out more about her story, journey, and mission she's one quick Google away!



## Anthony Aukland & Jason Mattheis



### BREAKOUT SESSION: **“ARTIFICIAL INTELLIGENCE IN YOUR K-12 SCHOOLS FUTURE”**

This session is a 101 introduction on the new Artificial intelligence that is sweeping the world at a pace so fast we barely understand it. This session will try to answer the WHO -You and your students, WHAT-Artificial Intelligence, WHERE-Your school district, WHY- A.I. is here for us now, WHEN-This school year and beyond. This presentation explores the transformative potential of A.I. in K-12 education, focusing on how it can enhance personalized learning, support teachers, and streamline a student’s experience. By leveraging A.I. driven tools, educators can tailor instruction to meet individual student needs, provide real-time feedback, and foster engagement through interactive learning experiences. A.I. also offers valuable support in special education, data-driven decision-making, and remote learning environments. This session will provide insights into the practical applications of A.I. in the classroom, empowering educators to harness these technologies to improve student outcomes and overall educational effectiveness.

#### **Biography Anthony Aukland:**

Tony Aukland, ND’s Technology Outreach Director, has been working in state IT for nearly 30 years. He is employed by the ND Information Technology Department but began his career as a high school Math and Computer Science teacher before being hired by Job Service. The first in the state to serve as cyber analyst for the NDSLIC, North Dakota State and Local Intelligence Center. He is certified as a CyberPatriot coach, SANS Security Awareness Professional and GIAC Security Leadership. Tony claims three hometowns, Valley City, Reynolds, and Devils Lake. A graduate of Valley City State University with degrees in Math Education and Computer Science and a recent graduate of the University of Mary, Master’s in Business Administration. He is a Scout leader, Motorcycle Enthusiast, and Black Belt in Tae Kwon Do. He and his wife Donna reside in Bismarck and have 3 children.

#### **Biography Jason Mattheis:**

Jason Mattheis is the Manager of Professional Learning & Outreach for NDIT-EduTech. His Team works with teachers from around North Dakota on ways they can incorporate technology into their classrooms. The Team also provides professional development to help teachers earn a credential so they can teach Computer Science and Cybersecurity in their classrooms. He has been with EduTech for six years and was previously an Information Technology Specialist on the Training and Outreach Team. Prior to joining EduTech, Jason was a junior high and high school social studies and business education teacher for 16 years. He also spent three of those years as a school district technology coordinator.

# Nancy Kielpinski



## **BREAKOUT SESSION: DANCE WITH NANCE!**

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 more clearly, 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 Kielpinski:**

Nancy Kielpinski 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 (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.

## Rod Volk



### **SESSION INFORMATION:**

#### **Opening Ceremony's:**

To set the energetic tone for Roughrider Conference 39 "Super Heroes of Health". 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 39 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.

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#### **Team Meetings for Action Plans:**

In preparation for the 2025 Roughrider "39" 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 2025-2026 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.

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#### **"Teddy Roosevelt 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.

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#### **Kathy's Heart Rate Scavenger Hunt:**

Participants as part of their Personal Wellness Inventory will be on a team walk around the town of Medora looking for fitness items, while they meet and collaborate with team members from other school districts. 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.

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**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.



**Pauline's Closing Ceremony Week Video**

After a week of fun fast pace engaged learning, The Roughrider Board will wrap up the week in review with final paperwork, awards, and the traditional closing video of all participants, that Pauline works super hard to put together. This time will reflect on how so much positive energy was captured in what seemed like just moments ago the conference started. Before we leave for home, we will unveil the theme for Roughrider "40" 2026 with the traditional participant skit.

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### **Larry's Week of Amazing Pictures**

From the second you arrive to the moment you walk out the door Friday, Professional Photographer and RR conference veteran Larry Holmstrom will capture you in all the Roughrider fun filled action. The pictures will be shared in the mid-week and closing video. The pictures will forever be preserved on the [NDROUGH RIDER.COM](http://NDROUGH RIDER.COM) website.

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### **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. Rod retired from teaching in 2022 after 31 years as 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 34 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