

Erik Westrum

Erik Westrum is a former MN Golden Gopher hockey player who went on to play professional hockey with the Phoenix Coyotes, Minnesota Wild, and the Toronto Maple Leafs. He is also an author, motivational speaker, leadership coach, and entrepreneur at heart.

Erik has had a passion to help others since he was a young child, and this has not changed as he continues to fulfill his purpose in life- to be a Servant Leader. After playing professional hockey for 12 years, Erik went back to the Carlson School of Management to get his MBA to gain more knowledge and expertise to help leaders and companies grow.

After consulting on numerous projects and coaching hundreds of people over the past 22 years, Erik has established the principles and processes through *Becoming Elite* and what it takes to transform your life using 4 proven pillars of performance.

He continues to conduct workshops for people of all walks of life and remains committed to leading thousands of people in making a shift. Erik resides in Prior Lake, Minnesota, with his beautiful wife, Kelly, and their four amazing children. He continues to guide people, businesses, athletes, and anyone looking to improve their life through his proven process. Erik is excited to walk alongside you on your journey to becoming a better you.



Becoming Elite: Transforming YOU to help UNITE the Community Around Mental Health Awareness

presentation: Attendees will learn mental performance keys to unlock their full potential by improving their mindset to get the most out of each day.



Brittanie Wilson-Hernandez

Brittanie Hernandez-Wilson is a passionate advocate for Disability and Racial Justice based in St. Paul, Minnesota.

As the dedicated Equity and Justice Director at The Arc Minnesota, she wholeheartedly champions the human rights of individuals with intellectual and developmental disabilities. Brittanie proudly identifies as a Disabled, Queer, Woman of Color, dedicating herself to the cause of disability justice and actively challenging ableism. She has served on the Sub Minimum Wage Task Force and The Governor's Council on Developmental Disabilities, contributing to substantial progress within her community.

During her leisure time, Brittanie finds joy in reading books, exploring the beauty of nature through zooming in the woods, and embarking on culinary adventures to savor new flavors.

Embracing Disability Justice: A Path Towards Liberation presentation: Discover the transformative power of Disability Justice, a framework for liberation created by Disabled, Black, Indigenous, People of Color, and Queer people. This engaging session explores the intersections of ableism and various forms of oppression. Gain insights

into two prevalent models of disability, the principles of Disability Justice, its origins, and its role in shaping a more inclusive future. Furthermore, explore how Disability Justice sets itself apart from the traditional disability rights movement.

Learning Objectives:

- Gain a comprehensive understanding of ableism and its interconnectedness with other forms of oppression.
- Explore two prevailing models of disability.
- Examine the foundational principles and historical context of Disability Justice and recognize its potential for driving societal change.
- Differentiate Disability Justice from the traditional disability rights movement, understanding their unique approaches and contributions.

Steve Hoover, PhD

Steve Hoover, PhD currently works part-time as the Healthy Aging Coordinator for the Central Minnesota Council on Aging. He recently retired after 29 years from St. Cloud State University where he was a professor in counseling and educational psychology and taught courses in stress management, research, statistics as well as in developmental and educational psychology.

Dr. Hoover created the Social Connect program to address social isolation and loneliness along with creating the Greater St. Cloud Area Coalition to End Social Isolation and Loneliness. Most recently, he started the Greater St. Cloud Men's Shed. Dr. Hoover also teaches classes for seniors including Tai Ji Quan, Moving for Better Balance; Aging Mastery; Mindful Presence: Compassionate Care for Self and Others; the National Diabetes Prevention Program; and Health Coaching for Hypertension. He lives in St. Cloud with his wife and two dogs.



Flourishing in the Second Half of Life presentation: The concept of flourishing in life has a foundation in the ancient Greek and Stoic notions of eudaimonia, or “good spirit,” as a foundation for a life well lived. It has been revisited in positive psychology and recent research has looked at the dimensions of flourishing and how one can live a flourishing life. Corey Keyes has contrasted the concept of flourishing with depression and languishing and argues that much of what troubles individuals, especially in the second half of life is less clinical depression, and more an issue of languishing. This session will look at the concept of flourishing, especially among older adults, and identify the elements of several models that can be used to address a flourishing life.

Learning Objectives:

- Understand the benefits of the concept of flourishing in their lives and those with whom they live and work;
- Generate a list of things they can do to assess their own flourishing and how to move toward a more fulfilling life;
- Identify their own strengths and how they can use these to flourish.;
- Have fun!

Tori Tobias, Sam Eaton, & Francesca Reicherter



Tori Tobias is a public speaker and the founder of Gifts of Hope, an organization dedicated to bringing gifts to kids and teens in inpatient psychiatric units at hospitals.

Tori has spoken at NAMIcon 2023, Move Beyond Mental Health Awareness Summit 2022, and with NAMI as an Ending the Silence presenter.

As a suicide attempt survivor, and after four inpatient hospital stays, she knows what it's like to feel lost, scared, and alone. Tori wants to show that it is possible for someone with a mental health diagnosis to truly live their life in freedom and not in constant fear. She now knows how to Hold On because Pain Ends (H.O.P.E).

Tori was just 14 years old when she started Gifts of Hope. Over the last four years the organization has given Christmas gifts to over 200 kids who are in inpatient care. Together Tori believes that we can create a world free of stigma, where people are receiving treatment for their mental illness, and suicide no longer wins.

Tori resides in Orlando, Florida. She loves to dance, write, dream big, seals, and corgis. She loves to be kind to people and believes that kindness can go a long way. Tori has found her hope. She wholeheartedly believes that God has her back and with Him, she can do anything.

Sam Eaton is an author, speaker, and the founder of Recklessly Alive, a suicide prevention organization sprinting toward a world with zero suicide deaths.

He has taught K-12 music in Wayzata, MN, where he received the Heart of the Classroom Award. Sam holds an M.A. in Educational Leadership and has spoken at over 150 events across the U.S., sharing his story of battling depression and suicidal thoughts. His debut book, "Recklessly Alive," was published in January 2021 and reached the top 200 best-selling books on Amazon.

Sam also shares daily mental health content with his over 250,000 social media followers via the handle @RecklesslyAlive.

Currently, he resides in Minneapolis, MN, where he enjoys collecting vinyl records, lifting moderately heavy weights, and sampling every flavor of Oreo. To learn more about Sam, visit recklesslyalive.com.



Francesca Reicherter is the Founder and President of Inspiring My Generation, a 501(c)3 on a mission of suicide prevention through awareness, conversation, education, and support. She holds an MS in Information Systems and Operations Management from the University of Florida and is a current MA in Psychology student at Pepperdine University where she was recognized in a Student Spotlight. Inspired by her mental health journey, Francesca works to make resources and information accessible.

On January 20, 2019, Francesca lost her uncle to suicide. Just 27 days before that, she had attempted suicide for the first time, and he was the one who supported her to find hope. After losing him to suicide, Francesca's world fell apart. Today, Francesca is a 3x suicide attempt survivor and the Founder of a national nonprofit organization, Inspiring My Generation.

Dedicated to ending the stigma, Francesca hosts *Normalize The Conversation*, a podcast series amplifying the voices of mental health professionals, advocates, and any individual interested in sharing their story. There are over 100 episodes currently available with new episodes every week.

In 2021, Francesca published, "You Are Not Alone: The Workbook," as a guide to help the reader build a coping toolbox. In 2022, Francesca published "I AM," an interactive workbook to help the reader build the tools needed to advocate for their mental health, and "How Are You?" as an interactive guide to checking in with your mental health. In 2023, Francesca published "Self Care," as a guide to help the reader implement self-care practices that work for their needs and lifestyle. Francesca was contracted by the Peer Support Coalition of Florida to turn these workbooks into three workshops that began in 2023 and will continue into 2024.

In addition to developing resources, Fran is a speaker spreading hope, most known for her keynote speech at NAMI CA 2022 Annual Youth Conference. She presented a session on Mental Health Conversations at the NAMI FL 2022 Annual Conference. Francesca was also a panelist at the When The Music Stops 2022 Annual Summit. Furthermore, she recently spoke on virtual panels for Magellan Health and for the National Federation of Families. She did a fireside chat at the 2023 Mind Out Loud Event, presented at the 2023 Brave Summit, and presented on her own experience and innovative ways to reduce suicide at NAMI Con 2023.

Her work has been featured in the Kindness Channel and IDontMind Journal. She was a top finalist at the RevolutionHER 2022 Summit for Impact in Leadership and was honored as a Peer Recovery Champion at the NAMI FL 2022 Annual Conference. Her organization was featured on NBC6 South Florida in September 2022. In 2021, Francesca was named an Amplifier by the ConversationalIST Awards.

Francesca's mission is to make preventative resources available, eliminate barriers, and normalize the conversation so that no one else will lose themselves or a loved one to suicide.



From Tragedy to Triumph: Powerful Stories and Best Practices from Youth Suicide Survivors: Participants will learn new perspectives on suicide prevention from three gen z and millennial suicide survivors who each started their own mental health organizations. Drawing on their personal and professional experiences, each presenter will share their stories, treatments and tools that worked for them, innovative ideas to overcome suicidal ideation, and how we can all work together to create a world with zero deaths by suicide.