

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

Wednesday, April 17

4:00 pm	Registration Opens
5:00 to 7:00 pm	Welcome Reception with Happy Hour & Networking
Connect with your p	eers over appetizers. Drink tickets provided. See you there!

Thursday, April 18

7:30 to 8:30 am	Breakfast Bar and Networking NDPC Annual Business Meeting		
8:00 am			
8:30 to 9:00 am	Welcome	Tammy Fogle, NDPC President	
9:00 to 10:00 am	The Accessibility Imperative: Cultivating Inclusive Spaces, Stories, and Strategies	KJ Trooien, Content Specialist, Tellwell Story Co.	

Join content specialist KJ Trooien as she delves into the essence of "accessibility" in marketing. Explore the true meaning of accessibility, its diverse spectrum of disability, and actionable insights to make your work genuinely inclusive. This session offers practical strategies, from addressing personal biases to implementing immediate changes, empowering you to embrace accessibility effectively. Challenge perceptions, confront biases, and gain tools for professional communication. Please be aware that this session will feature discussions of discrimination and physical, mental, and developmental disabilities.

10:00 to 10:15 am	n Break	
10:15 to 11:15 am	Bridging the Gap: Fostering Engagement through Effective Internal Communication	
	Panelists: Kaylee Cusack, Senior Communications Specialist, Minnkota Power Cooperative	
	Jen Raab, Communications Director, North Dakota Office of Management and Budget	
	Moderator: Nikki Krueger, Director of Communications, EERC	

Our panelists will delve into strategies they've used for enhancing internal communication within organizations. We'll explore how effective communication fosters employee engagement, boosts productivity, and cultivates a positive organizational culture. This session offers insights and practical tips for bridging communication gaps within organizations. Gain actionable strategies for your internal communication practices and driving successful employee engagement.

11:15 to 11:30 am	Break	
11:30 am to 1:00 pm	NDPC Awards Ceremony Luncheon	
1:00 to 1:15 pm Break		
1:15 to 2:15 pm	Small Team, Big Results: Achieving Goals with a Lean Team	
	Panelists: Lisa Martinez, Communications Manager, AURI; Paul McCullough, Freelance Marketer &	
	Entrepreneur; Kari Schmidt, Communications Specialist, City of Mandan	
	Moderator: Nikki Krueger, Director of Communications, EERC	

One-person departments and small teams are common in the marketing and communication field, which can present challenges in achieving organizational or small-business goals. Panelists will share about specific "wins" they've experienced, and what tools and strategies were used to accomplish the goal.

2:15 to 2:30 pm	Break	
2:30 to 4:00 pm	The Right Message, Method and Motivation: Communications That Inspire	Paul Omodt, Omodt & Associates
difference. Whethe	r it is being front-and-center when the 35W bridge coll er Bowl, Paul has brought a lifetime of experience and	ation to manage crisis situations, drive change and make a apsed, unrest gripped Minneapolis, or protestors skill as a communicator to move the right messages at the
4:00 pm	Closing Comments	Tammy Fogle, NDPC President