

# Jon Lokhorst



## **OPENING KEYNOTE: "YOUR BEST LEADERSHIP"**

Two Secrets to Become the Leader Everyone Wants to Follow What can you do to attract, retain, and develop top talent? What is the key to reducing turnover and increase employee engagement during the most challenging season for staffing in recent history? Become a better boss and build better bosses throughout your organization. Research by Gallup and others show that two-thirds of employee retention and engagement is driven by the worker's relationship with their direct supervisor. In this inspirational keynote presentation, Jon shares two profound leadership lessons from his first job as a teenage newspaper carrier. Explore vital practices to become the leader everyone wants to follow. Discover the secret of showing your team members you have their best interests at heart—while working together to accomplish crucial business results. Take away a simple tool to consistently deliver your best leadership.

## **BREAKOUT SESSION: "MISSION-CRITICAL LEADERSHIP"**

How Smart Managers Lead Well in All Directions. Most leadership development focuses on a single direction within the organizational hierarchy: downstream to subordinates. While it is important to be a good boss, leadership is much more than that. The best leaders learn to lead well in all directions. They lead upward to superiors and across among peers throughout the organization. And it all starts with self-leadership. This often overlooked or misunderstood leadership principle is essential to build a thriving and productive culture.

### **Biography Jon Lokhorst:**

**Jon** is a CPA, PCC, is a leadership coach, corporate trainer, keynote speaker, and the author of *Mission-Critical Leadership: How Smart Managers Lead Well in All Directions*. He works with organizations to develop leaders everyone wants to follow, build teams no one wants to leave, and deliver exceptional results. Before launching Lokhorst Consulting LLC, Jon enjoyed a 30-plus year career as a CPA, CFO, and organizational leader. He has a Master's in Organizational Leadership and is recognized by the International Coach Federation as a Professional Certified Coach. He also serves as adjunct faculty in the School of Business and Nonprofit Management at North Park University. Jon is member of the National Speakers Association and serves as President of the Minnesota chapter. On a personal note, Jon loves grandparenting and being "Papa" to his four adorable littles, as he calls them.

## Steven Iwersen



### **CLOSING KEYNOTE: “CHAMPIONS IN THE CHAOS – 4 ESSENTIAL STRATEGIES FOR SUCCESS”**

Organizations and businesses that thrive in a season of disruption do so based on a mindset, a methodology, and motive. The same is true of teams and individuals who tap into an innovative spirit and strategy that gives them the advantage as others fall behind. Regardless of the type of disruption you encounter – innovation, competition, quarantines, or complacency – your capacity to win is determined by your ability to manage your vision and process through the chaos. Based on research for his book: “Champions in the Chaos” Steven reveals a powerful strategy that champions in business, non-profits, churches, sports teams, and even the World Champion Porcupine Race winners all have in common. You’ll discover in this session how to identify opportunities in the chaos, move proactively toward your goals, and remain true to what makes you unique in the marketplace. This program is designed to help participants: Apply Steven’s 4-Step Strategy for creating Championship Performance. Achieve greater results by making the right decisions before, during, and after the chaos. Stay on mission while successfully adapting to new methods. Create a positive culture that people will embrace, and others will emulate. Identify a personal plan of action. In a fun and entertaining style, Steve shares ideas and principles that will help people overcome their fear of change and discover the courage to develop their greatest potential.

### **BREAKOUT SESSION: “LEADING THE RELUCTANT – HOW TO MOVE PRICKLY PEOPLE TO PREFERRED OUTCOMES.”**

Imagine what it would be like to encourage and equip everyone on your team to embrace change as a positive process. You can lead the way from conflict to cooperation! **Let’s Get To The Point:** Change creates discomfort and tension. How you intentionally relate to and communicate with others profoundly influences your ability to build rapport, inspire collaboration, enhance positive camaraderie, resolve misunderstandings, and lead people while managing change. Based on the *World-Famous Porcupine Races* and his popular book: “*The Porcupine Principles*,” audiences and organizations throughout the United States have laughed and learned from this highly engaging, interactive presentation about a subject no one wants to talk about – *Conflict*. Specifically, the conflict that exists because of Prickly People. During the **Leading The Reluctant Keynote Experience**, Leadership expert Steven Iwersen uses his unique conversational style and sense of humor to create shared laughter, personal ah-ha moments, and practical strategies to empower you with the insights you need to be a leader that people trust – while moving to the goal of preferred outcomes. This program is designed to help participants: Discover why people are resistant and how to encourage acceptance, learn practical methods to increase accountability and enhance communication, Identify a strategy for improved cooperation and an energized team culture.

### **Biography Steven Iwersen:**

Steven grew up in the Northwest United States. Born in Seattle, raised in Idaho. He loves the city and understands small-town values. His father was a minister and his mother a school teacher. That might explain why he is so comfortable on the stage and devoted to providing content that leads to real-life change. He is an entrepreneur, as well as an effective communicator as a professional speaker for more than 30 years. Steven’s experience in leadership roles has included non-profits, business news, and employee recruitment. He is the President and owner of Aurora Pointe, a leadership development and communications company. As a keynote speaker and relational leadership expert, he has spoken to over 500+ audiences during the last 10 years. He is the host of VIP Exchange: Virtual Leadership, a weekly interview show sponsored by Virtually Interactive Presentations. Steven Iwersen is a professional Certified Speaking Professional (CSP) – a designation earned by only about 1200 speakers worldwide. He and his wife reside in the Kansas City area. He enjoys time creating tasty meals at his bbq grill, fly fishing, jazz music, writing, early morning walks, great coffee, and spending time with his closest friends. He raised three boys and now is a young grandpa – he has six granddaughters and two grandsons to adore!

## Dr. Jake Schmitz



### **BREAKOUT SESSION: "GUT HEALTH-DIGESTIVE DISORDERS AND THE LEAKY GUT"**

"Your digestive system is responsible for breaking down and absorbing nutrients, preventing toxins from getting into the blood, and stimulating your immune system to fight foreign invaders. But what about when that system has a problem? Why is your stomach upset? Why do you have digestive problems? What is this thing called "Leaky Gut" and what can you do about it? In this session you will find answers that will change your digestive life health!

#### **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.

# Annie Schlecht



## **BREAKOUT SESSION: "ZEN"- THE ART OF MASTERFUL SLEEP"**

Annie is an Occupational Therapist and a Pediatric and Adult Sleep Consultant. As a sleep expert, Annie's mission is to help people of all ages feel calm (or ZEN, if you will) and confident in their ability to sleep through the night. She helps families like yours get the sleep they deserve. Annie has seen firsthand how sleep deprivation can wreak havoc on our health, relationships, and family dynamics. She will discuss child and adult sleep habits, and how they affect our everyday life at home and in school. Annie stresses how pediatric sleep is a crucial component in brain development, and how the art of massaging young one's results in benefits that are endless. Annie will share her favorite sleep tips and products that are available to help us get the ZZZZ's we all need to succeed. Tapping into her Reiki practice has truly helped her find her own Zen and she would like to help you find yours today.

### **Biography Annie Schlecht:**

Annie Schlecht is the founder of Zen Sleep Consulting and lives in Wimbeldon, North Dakota with her darling girls and amazing husband. She is serious about the work she does; however, she likes to do it with a splash of humor, as life should be fun. She became a certified pediatric and adult sleep consultant so she could help other families (both children and parents) get the sleep they deserve. Annie has a master's degree in occupational therapy and specializes in Pediatrics. She's extremely passionate about pediatric sleep and brain development. Annie is also a certified infant massage instructor and loves to teach parents the art of relaxing in their children. She became a certified Reiki practitioner so she could help promote healing and decrease stress levels in her clients. Obviously, we all know that less pain/stress = better sleep = better life!

# Don Moseman



## **BREAKOUT SESSION: "TEACHERS PERSONAL SAFETY"**

The overall objective of this session is to educate and inform educators on what steps they can take to lower their risk of being involved in a verbal or physical altercation in the performance of their duties. Participants will identify the components and the significance of a Personal Safety Plan (PSP). We will learn best practices for dealing with personal predators as adults or children. Lastly, we identify observation techniques for use raising your personal situational awareness.

### **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.

# Missy Heilman



## **BREAKOUT SESSION: Preventative Mental Health Programming for Adolescent Girls**

BIO Girls serves girls in grades 2-6 and is proven to increase the self-esteem and body esteem of participants. Research indicates 62% of girls suffer from low self-esteem. Self-esteem is the opinion you have of yourself; low self-esteem means you feel unhappy or unsatisfied with yourself *most of the time* and is one of the strongest predictors of behavioral and emotional problems, such as depression and anxiety. Those with low self-esteem are 75% more likely to engage in destructive behaviors such as suicide, eating disorders, risky sexual behavior & substance abuse. In North Dakota, the numbers point to a self-esteem crisis amongst adolescent females. According to the 2021 ND Youth Risk Behavior Survey girls are struggling with their mental health and other indicators tied to low self-esteem. In this session, you will learn about the mental health crisis our youth are facing, discover how BIO Girls is working to improve self-esteem issues and decrease the corresponding destructive behaviors through proven, preventative programming and learn how you can be part of the solution to the mental health crisis in your community.

### **Biography Missy Heilman**

Missy Heilman | Founder & Executive Director, BIO Girls: A dream to be a mentor for young girls blossomed into thousands of girls increasing their self-esteem annually. Even in her wildest dreams, Missy Heilman could not have predicted the growth and impact BIO Girls continues to have across the Midwest. With a diverse background in business management and marketing, Missy owned her own marketing technology consultancy for 7 years prior to taking on the role of Director of Marketing in 2014 for a fast-growth professional services organization. In 2017, Missy left her full-time job and started focusing her time on growing BIO Girls. As the Executive Director of BIO Girls, Missy works to ensure all decisions are mission-centric, serves as the chief program architect, and directs the vision of the organization. Yet her favorite role continues to be Site Director where she works directly with young girls to find their inner worth. Having impacted 10,000 girls in 10 years, BIO Girls has created a movement to provide preventative mental health programming to adolescent girls across the upper Midwest. A mom to three girls and wife to husband, Tom, (the thrill-seeking, mountain biking aficionado who pushes Missy outside her comfort zone anytime they are on two wheels), Missy balances her time with family duties and a love for adventure. Whether it is traveling, mountain biking, running or cheering her kids on in their activities, Missy tackles it all with enthusiasm. Missy is a graduate of the University of North Dakota where she competed in Track and Field and earned degrees in Exercise Science and Nutrition. As a recipient of an NCAA postgraduate scholarship, Missy went on to earn an MBA from NDSU. Often described as 'fearless', Missy's favorite piece of advice for the young and old alike is not to fear failure. Favorite Quote: "She is clothed with strength and dignity and laughs without fear of the future." — Proverb 31:25

## Dr. Steve Nagel



**BREAKOUT SESSION: “How thoughts, traumas, and toxins determine your ability to learn, remember, and recall throughout a lifetime, and their implications on the emerging neurodegenerative epidemic of Alzheimer’s and brain deterioration. What do to NOW.”**

Brain fog? Fatigue? Loss of memory? Your brain, and the brains of everyone in your life, are made up of an extremely vast array of connections. Like stars in the sky, how many of these connections and nerve cells would need to disappear or deteriorate before you notice “Wow, there aren’t a lot of stars in the sky”? Degenerative brain changes, early brain aging, and loss of cognitive function are an emerging epidemic, and are happening more severely, and earlier than in any recorded time. Contrary to conventional thought, an emerging body of research shows that these problems ARE NOT the result of bad genes, bad germs, and bad luck. Find out what YOU can do NOW to change your BRAIN before it’s too late.

### **Biography Dr. Steve Nagel:**

As the founder of 180 Health Solutions, Steve Nagel, DC, is known as one of the most trusted chiropractors and wellness providers in North Dakota. Located in Mandan, ND, his clinic draws people from North Dakota, Montana, and South Dakota for a unique perspective on health that he believes has the ability to revolutionize the health care industry. A native of North Dakota, Dr. Nagel attended the University of Mary and earned his Bachelor of Science in Nursing. After a year and a half of working in the local intensive care unit, Dr. Nagel went on to graduate school. He completed his Doctor of Chiropractic at the Palmer College of Chiropractic in Davenport, Iowa, where he graduated as salutatorian. Dr. Nagel went on to practice in Colorado for three years before returning home to North Dakota to work in private practice. Passionate about helping his patients see the “30,000 foot view” of their health, Dr. Nagel is known for his knowledge, passion, and willingness to help patients find an effective solution to remove the triggers that lead to disease instead of treat or cover up symptoms. With an interest in family health, Dr. Nagel’s passion is in restoring health and takes care of many people with diabetes, migraine headaches, neuropathy and other nerve problems, early brain aging, brain fog, and weight normalization, and simply to optimize human form and function.



## Cara Jahner



### **BREAKOUT SESSION: "HAPPY HORMONES-DON'T CONFUSE COMMON WITH NORMAL"**

Weight issues-Sleep Problems-Depression-Reduced Libido-Low Energy-Headaches-Irritability-Anxiety. These concerns and more are just the tip of the iceberg when it comes to symptoms of hormone imbalances. While more frequently associated with women, today both men and women alike can find themselves struggling with this often-misunderstood health issue. Hormone imbalances can cause serious health problems, and yet many people don't even realize that their hormones could be the main source of their symptoms, and it is easy for one to think that all their symptoms are NORMAL! It's time to debunk the myths and unveil the mystery – YOU CAN UNDERSTAND HORMONES. Supported by years of research and study, come learn how you can unlock the issues that have you locked down. You deserve the best health possible! We're here to show you the way!

#### **Biography Cara Jahner FNP:**

Cara Jahner, MSN, APRN, FNP-C, is a dedicated family nurse practitioner at 180 Health Solutions. She is proud to serve the families of Mandan and Bismarck, North Dakota. Cara was Born and raised in Bismarck, ND. She attended nursing school at the University of Mary. She then worked locally as a nurse before completing her Family Nurse Practitioner Degree, also through the University of Mary. At 180 Health Solutions, Cara strives to provide the highest quality of services to every patient in her care. Due to her own fertility journey, she takes a special interest in clients with fertility struggles, and other women's health issues. Cara also specializes in thyroid health and weight loss. When not working with clients, she enjoys spending time with family and friends as well as traveling and cooking. She also thoroughly enjoys yoga, reading, and listening to podcasts.



# Kelly Scott



## **BREAKOUT SESSION: "SETTING UP A HOUSE SYSTEM IN SCHOOLS"**

Barnes County North is a PreK-12 school building located in a field that serves 3 former districts, approximately 12 towns, and about 240 students. BCN Elementary started the House System in January of 2020. Through the years as educators, we have seen many "bright and shiny things" come and go. However, Kelly is excited to share how the House System can build a school-wide community as it did with Barnes County North. The system is built in and mostly free character building, healthy competitions, and staff involvement opportunities that can improve the culture and social-emotional health in your building!

### **Biography Kelly Scott:**

Kelly Scott has been a 4th grade teacher at Barnes County North for 24 years. Mrs. Scott was a health, science, and PE teacher in Spiritwood for 4 years and taught 3<sup>rd</sup> and 4<sup>th</sup> grade in Butte for a year. She has been married to Tom, a cattle rancher/farmer for 30 years. They farm by Spiritwood but live at Spiritwood Lake. She has two grown daughters that live in Jamestown. Since she had a lot of extra time during Covid pandemic, she learned how to feed cattle and drive tractors. So, in her retirement years she plans on being he husband's right-hand gal.

# Nancy Kelpinski



## **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 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 (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 (M.S)



### **SESSION INFORMATION:**

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

To set the energetic tone for Roughrider Conference 38 "Let the Health Adventure Begin". 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 38 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 2024 Roughrider "38" 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 2024-2025 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 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.

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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 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.

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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 "39" 2025 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 32 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