

# Joe Beckman



## OPENING KEYNOTE: **"JUST LOOK UP!"**

### **Just Look Up! Life-saving phrases EVERY human needs to hear**

Combining humor, authenticity, heart, and soul, international speaker Joe Beckman shares timeless wisdom through phrases he believes all humans need to hear...especially today. The result is a refreshing, authentic, and down-to-earth approach to finding self-worth (**Love YOU**), resilience (**Push Through**), confidence (**Fail On**), joy (**Yeah Toast!**), and maybe most importantly, human connection (**Just Look Up**). Participants will walk away with tools, resources, and strategies around self-care, human connections, and building positive relationships in their Life!

## Breakout Session **"THE TOOLS: CHARACTER-INSPIRED ACTIVITIES AND BEST PRACTICES"**

Based off Joe's keynote, Just Look Up, "The Tools" is a nuts-and-bolts workshop that will equip participants with character-based tools around personal growth, leadership development, and creating a positive school culture. Participants will walk out with fresh ideas, practical resources, and 3 inspiring videos & lessons ("the tools!") they can immediately use with their staff, students, and larger school community. Bring a pen, bring a notebook, and bring a folder... you're going to be walking away with some "tools!"

### **Biography Joe Beckman:**

As co-founder of Till360, Joe Beckman's mission has been to RECLAIM HUMAN CONNECTION in school communities throughout the world. Joe has shared his infectious energy, humor, and passion in over 2,000 schools, positively impacting over 1 million people worldwide through: Live speaking events, Powerful videos or his best-selling books, ***Just Look Up, and Just Look Back*** Joe resides in the lovely state of Minnesota, with his 4 children and exceptionally beautiful, patient, strong, kind-hearted wife, Jess.

# Matt Booth



## **CLOSING KEYNOTE: "BASICALLY INCREDIBLE"**

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. Participants will understand how doing the basics consistently leads to an incredible life. His mission is to provide you hope that tomorrow can be better than today, and this is possible when we Figure It Out. Using the five needs of Negativity- Engagement- Energy- Direction- Source of Power Figure It Out- will help participants learn core components needed for success.

## **Breakout Session: "WHAT IS THE VALUE OF YOUR ATTITUDE"**

There is an old saying that "attitude is everything". Is that true? I think Attitude is the START of everything! Attitude determines your thoughts and, ultimately, your actions. In this program, you will find that being positive as often as possible helps you be more successful at what you do. You'll leave this program with practical takeaways and the motivation to implement them.

## **Biography Matt Booth:**

Matt Booth is the **ATTITUDE EXPERT**. Matt is an engaging speaker and author who encourages people to chase their dreams. He is direct, thought-provoking, and inspiring. To achieve Personal Satisfaction and Professional Success, Matt's philosophy is simple: You Must Be Yourself and Improve Yourself. When Matt speaks, the audience won't be listening to another talking head with a boring power point. They will be participating in an interactive experience that will engage, educate and entertain while inspiring them to act! Matt's humor, quick wit, and ability to connect with people creates meaningful attitude changes. Matt has enjoyed getting to share his message throughout the United States and with international audiences around the world. Matt grew up on a farm in Southwest Wisconsin in the heartland of America. He lives in Dubuque, Iowa on the banks of a small creek that feeds into the mighty Mississippi with his lovely wife Joie and their sons Carter and Graham. Matt enjoys hiking with his family, fishing with his boys and taking his wife out for dinner. Matt received his undergrad at University of Wisconsin and then graduated with his Master's Degree in Communication from University of Dubuque. Most recently Matt was awarded the highly esteemed, Certified Speaking Professional.

# Dr. Jake Schmitz



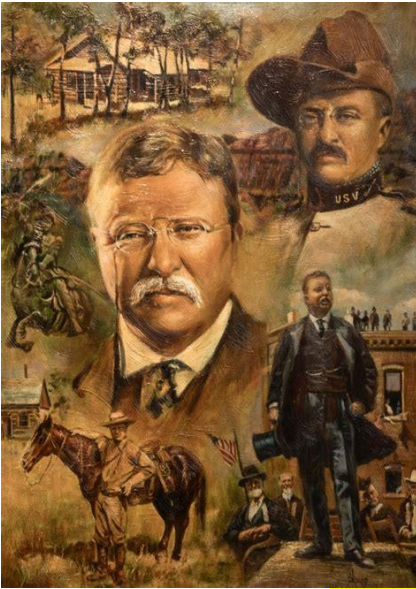
## **BREAKOUT SESSION: "DIGESTIVE DILEMMA-WHAT YOU DON'T KNOW (WILL) HURT YOU"**

"This educational program is designed to help you understand the hidden drivers of modern digestive disorders. Drawing on 15+ years of clinical experience and the latest research in functional and nutritional medicine, Dr. Jake unpacks the systemic root causes of gut dysfunction—including diet, stress, immune imbalance, and environmental toxins. Participants will walk away empowered with practical strategies to restore optimal digestive health, improve immune resilience, and reverse chronic symptoms from the inside out." Participants are encouraged to ask questions and have a great dialogue on potential health benefits for themselves, their family, and the students in our schools.

### **Biography Dr. Jake Schmitz:**

Dr. Jake Schmitz is a chiropractor with advanced training in clinical nutrition and functional medicine. Holding a Doctorate in Clinical Nutrition (DCN) and a master's in human nutrition and functional medicine, Dr. Schmitz specializes in uncovering and addressing the root causes of chronic digestive disorders, systemic inflammation, and metabolic dysfunction. With over a decade of clinical experience, Dr. Schmitz integrates evidence-based diagnostics with personalized lifestyle, nutritional, and supplemental interventions in his work with clients. He emphasizes restoring gut integrity, rebalancing the microbiome, and resolving immune dysregulation on the path to healing. As an engaging and credible speaker, Dr. Schmitz is known for translating complex science into practical, actionable strategies, and making sure you laugh while learning. He frequently lectures on topics such as intestinal permeability (leaky gut), dysbiosis, autoimmune triggers, and the clinical applications of nutritional interventions. When he's not teaching or seeing patients, Dr. Schmitz is chasing after his five kids, reading some new fantasy/sci-fi book, or writing his own new book.

# Theodore Roosevelt Presidential Library



## BREAKOUT SESSION: **"BULLY-TEDDY ROOSEVELT PRESIDENTIAL LIBRARY TOUR"**

"BULLY" THEODORE ROOSEVELT PRESIDENTIAL LIBRARY: Roughrider educators will get a sneak peek visit at the soon-to-open Theodore Roosevelt Presidential Library in Medora. This profound immersive learning experience will bridge classroom theory with real-world leadership, conservation, and civic engagement. Nestled amid the Badlands where Roosevelt himself found solace and purpose. As educators explore interactive galleries spanning Roosevelt's lifelong journey, from his formative ranching years in North Dakota to his presidency. Participants will acquire a rich, place-based narrative that enhances social studies curricula and inspires students to embrace citizenship. The library's digital archives ensure teachers can connect primary-source materials directly to lesson plans, fostering historical inquiry and media literacy. Ultimately, this visit empowers North Dakota educators to contextualize Roosevelt's "strenuous life" philosophy within local landscapes, equipping them to show their students a sense of leadership, environmental responsibility, and civic action rooted in their own backyard.

### Biography Teddy Roosevelt

Theodore Roosevelt was the 26th President of the United States. He ascended to the Presidency on September 14, 1901. He immediately set his own course and became perhaps the most active and outspoken President in American history. He was elected in his own right in 1904. Roosevelt believed it was his destiny to lead the people of the United States into the Twentieth Century, to expand the powers of the constitution and especially the Presidency, to make government for all Americans. Roosevelt was a successful author, big game hunter, and global adventurer. He read and wrote more than any President of the United States, with more than thirty books and 150,000 letters and countless articles and columns flowed from his pen. After he left the Presidency in 1909, Roosevelt embarked on a yearlong safari in east Africa with his son Kermit, where he brought more than 500 specimens back to the United States for deposit in national museums. Although Roosevelt is the poster child for the strenuous life, he was born a frail and asthmatic child. Inspired by his father to "make your body," he transformed himself by hard discipline into an uncompromising man of action. The four years he ranched in the **badlands of western North Dakota** marked the turning point in his life. He came to North Dakota a New York dude and he left ready to take on the world. Roosevelt threw himself unhesitatingly into every arena of existence. His energies, his passions, his utterances, his opinions, and his appetites were all larger than life. His friend and critic Henry Adams said Roosevelt reminded him of the God of the scholastic philosophers: "pure act." When Roosevelt died in his sleep on January 6, 1919, his son Archie cabled the others with the message, "The old lion is dead."

# Don Moseman



## **BREAKOUT SESSION: "HOW TO BUILD AND MANAGE A THREAT ASSESSMENT TEAM"**

This session will give educators national best practices for how to not only assemble an effective Threat Assessment Team, but also how to manage the team. This will include what types of threats should be addressed inside the building vs. using the team. Attendees will also learn the basics of using a threat assessment checklist. This assessment can be used at both the district and individual school level, that best suits your educational environment. Since no two schools are alike, no two plans put in place are the same, but we will build the structure for a successful threat assessment regardless of your situation.

### **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.

# Nancy Hanson



## **BREAKOUT SESSION: BEYOND THE FINISH LINE: THE HEART OF THE SPECIAL OLYMPICS ND**

Discover the transformative power of inclusion, resilience, and community through the lens of Special Olympics North Dakota. This inspiring session goes beyond medals and milestones to spotlight the athletes, families, and volunteers who embody the true spirit of the movement. Learn how Special Olympics ND is more than just sports and is changing lives, building leaders, and creating a more unified world—one finish line at a time. Most likely your community has individuals who can benefit from being a participant or a volunteer.

### **Biography Nancy Hanson**

Nancy Hanson serves as the President and CEO of Special Olympics North Dakota, becoming only the second individual to hold this position in the organization's more than 50-year history. In her role, Nancy leads the strategic direction and daily operations, ensuring alignment with the standards and mission of Special Olympics International and the guidance of the SOND Board of Directors. With over a decade of leadership and marketing experience, Nancy brings a dynamic blend of vision, dedication, and expertise to the organization. She oversees key areas including program development, fundraising, strategic planning, and community engagement—always with a focus on enhancing the lives of athletes and their families.

Nancy holds a Bachelor of Science in Business Administration from Minot State University and an MBA from North Dakota State University, where she specialized in Marketing and Organizational Development. Outside of her professional life, Nancy enjoys spending quality time with her husband, Ron, their adult children, and their growing families.



# Tiffany Flaten



## **BREAKOUT SESSION: "FROM BURNOUT TO BALANCED: OPTIMISE YOUR BODY, BRAIN & GUT TO THRIVE IN THE CLASSROOM"**

Teaching is one of the most demanding professions—mentally, emotionally, and physically. In this empowering session, board-certified nutritionist Tiffany Flaten reveals how optimizing your **body, brain, and gut health** can transform your daily energy, focus, mood, and resilience. You'll discover how root-cause nutrition can help you move from exhaustion to energy, brain fog to clarity, and burnout to balance. Whether you're facing daily fatigue, struggling with stress, or simply want to feel your best, this talk provides practical strategies that support sustained wellness—so you can thrive in and out of the classroom. Fuel your body, sharpen your mind, and restore your energy—because your health is the foundation of great teaching.

### **Biography Tiffany Flaten:**

Tiffany Flaten, MS, CNS, M.Ed. is the founder and CEO of Rock Bottom Wellness and a board-certified Certified Nutrition Specialist (CNS) with advanced expertise in thyroid, hormone, and metabolic health. With a BS in Biology, an M.Ed. in Teaching & Learning, and an MS in Nutrition and Human Performance, Tiffany blends scientific insight with practical application to deliver a personalized, root-cause approach to wellness. She specializes in addressing complex conditions such as thyroid dysfunction, hormone and blood sugar imbalances, anxiety, depression, fatigue, and chronic inflammation—helping clients move from burnout to balance and regain energy, clarity, and confidence in their health. Tiffany's dedication to functional nutrition is rooted in her own healing journey, having recovered from thyroid cancer and related health challenges after years of misdiagnosis. This lived experience fuels her mission to empower others through informed, science-based care. Tiffany is the author of the bestselling book *Rock Bottom* Thyroid Treatment: An 8-Week Thyroid Diet for People with 'Normal' Test Results to Thrive, Not Just Survive. She has also co-authored peer-reviewed articles published in Family Therapy Magazine. A sought-after speaker, Tiffany has presented at Stanford, MIT, and Oxford, and her work has been featured on CBS, NBC, FOX, Expert Profile, and Voyage Minnesota Magazine. At Rock Bottom Wellness, she continues to offer personalized, holistic nutrition programs designed to bridge the gap between conventional care and functional healing.

# Kelli Odden



## **BREAKOUT SESSION: "WELL-BEING, WHY DOES IT MATTER?"**

The Vital Role of Adult well-being is crucial as you navigate your professional roles, personal relationships, and interactions with others. The work environment plays a pivotal role in either supporting or undermining an adult's well-being. You will learn to analyze and develop practical strategies for achieving work/life balance. Creating a Positive Work Environment: Techniques to foster an atmosphere that promotes well-being. Stress Management: Methods for managing stress, including mindfulness practices, time management skills, and relaxation techniques. Building Relationships: Strategies to improve communication and build more supportive relationships. Work-Life Balance: Tips for achieving a healthy balance between professional responsibilities and personal life. Personal Development: Learning and personal growth to enhance overall well-being. Recognition and Appreciation of the efforts and achievements of team members. These strategies aim to create a more supportive and positive work environment, benefiting everyone involved.

### **Biography Kelli Odden:**

Dr. Kelli Odden is the Dean and Chair of the Division of Education at Mayville State University. Dr. Odden has 33 years and counting of teaching experience in elementary, special education, early childhood, and as an administrator. She teaches diversity, special education, and early childhood courses at Mayville State University. Dr. Odden is actively involved in the National Association for Early Childhood Teacher Educators as the organization's President-Elect. Her research interests focus on social and emotional guidance in early childhood, adult mental health, educational leadership, humor as a teaching strategy, and relationship building as a teaching tool. Working with professionals in the field and pre-service teachers daily is an absolute joy!



# Frank White



## **BREAKOUT SESSION: "THE ART OF CARING LEADERSHIP"**

The presentation describes leadership as a verb, something that we do for and with others. It presents a philosophy of success that incorporates three distinct traits or gifts of effective leaders: the ability to unite, inspire, and see the potential in others. These strategies will help foster a philosophy for serving others and challenge one to pursue their purpose, passion and dreams.

### **Biography Frank White:**

Frank White, Professor Emeritus, recently retired after a forty-year teaching career filled with numerous awards, international teaching and a host of regional and national speaking presentations. He spent the last thirty-four years as a sociology professor at the University of North Dakota and six years as an instructor at Lake Region Community College in Devils Lake. Frank has been named the University of North Dakota's "Professor of the Year" on two separate occasions, the Academic Advisor of the Year, a Faculty Service-Learning award, a Bush Teaching Scholar and the North Dakota Spirit Achievement award. The UND Foundation recently established the Professor Frank White Endowed Scholarship for his long-term commitment to his students, the University and North Dakota. His leadership and community service have helped create endowed academic scholarships at Mayville State University, Lake Region Community College, the University of North Dakota and the American College of Norway.

# 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 #40 - 2026 "40 Years 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 40 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 2026 Roughrider "40" 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 2026-2027 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, the "Teddy Walk" will have participants walk as a group to the newly built Teddy Roosevelt National Library as part of their fitness goals used for their personal wellness during the week.

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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:**

As part of their Personal Wellness for participants, they will interact with other conference members from outside their own team. The fitness group walk will take place around the four blocks adjacent to the Rough Riders Hotel. Each random 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. The team with the highest 5 card poker hand wins a congratulations!



**Pauline's Closing Ceremony Week Video**

After a week of fun fast-paced 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 "41" 2027 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 35 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