



North Dakota Professional Communicators

FROM CHAOS TO CLARITY: Craft Your Communication Legacy



Featured Speaker: KJ Trooien

Content Specialist,
Tellwell Story Co.

Kjestine (KJ) Trooien (she/her, they/them) advocates for creative accessibility and inclusion, recognizing the disparity between equality and equity for disabled individuals. As Content Strategist at Tellwell Story Co. + Studio, KJ manages media strategies for organizations, focusing on web content, brand voice, and design copy. With a BGS and MA in English, including a focus in museum studies, KJ presents nationally on topics from literacy labels to human remains. Membership in Sigma Tau Delta and the North Dakota Film Society reflects KJ's contributions to their fields. Residing in Moorhead, MN, with her fiancé and cat, KJ enjoys a variety of media, from books and video games to short-form videos like TikTok. Occasionally, KJ can be found practicing her cello, fiddle, or mandolin.



Keynote Speaker: Paul Omodt

Omodt & Associates

Paul, founder & principal of Omodt & Associates Critical Communication, leads a full-service firm specializing in pivotal storytelling for clients' success. Renowned for handling high-profile crises and strategic reputation building, Omodt & Associates excels in critical communication management. Additionally, Paul serves as an adjunct professor at the University of St. Thomas, teaching in both undergraduate Strategic Communication and the MBA program. His academic research papers are featured at local, national, and international conferences. Actively engaged with the International Association of Business Communicators (IABC) and the Public Relations Society of America (PRSA), Paul is honored as a member of the prestigious College of Fellows.

Panelists



Kaylee Cusack

Senior Communications Specialist,
Minnkota Power Cooperative



Lisa Martinez

Communications Manager,
Agricultural Utilization
Research Institute



Jen Raab

Communications Director,
North Dakota Office of
Management and Budget



Paul McCullough

Freelance Marketer &
Entrepreneur



Kari Schmidt

Communications Specialist,
City of Mandan Business Development
& Communications Dept.



Panel Moderator: Nikki Krueger

Communications Director, EERC

