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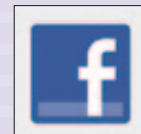
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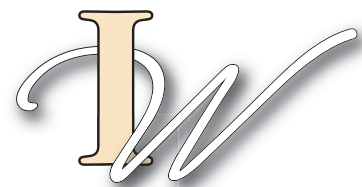
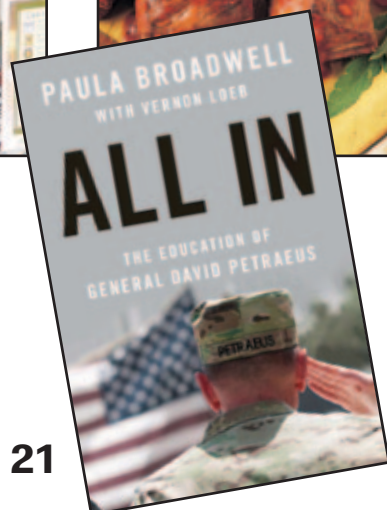
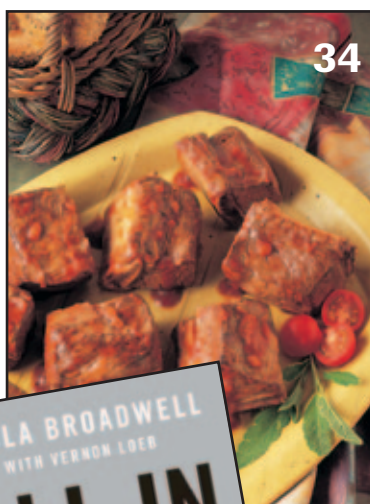
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**"The only thing more overrated
than natural childbirth is
owning your own business."**

Editor's Notes

There are so many new businesses opening up in Bismarck-Mandan, it is hard to keep track. One thing I have noticed is, a lot of them are owned by women. That was the guiding factor that led to this issue's theme, Women Business Owners.

I sent a list of questions out to several female business owners and thoroughly enjoyed reading their responses. Owning a business is glamorous, rewarding, stressful and hard work. Following passions, helping people and being able to put dinner on the table are just some of the many reasons people go into business for themselves. If you are contemplating becoming a business owner, I hope these stories will inspire you.

I was also captivated putting together the story on Paula Broadwell. This 1991 Century High School graduate has an extremely impressive resume and I encourage you to read her new book, "All In: The Education of General David Petraeus."

Destination Inspiration Update - we are changing the date, so please check our facebook page and blog for more details soon!

Deb

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WOMEN'S





Susan Schwieters Forever a Cheerleader

by Deb Seminary

As a mother of five who was passionate about being a stay-at-home-mom for nearly 20 years, Susan Schwieters found herself looking for her next calling once her children were into school and adulthood. "I found myself questioning where the Lord was leading me," she explained.

With a degree in Elementary Education, she debated getting back into the teaching profession or doing something entirely different. "I prayed a lot about which direction I should go, thinking perhaps I could focus on some sort of ministry work but also do something that might bring in a little income. With five children, I thought it would be great if I could help pay for future weddings or allow my husband to retire a few years earlier!"

But owning a handbag store was not on her radar screen at all.

Susan's father-in-law passed away from cancer in early 2007, shortly before she started her soul-searching. Several months later, her sister-in-law called and asked if she would bring her two daughters to Minneapolis in her father-in-law's honor for a cancer foundation fundraiser.

"We made it a girls' weekend and I was so moved by the Sara's Dance Foundation and their mission, which is to build a wellness center in the Minneapolis area to serve women who are seriously ill and/or fighting cancer," said Susan. "I loved it! I stood in the ballroom that night thinking, 'I want to be a part of this!'"

She knew the co-founders of Sara's Dance Foundation owned "some handbag store." She knew nothing about the store, but figured there must be some connection, considering the people involved. The excitement led her to meet the founders that night. "I actually said to the women at our table, 'Maybe I should open a handbag store and then maybe I will be involved with the Foundation that way,'" said Susan. "I figured, how tough can it be to be a store-owner," she laughed. "You must just shake someone's hand and start selling handbags. I could welcome people in as if I was welcoming them into my home."

Susan came back to Bismarck and started emailing Cindy Deuser and Sue Olmscheid, co-founders of Lillians, the handbag store she learned about at the Sara's Dance Foundation event, about the possibility of opening a store in Bismarck. At the time, the franchise was not yet available in North Dakota, but was soon to be. Ten months later, the first weekend of August 2008, the first Lillians in North Dakota opened in Bismarck.

The Lillians franchise was started by the two sisters from Minnesota who were looking for something 'fun' to do one weekend a month. They opened a handbag store that was only open four days a month and have now expanded the selection to include a wide variety of fabulous fashion, jewelry and many accessories. The first store opened in 2005 and the franchise has grown into 39 shoppes and counting.

There were many steps Susan had to take before the Lillian's doors opened, but Lillians had an operations manual set up with everything mapped out. "I had to take a profile-survey to see if I matched what the company was looking for," she said. "They discovered I was a good match for working with people, but questioned if I was going to be getting some help with the business side of things. I am sure my accountant had a few laughs over me the first year. She just told me to do what I do well and they would take care of the rest. Thank heavens for helpful people!"

Susan also found immediate support from her husband, Gary. "He has always been the realist in our marriage," she said. "I've been known to have some crazy and idealistic ideas now and then, so I count on him to bring reality to many situations. He came to Minneapolis with me to Lillians Passion Day, an informational day for very interested parties considering joining the franchise. He knew to ask the tough questions that I didn't want to ask. He is also supportive in helping out more at home since I am not as available there as I used to be."

Until she opened her store in Bismarck, Susan carried the same handbag for about a year at a time. "I really didn't care," she said. "It was just something I put my 'stuff' in. It usually had to be brown or black so it would go with most things. Obviously, that has changed now. I have discovered there



Susan and her family

is far too much 'fun and personality' in a handbag to have just one each year!"

Community Involvement

Susan quickly realized there is no direct connection between the Lillians shoppes and Sara's Dance Foundation. However, each individual shoppe has the option to donate, but, most importantly, the Lillians founders encourage each franchisee to get involved in their own communities and find ways to give back. Schwieters hooked up immediately with the Bismarck Cancer Center Foundation, held a fundraiser within the first months of opening and has since held a Diva Night fundraiser for the Foundation each year.

But that is not the only organization she has helped. Countless non-profit organizations and individuals have benefited from Lillians Diva Nights and private events. Schwieters held eight fundraisers last November and December alone. "We do events for kids who are looking to raise money for mission trips and band trips, individual cancer survivors, as well as non-profit organizations," she explained. "People can schedule private events with Lillians and at the end of the night we look at the till tape and write them a check for 10 percent of that evening's sales. It doesn't take a genius to figure out I am not writing checks for thou-

sands of dollars at a time, but it all adds up. Lillians is a little shoppe, but the value of what we do goes far beyond the money a group can make, especially when girlfriends, family members and friends come together to support and cheer someone on."

She said she has gained many valuable lessons as a shoppe owner. "I have learned so much through owning Lillians. I never thought I would be where I am, but each stage of our lives can bring new and exciting things to our journeys," said Susan. "Regardless of age or where we are in life, we shouldn't stop meeting and helping people and making a difference in the world. I look back to my roots where service to others has always been important. My parents lived a conservative life where kindness and love toward others was of the utmost importance. I have now surrounded myself with family and friends who have that same attitude. I figure if I have been blessed, then it is only right to give back."

Working Hard and Having Fun

The concept of being open only four days a month was somewhat of a motivator for Susan. She does not, however, work only four days a month. "I doubt that I would have considered it if it would have been a traditional retail

store where I needed to be on site every day for 12 hours. Having flexibility is wonderful. Many people are surprised at how many hours my employees and I put in each week to get ready for our four-day event each month," she said. "It is really a full-time job for me. I spend three or four hours a day on the computer, then go to the shoppe and spend several hours unpacking, pricing, displaying, marketing for the next event. The week of our event we spend many, many hours at the shoppe."

Two years ago, Lillians of Bismarck was one of the test stores that introduced clothing into its inventory. "The clothing has really taken off," said Susan. "Originally, we had six vendors we were buying from; we now have 90. Those various lines collectively are named 'Moon Coon---the fashion side of Lillians.' Selecting each month's new inventory is probably one of the most stressful parts of my job. I sort through thousands and thousands of pieces trying to figure out what our customers want, which ones will give us the best quality for the best price so we can pass it forward. I look to my customers for input and feedback."

There are many options in the apparel at Lillians. Shoppers can find everything from everyday camisoles, leggings and cardigans to boutique-style tunics, dresses and tops, all at Lillians' affordable prices.

As a Lillians franchisee, Susan has followed the store's "recipe" from the beginning and yet has found ways to bring her own personality into the store. Different colored balloons are put out each time they are open to symbolize a party going on, and women have learned to watch for those balloons. Everyone who enters the store is greeted by a, 'Hello, welcome to Lillians!' and tunes by the old crooners, Dean Martin and Frank Sinatra. Sometimes Susan gets out her megaphone and calls out a random special, and the "Lillians' virgin bell" rings on a regular basis. Cookies and coffee are always available and entering the store is like being welcomed into her home.

Since Lillians is a *women's* gathering place, Susan and the store's patrons make it a big deal when a man walks through the door. Susan rings the "man

bell" and announces very loudly, "Oh ladies, there's a man in the store!"

"Every once in awhile we get someone who thinks we are dissing him and thinks he is supposed to leave, but more often than not, we have men coming in pumping their fists and getting into it," she said. "It is just our way of making sure they get a little attention, too. Then we lead him to the 'man chair,' give him a hunting or fishing magazine and offer him coffee. Most men are great sports and the longer they stay, the more they realize why the women love being here!"

Susan's family has always called her 'The Cheerleader,' something that may have its roots in her younger years. "My three older sisters were allowed to be on the cheerleading squad as tenth graders," she explained. "However, I desperately wanted to try out for the squad as a ninth grader. I was reluctant to bring my desire to my parents. Eventually I did and was allowed the earlier start! It all prepared me to be my kid's #1 cheerleader in the stands these last 20 years," she said.

Now, Susan has turned herself into a cheerleader for the community, holding fundraising events and creating a fun atmosphere in her shoppe. "I love what I'm doing, what we've become," she said. "I love my customers and the anticipation each four-day event brings. I am not sure who gets more excited, us or them."

When women come into Lillians they are welcomed with open arms. "We are a women's gathering place," said Susan. "There is social healing that happens here. Women are laughing and hopefully they feel a little light hearted or happier when they leave."

She has painted on the wall the phrase, "Together.... Scatter Joy" and she hopes women take the opportunity to scatter joy after they leave and make a difference in someone's life.

Susan summed up the last few years this way: "I pray about my business a lot. I pray for wisdom and guidance. I asked the Lord to be my business partner, to help me in all aspects involved in owning my shoppe. Without the

grace and help I have received, the last three-and-a-half years would look completely different," she said.

"It all goes back to when I was wondering where I was being led. I remember asking, 'Can retail be a form of ministry?' I now realize it can be. I have the opportunity to reach out in various ways to every person that walks through our doors," said Susan. "One of my favorite quotes by Mother Teresa is written on one of my walls in the shoppe, and it sums up so much, '*Kind words can be short and easy to speak, but their echoes are truly endless!*'"

"Yes," she continued. "I call this a ministry."

Lillians is located at 108 N. 5th Street, downtown Bismarck.



Deb Seminary is the editor of *Inspired Woman*.

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Jeri Poppe-Werner & Ardie Poppe

Plato's Closet & Clothes Mentor

Est. 2005 & 2011

IW: Was this business your vision/passion, or did you kind of 'fall' into it?

We always wanted to own a business that would be fun to operate and definitely something we enjoyed, and we do love shopping! I always looked through the paper to check what business might be for sale when I came across an ad offering franchise ownership opportunities. We inquired and went through the process but weren't awarded the franchise we applied for. Instead they offered Plato's Closet which they felt was a better fit for us to operate. At the time we were devastated. It's funny how things work out. Now when we look back at it we are so glad it turned out the way it did.

IW: What has been your biggest challenge?

Affordable health insurance has been our biggest challenge. We do have employees that need health insurance so we shop around trying to find the best product for our group. Shoplifting is another huge challenge for us. Even though the staff is trained on how to handle this, shoplifters are constantly finding new ways to steal.

IW: When did you realize you had finally 'made it'?

I don't know that we have yet or that I want to feel we have because we may not push as hard to be successful. If anything though, comments from customers about what a great store we have and saying they are going to tell all their friends about us, makes us feel good. Also returning customers and being recognized while skiing in another state, that makes me feel we "made it".

IW: What is your vision for the future of your business?

We want to be "a \$1 million in sales" store and we will get there. We are in



the talking stages of eventually expanding the Plato's store. We need more fitting rooms and we'd like to have more inventory on the floor. As far as Clothes Mentor, we want that store to be a household name just like Plato's Closet. To be our customers first stop to shop!

IW: What makes your business different/unique selling proposition?

In both stores we pay "cash on the spot" for items we can accept which sets us apart from a consignment shop. Our merchandise needs to be clean, current style and in ready to wear condition. Every customer that walks through our doors is greeted within 30 seconds with a smile and a welcome!

IW: What is the most fun you have at work? What do you enjoy most?

The most fun at work is when we are busy. When the staff's energy level is at it's highest. The customer feeds off that and sees how much we love our jobs.

What I enjoy most is seeing people buy what they couldn't afford else where. Knowing our customer is walking out happy and feeling better about themselves.

IW: What do you wish you had known before you opened the doors?

As far as the business side, I wish I had known that everything is negotiable rather than just taking as offered.

IW: What is your proudest moment as a business owner?

The day we opened the doors on Plato's Closet and we stood together arm in arm watching the customers rush in the door! That's when I felt we "did it", we actually achieved our dream!

IW: What advice can you give to someone who wants to start a business?

It definitely is scary starting up a new business but if it's your dream and it feels right, take the risk. It will be well worth it. Do your homework. We talked to a lot of people before we made the final decision. Life is too short for regrets!

Plato's Closet, 204 W Front Ave., Bismarck. Clothes Mentor, 100 W Front Ave., Bismarck. Follow them on FACEBOOK.

[Read the complete article at inspiredwomanonline.com](http://inspiredwomanonline.com)

Donna Hartze, PT

AIM Physical Therapy

Est. 2005

IW: Was this business your vision/passion, or did you kind of 'fall' into it?

It had been a desire of mine to start my own clinic and health club for many years, even prior to attending PT school. I have been involved in strength training and athletics for many years and really saw the benefit to the lives of many people. I was fortunate to work with my current business partners who also had wanted to start a business. In addition, the time was right as the American Physical Therapy Association was really encouraging physical therapy practitioners to own independent practices.



Donna

IW: What has been your biggest challenge?

The biggest challenge has been the competition between larger medical providers and making our business known to the general public. We educate the public to their right to receive medical attention at the facility of their choice.

IW: When did you realize you finally 'made it'?

I think there were a number of areas which gave us encouraging signs that we were going to 'make it'. The first is beating the statistic that only 10% of new businesses survive the first five years. Since then, we have been able to purchase the building we were renting. In addition, we recently have added a satellite clinic.

IW: What makes your business different/unique?

We are unique in that the staff has attended a number of educational courses which allow them to provide PT services not available at other facilities. In addition, patients always see the same physical therapist for each session. We provide quality time with each patient.

We also have the best support staff. Becky Dillmann is our office manager. She and the team keep our office and gym running smoothly. They have a great attitude and laughter can often be heard all over the building.

IW: What is the most fun you have at work? What do you most enjoy?

The most fun is receiving the appreciation from patients, who did not think they were going to be able to get help, but then receive relief of pain and improved motion based on the techniques provided. It is a real humbling experience to have someone overcome with emotion based on something you have done. It makes this job rewarding.

I am a person who is constantly changing and trying new things, I enjoy many aspects of my job. I am involved in patient care, marketing, as well as taking care of bill paying and payroll. These activities give me the variety I need to suit my individual personality. We recently established a satellite clinic which has allowed me the opportunity to set another facility as I would like. It allows me to be creative in this regard.

IW: What do you wish you had known before you opened the doors?

The best advice I have for someone else wishing to open their own business is to be well networked. This can be done through individuals or specific networking groups. The best advertising is word-of-mouth, so the more people who know who you are and are willing to talk about your business the better you are able to let others know about your services.

IW: What is the vision for the future of your business?

From a quality standpoint, I envision the continued deliverance of quality physical therapy services utilizing physical therapy techniques which are unique to the local area. I have recently attended the Advanced Primal Reflex Release course and am able to deliver manual therapy techniques which are highly effective and which no one in the area is doing. My business partners are highly specialized in the treatment of jaw pain and utilize special skills for this as well.

AIM Physical Therapy, 2945 N. 11th Street, Bismarck, ND 58503. Located east of Century High School.
aimpt.net

[Read the complete article at inspiredwomanonline.com](http://inspiredwomanonline.com)

Kay Elvrum & Kelly Kay Johnsrud

Mary Kay

Est. 1991 & 2001



IW: Was this business your vision/passion, or did you kind of 'fall' into it?

Kay: My husband Chuck and I were both in education on fixed salaries. We were passionate about showing American Quarter Horses, which is an expensive venture, so Mary Kay was a potential supplement for added income. After earning the use of my first Pink Cadillac I realized it had become much more than a little extra income. I resigned from teaching to pursue my business full-time and my husband resigned three years later to be my business manager and coach our daughter, Kelly, with her horses.

Kelly: Growing up I always knew I wanted to follow in my mom's footsteps and have my own Mary Kay career. Having the flexibility to work all over the USA and globally, if I chose to, fit well with my horse show travel schedule. I earned the use of my first pink Cadillac when I was 21 years old, the same year I earned the AQHA National High-Point Championship in Amateur Western Pleasure. I believe these accomplishments were a reflection of my mom's example of dedication and perseverance, and my dad's coaching talents, belief and passion for each of us to excel.

IW: What has been your biggest challenge?

Kay: I have learned to embrace challenge, because that means I am still growing in knowledge and experience.

When I adapt that mentality, I use a challenge as a stepping-stone to reach higher heights, eventually. I think we each have to come to that realization in our own way as business owners.

IW: When did you realize you had finally 'made it'?

Kay: I was personally trained by Mary Kay Ash in Dallas, TX. Her influence on me was profound. I wanted her to know who I was and be proud of this North Dakota prairie girl. She specifically asked me to go home and earn the use of a Pink Cadillac. I promised her I would, and 4 months later it became a reality. I have driven 14 so far, currently the Pink Cadillac Escalade Hybrid. In fact the independent beauty consultants in our unit are currently ranked in the nation's Top Ten for sales in our division. Now I teach at our global headquarters and was asked to educate new NSDs from 35 countries. Seeing women from impoverished countries like India, and former communist countries like Russia, now have a business of their own is highly rewarding.

IW: What is your vision for the future of your business?

Kelly: My mom was the first National Sales Director appointed from the state of North Dakota in the company's 49 year history. My vision is to be one of her Independent National Sales directors. The complexion of the

future of Mary Kay is focused on being highly appealing to the Generation Y audience. This is my generation and I understand what appeals to this market. Valuing our longtime clients and attracting a new generation of customers is exciting to me.

IW: What is the most fun you have at work? What do you most enjoy?

Kay: I have fun every single day. Girls just wanna have fun, right? Inspiring women is my passion. Also the free Mary Kay trips around the world I earned for my husband and myself for the last 17 years enhanced who we became as people. I have a cruise to Greece this spring and to Beijing, China next year on my agenda.

IW: What advice can you give to someone who wants to start a business?

Kay: Listen to your intuition. It is your greatest business tool. Honesty and integrity never go out of style.

Kelly: Listen to your mom! (Unless she is discouraging you to try. She may have been taught not to get her hopes up, so you aren't disappointed if something doesn't work out.)

We say GET YOUR HOPES UP!

Kay Elvrum, Independent National Sales Director with Mary Kay, Mandan.
Kelly Kay Johnsrud, Independent Sales Director with Mary Kay, Bismarck.
marykay.com/kkelvrum

[Read the complete article at inspiredwomanonline.com](http://inspiredwomanonline.com)

Marilee Toman & Jane Grabs

Dutch Mill Florist

Est. 1995

IW: Was this business your vision/passion, or did you kind of 'fall' into it?

Both Jane and Marilee love flowers and are very passionate about them. Jane loves both the creative and social aspect of it. She gets to know her customers personally - their flower preferences, color choices and design styles. Marilee grew up in the garden - her mother and both of her grandmothers were avid gardeners. Jane and Marilee can't imagine doing anything else, it is just second nature to them.

IW: What has been your biggest challenge?

Jane: Being away from my family and the long hours we put in.

Marilee: Being a good boss. We have such great employees, I want to treat them with the same respect they give me. We are so lucky to have such a great crew!

IW: What is your vision for the future of your business?

Marilee: Continuing to grow the flower shop and serve our community.

Jane: Continuing to make people smile, though good times, bad, happy or sad.

IW: What makes your business different/unique selling proposition?

Since we are a smaller flower shop, we tend to know our clients and customers personally. We have helped several girls with their prom flowers, then wedding flowers and then new baby flowers. We have shared life events with families - weddings, anniversaries and funerals - and share in the joys and sorrows with our whole hearts.

Marilee: It can be an emotional roller coaster someday. I can book a wedding in the morning and be laughing with the bride, then help a family with



Jane and Marilee

the sorrow of a funeral in the afternoon. Regardless, I know I am helping someone with an important event in their life.

IW: What is the most fun you have at work? What do you most enjoy?

Jane: I enjoy the satisfaction from helping customers, I am a people pleaser! I also enjoy being able to be creative on a daily basis. I love coming into the flower shop on a cold, winter day - it's like a tropical paradise, so colorful and fresh.

Marilee: Even if I am feeling blue, I walk in the shop and it enlivens me. I breathe deep...I call it "Flower Therapy". Plus, I get excited about the beauty of the flowers and plants. Even though I see them everyday, I am still in awe. When you see a tulip bulb pop up from the ground and then turn into a beautiful flower, you just know there is power much greater than we are, and you believe.

IW: What is your proudest moment as a business owner?

Jane: Being able to purchase a building. We had expanded three times at our old locations and when the opportunity came up to buy our new store, it

was just the right thing to do. I am also proud when I can add a new employee to the payroll, helping them as well.

Marilee: Knowing my life does have a purpose - helping people. Flowers can soften the hurt of a funeral, brighten the day of someone who is sad or enliven a celebration such as a wedding or birthday. I'm glad to be there for people when they need special flowers. Also, I'm pretty proud that we are a woman-owned business. We can do it!!

IW: What advice can you give to someone who wants to start a business?

Jane: Be prepared for long hours, hard work and lots of dedication. Always give back and support the community that supports you.

Marilee: Go the extra mile and truly care about what you do.

The Dutch Mill Florist is located at 1731 North 13th Street, Bismarck. Visit their **FACEBOOK** page for beautiful floral photos!
dutchmillflorist.com

[Read the complete article at inspiredwomanonline.com](http://inspiredwomanonline.com)

Ali Arndorfer

Hidden Treasures Home Decorating

Est. 2002

IW: Was this business your vision/passion, or did you kind of 'fall' into it?

Decorating has always been a passion of mine, but around 2000, starting my own business became a vision. So many people I talked to told me that they weren't really needing anything new in the home, they just wished they could have someone tell them what to do with what they already had and loved. I thought, "Perfect! I can do that!!"

IW: What has been your biggest challenge?

My biggest challenge was getting the word out about Hidden Treasures without spending a ton on advertising. But quickly, word of mouth began to spread. But I did realize that you still need to keep advertising of some kind. Keep your name and face out there.

IW: When did you realize you had finally 'made it'?

I probably realized I made it, when I started being asked to do TV spots, magazine articles and things of that nature.

IW: What is your vision for the future of your business?

I'm very happy with how business has been. As my children get older my business gets busier and busier, which has worked out amazingly! My vision is for this to continue!

IW: What makes your business different/unique selling proposition?

I think what makes Hidden Treasures unique is that I can shop anywhere in town or Fargo (if I happen to be there) for my clients. This way I can accommodate any budget I'm asked to stay in. My clients don't have to buy "my products" to get my business. It's very flexible.



IW: What business idea do you wish you had thought of?

One business idea I wished I would have thought of is Pinterest! How cool, fun and easy is that! Why didn't I think of that!!

IW: What is the most fun you have at work? What do you most enjoy?

Everything about my job is fun! It truly is a joy and a blessing for me to get to do what I love! I work with the most amazing clients and have great flexibility as far as my hours are concerned. What I probably love to do the most is go into a home, see that they already have a lot of great things to work with, and then add to it. I love seeing my clients reaction when I take treasures that they already own, and give them a totally different and cohesive look. Then if I need to, go out and find the finishing pieces! I also LOVE to declutter and organize as well!!

IW: What do you wish you had known before you opened the doors?

The only thing I can think that I'd wished I'd known before starting up, is that there will be times that are extremely busy but also times that

are very slow. BUT, it always picks up again! So enjoy it all!

IW: What is your proudest moment as a business owner?

My proudest moment would have to be when I was asked to decorate a certain office building in town that has a lot of traffic through it! I've decorated several offices, but this was different. I received a lot of compliments on that! Also, being the decorator at my church brings me lots of joy! That's done voluntarily, of course.

IW: What advice can you give to someone who wants to start a business?

My advice to someone wanting to get a business started would be to find other small (or large) business owners and ask questions. Maybe get in a networking group to start spreading the word. Keep getting your name out there. And mostly, if you know if your heart that this is the right thing for you to do, then DON'T GIVE UP!!

Hidden Treasures Home Decorating, 323-0111.

[Read the complete article at inspiredwomanonline.com](http://inspiredwomanonline.com)

Ann Andre

Junk Yard Chic

Est. 2002

IW: Was this business your vision/passion, or did you kind of 'fall' into it?

The universe directed me to follow my passion for "seeing the possibilities" in all things.

When I established the store I wanted to do something which would create an environment to challenge your creativity, find your sense of humor, and touch your heart.

IW: How many employees do you have?

I have five Junk Yard angels that are amazing! We make a great team and I couldn't do it without them. Everybody brings their own uniqueness to the table which makes it an even more exciting adventure.

IW: What has been your biggest challenge?

Staying unique, fun, and original...to always create a shopping experience for our customers.

We are not just "walls and ceiling and inventory," Junk Yard Chic has its own heart and soul. In today's duplication of big box stores, the small, locally owned business gives more to its customers beyond service. At Junk Yard Chic, customers are like friends/family.

IW: When did you realize you had finally 'made it'?

Every day is a gift and we are grateful for that. It is reassuring to watch how customers react to the store and enjoy their purchases when they have found that perfect item. Many have said a visit to Junk Yard Chic is like therapy... a place where they can "exhale".

IW: What is your vision for the future of your business?

I just hope we can keep fulfilling the needs of our customers and make an impact on our community. It is our



goal to stay fresh, fun and keep our customers' curiosity level high. We often hear people remark every time they stop in, they see something different.

IW: What makes your business different/unique selling proposition?

We work hard on trying to offer to our customers things that they won't see anywhere else, offering many one-of-a-kind treasures. We have all price points. There is always that "little thing" and that "big thing" you need. Every purchase is handled as a gift and is put into our signature bags with tissue to go home with you in Junk Yard Chic style... something our customers look forward to.

IW: What is the most fun you have at work? What do you most enjoy?

I really enjoy spending time in my workshop creating. Beyond the one-of-a-kind furniture, mirrors & décor pieces, I am especially proud of the "Cross of Clarity" necklace. I was inspired to create something to ground us and give us hope and it's proven to do just that. It has been so heartwarming to see the response from our customers and hear how it has touched their lives.

I also love totally revamping the store from time to time which creates a whole new experience for our customers when they return.

IW: What do you wish you had known before you opened the doors?

I wish I had known how much fun it was going to be, I would have taken the leap sooner!

The concept of Junk Yard Chic all started because of an "idea." If you believe in it, you can achieve it. The key is to stay focused on the positive and not let the obstacles along the way be discouraging. Sometimes Plan B is better than Plan A.

IW: What is your proudest moment as a business owner?

Being recognized by The Bismarck-Mandan Chamber as the "2006 New Entrepreneur of the Year" award winner. It reaffirmed what I am doing is making a difference in our community. It was nice to be recognized for thinking outside the box.

Junk Yard Chic, 201 West Main Ave., Bismarck, ND 58501, 701-223-3784, Follow us on FACEBOOK.
junkyardchic.com

[Read the complete article at inspiredwomanonline.com](http://inspiredwomanonline.com)

Gail Heil and Linda Voge

The Body Connection Wellness Center and Spa

Est. 1991

IW: What has been your biggest challenge?

We are not only business partners, we are the best of friends. When we started The Body Connection, we were told that partnerships don't last. It was said that it will ruin our friendship. We thought that was going to be our biggest challenge, but it wasn't! We both have the same work ethic and thoughts on what we expect out of our business.

In the beginning there was not the competition we have today. Now it seems there is a spa, massage business, gym or weight loss clinic on every corner. We are constantly thinking of new services to provide our clients and keep it exciting. As business owners we have to stay on top of it!

IW: When did you realize you had finally 'made it'?

When we opened our second location and saw new clients coming through our doors, we knew we had made it. We had spent the time researching what was needed to make it happen - the advertising campaigns, floor plan, equipment buying, it all fell into place.

IW: What is your vision for the future of your business?

We look ahead everyday in terms of reinventing our business, having fun and enjoying life! One of the major changes we have seen in the past 20 years is that obesity is at an all-time high and continues to rise, for adults and children. With both families working and their crazy schedules, families need help making healthy choices. We designed a new program three years ago called "Nutritional Boot Camp 101" which helps families or individuals create a healthier grocery



list, fast affordable meals and offers them healthier dining out choices. The response has been incredible and parents are amazed at how much their children love the newer, healthier versions of their family recipes.

IW: What makes your business different/unique selling proposition?

We individualize our programs to fit our clients' needs. We don't have a "one-size-fits-all" program. We also offer shopping services from healthy grocery options to fashion and organization consultations.

We are constantly training and reinventing ourselves to continue to meet the needs of our clients and our business. Being open to change is very important! We recently attended a "Be Well" seminar in Salt Lake City. The new "Be Well" program incorporates online seminars for stress, relaxation and healthy lifestyle choices. We are very excited to combine these classes with our wellness programs this year.

IW: What is the most fun you have at work?

When someone "gets it". Our health should be number one and it truly is

a small part-time job! We love to give someone the knowledge and power to see just a few changes in lifestyle can provide a huge impact in their health.

We have made so many special friends throughout the years and still receive thank you cards, phone calls and visits from our past clients. Our very first client is still with us today, after 20 years.

IW: What is your proudest moment as a business owner?

Our proudest moments are when our clients are successful in their journey to wellness. One of our clients lost over 50 pounds and changed her life drastically by getting help with her alcohol addiction and leaving her husband who also had a drinking problem. She was stuck in a rut, but now, over four years later, she is living a fabulous life with a new, healthy relationship and maintaining her goal weight. She now has the self esteem to talk to groups about past addictions and her new found healthy lifestyle.

The Body Connection Wellness Center and Spa, 2525 East Rosser, Bismarck.
bodyconnectionbis.com

[Read the complete article at inspiredwomanonline.com](http://inspiredwomanonline.com)

Kris Todd Reisnour

Dakota Osteoporosis

Est. 2008

IW: Was this business your vision/passion, or did you kind of 'fall' into it?

Both. I worked in orthopaedics for many years and saw hundreds of fractures that could have been prevented with education or treatment of osteoporosis. Suggestions were made to start an osteoporosis clinic at the facility where I worked. During the investigation into this endeavor I decided to begin the clinic on my own.

IW: How did you finance your business?

By using my retirement fund.

IW: How many employees do you have?

My receptionist works for the facility where I lease space. I contract out for transcription, billing and accounting services. The bone density (DXA) scans are performed and interpreted by me.

IW: What has been your biggest challenge?

Insurance reimbursement. Medical facilities contract with insurance companies to accept the amount THEY decide to pay. If you don't sign a contract with them patients will go somewhere else so their insurance will pay the bill. Medicare reimbursement is between 50 and 70 percent of what is actually billed. The facility absorbs the rest as we cannot bill those patients for what is not covered.

IW: When did you realize you had finally 'made it'?

Still wonder about that frequently.



IW: What is your vision for the future of your business?

There are some exciting changes in the works! I am joining another provider and will work in family practice. We will still offer bone density testing and specialized osteoporosis care.

IW: What makes your business different/unique selling proposition?

My patients are able to have their bone density scan, learn the results and recommendations in one appointment. They like that.

IW: What is the most fun you have at work?

Doing what I most enjoy.... educating and caring for patients.

IW: What do you wish you had known before you opened the doors?

The truth about how long it would take for Medicare to make a payment. I did not receive payment from them for almost 9 months.

IW: What is your proudest moment as a business owner?

When a patient returns and we see an increase in their T-score, meaning the osteoporosis has improved.

IW: What advice can you give to someone who wants to start a business?

Be ready to work long hours.

Dakota Osteoporosis, Inc., 258-9418, dakotaosteo.com

“To succeed you have to believe in something with such a passion that it becomes a reality.”

~ Anita Reddick,
founder of Body Shop

Reflections

From Haider Glass Specialties



Granite countertop from Heim Granite

- ◀ Homeowner Sheila Heim said these shower doors are easy to keep clean, just squeegee after a shower and they are good to go!



▶ Clean modern lines enhanced by large mirrors and transom windows.



Hopfauf Custom Builders

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new showroom at
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A Slice of Inspiration

Church Ladies



A few of the church ladies from Bismarck Community Church: Yvonne Andrews, LaVon Horner and Mary Welte.

You know who they are. You may even be one of them. The ladies of the church who make things happen. The ones who tirelessly volunteer their time to make sure there are cookies for coffee hour and funeral services. They teach your children and grandchildren in Sunday School, CCD and confirmation.

Church ladies organize meals, community groups and bible studies. They help with crafts, skits and games at summer bible school. They sing in the choir, pour the

coffee and arrange the lilies on Easter Sunday. Church ladies make sure the prayer chain is working and the wine is poured for communion.

They serve on mission committees, bake, help in the nursery, wash dishes, bake, quilt, sew, knit, stuff envelopes, and oh yes, bake!

There are a lot of men that help around the church, too – thank you! But right now, we salute the church ladies, each and every one of you.

This slice of inspiration is brought to you by...



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Paula Broadwell

Grateful for the Journey

From Paula Broadwell's 2006 Century High School Hall of Fame Induction Bio:

In high school, Paula excelled in the classroom and beyond, fulfilling a variety of leadership roles from homecoming queen to CHS and state student council president, from all-state basketball player to orchestra concert mistress, from AAU-Mars Milky Way All-American to valedictorian.

This passion directed toward excellence and a well-rounded education served Paula well as she advanced to West Point where she earned Dean's List status and the honor of Class Secretary, all while graduating at the top of her class in physical fitness and with honors in leadership. With a degree in Political Geography and Systems Engineering, Paula pursued a military intelligence career abroad, serving with conventional and special operations units in Asia, Europe, the Middle East and Africa.

Since that induction, Broadwell has continued to add titles and accolades to her bio, the latest being author. Her focus for the past year has been "All In: The Education of General David Petraeus," which began as her Ph.D. dissertation three years ago. In a few weeks, after she is finished with the initial promoting of her book, she will again become a PhD student, a virtual research assistant at Harvard, and an Army Reservist assigned as an assistant teacher at West Point. "Yes, I wear a number of hats," said Broadwell. "But my most important title is mom and wife."

Finding a balance between her professional and personal life is something Broadwell seems to excel at, just like everything else she attempts. "I was driven when I was younger...driven at

West Point where it was much more competitive in that women were competing with men on many levels, and I was driven in the military and at Harvard, both competitive environments," she explained. "But now, as a working mother of two, I realize it is more difficult to compete in certain areas. I think it is important for working moms to recognize family is the most important. It doesn't mean you have to put all of your dreams, hopes and ambitions on hold. Just find a way to find a balance and, if you can, outsource the non-essential work."

The following paragraph, written by Donna McAleer in *Role Models/Honored Role (part 15): Paula Broadwell – Arc of a Driver*, illustrates how the balance may come at a price:

"As a senior Army Captain, Broadwell cleared many of the hurdles to enter into the world of black operations. But despite deep professional satisfaction and a unique opportunity, Paula traded her active duty commission for one in the Army reserves. 'It was my own inability to balance work and family. I had just become engaged. Entering black ops was a lifelong dream and I questioned the choice for sometime but soon realized I would find my way via other professional outlets, which I truly have! And I am blessed to have an incredible family life, and a sense of work-life balance. The important lesson for me is that you can have it all, just not all at the same time.'"

Broadwell couldn't have accomplished all she has without extreme discipline and following her dreams. "I always wanted to be a public servant and work in international security," she said. "I was just following my passion, I found a way to do that through the military, and now through war correspondence and book writing."



“Having a bunch of medals and badges doesn’t necessarily mean you’ve achieved anything, you’ve got to do something beyond yourself to make a difference in life. Seek to be consequential in whatever you do.”

— Paula Broadwell

THE BOOK

When Broadwell began to pursue a Ph.D. in 2008, her dissertation was to conduct a case study of Petraeus’s leadership. After two years she realized there was a book in the making and spent another year embedded in Afghanistan observing Petraeus and his team.

What follows is an embed scenario and excerpt from the preface of “All In: The Education of General David Petraeus.”

Broadwell spent quite a bit of time with this unit in the Arghandab, Kandahar Province:

An eerie calm fell over Bakersfield as the first of Flynn’s soldiers arrived at first light. Flynn, accompanied by members of his battalion staff and his personal security detail, set out on foot toward Bakersfield shortly before 8:00 a.m., following a convoy of engineers who were clearing the route of IEDs. But as Flynn approached, an IED detonated and the Taliban opened up with a barrage of small-arms fire. Then another IED went off and Flynn saw Specialist Michael L. Stansbery, 21, of Mt. Juliet, Tennessee, down on the road, injured by the blast. It had ripped his torso in half. A huge cloud of smoke hung in the air. Captain Andrew Shaffer, one of Flynn’s commanders, remembered how, at that moment, time seemed to slow to an agonizing crawl. “Medic!” he heard someone shout. Radios crackled with reports of small-arms firing coming from the south.

Minutes later, yet another IED exploded, leaving two of Flynn’s sergeants bloodied and dazed. Then he saw Sergeant Kyle B. Stout, 25, of Texarkana, Texas, in the choking black smoke, gravely wounded on the road. His face was frozen, mouth open. There was a blank look on his face. Three limbs were gone. Shaffer knelt beside him and forced a tourniquet over exposed bone and pulled it tight on flaps of skin and muscle. He remembered thinking how strange it was that Stout wasn’t bleeding—his body was “shunting,” instinctively cutting off blood flow to its extremities in a last-ditch effort to protect its vital organs. Flynn knelt by his side and tried to talk him back to consciousness. A call went out for medevac. A Black Hawk helicopter soon landed in a field fifty meters to the northeast and evacuated Stansbery and Stout from the battlefield...

Flynn learned later, as the fighting raged and they maneuvered soldiers across the battlefield, that Stansbery, Stout and Pittman had died of the wounds they suffered in the opening moments of the battle. It soon became clear to them how important this simple crossing was to the enemy.

The fighting continued for five days before Flynn’s soldiers finally cleared the objective.

I first met General David H. Petraeus in the spring of 2006, when I was a graduate student at Harvard University’s Kennedy School of Government. After two tours in Iraq, including command of the 101st Airborne Division during the 2003 invasion, he was visiting Harvard to speak about his experiences and a new counterinsurgency manual he was developing as the three-star commander of the Army’s Combined Arms Center at Fort Leavenworth, Kansas. It would get its first real test run a year later, during the surge in Iraq, with Petraeus himself in command.

I was among the students invited by the school to meet with the general at a dinner afterward, because of my military background. I, too, was a West Point graduate, and I had been recalled to active duty three times to work on counterterrorism issues in the wake of the 9/11 attacks. I had since joined the Army Reserve and begun graduate studies with the intent of returning either to active duty or to the policy world. I introduced myself to then-Lieutenant General Petraeus and told him about my research interests; he gave me his card and offered to put me in touch with other researchers and service members working on the same issues. I later discovered that he was famous for this type of mentoring and networking, especially with aspiring soldierscholars.

In 2008, I began to pursue a Ph.D. in public policy and to conduct a case study of Petraeus’s leadership. A few months into my research, General Petraeus, who was then leading Central Command, invited me to go for a run with him and his team along the Potomac River during one of his visits to Washington. I figured I could interview him while we ran. Soon I learned what Petraeus means when he says, “The only thing better than a little competition is a lot of competition!” My intent was to test him. I’d earned varsity letters in cross-country and indoor and outdoor track and finished at the top of my class for athletics at West Point; I wanted to see if he could keep stride during an interview. Instead it became a test for me. As we talked during the run from the Pentagon to the Washington Monument and back, Petraeus progressively increased the pace until the talk turned to heavy breathing and we reached a six-minute-per-mile pace. It was a signature Petraeus move. I think I passed the test, but I didn’t bother to transcribe the interview. I later learned that, at the time, he was nearing the end of eight and a half weeks of radiation treatments for prostate cancer.

I intended for my dissertation to trace the key themes—education, experience and the role of key mentors—of Petraeus’s intellectual development and to examine these principles in action over his career. But when President Obama put him in charge of the war in Afghanistan in the summer of 2010, I decided to meld my research with an on-the-ground account of his command in Kabul—his last military command, as

it turned out. He would again become the face of a highly unpopular war, with a surge of 33,000 U.S. troops deploying.

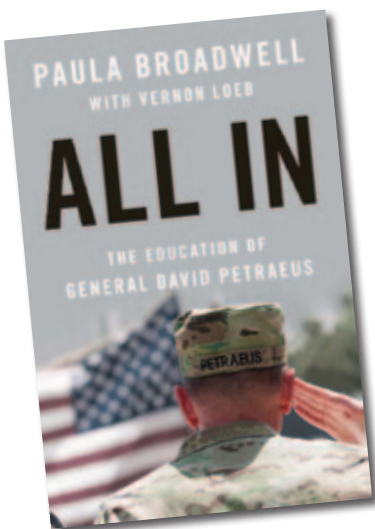
Petraeus had a year to make the gains in Afghanistan that the president would need in order to begin his promised drawdown of forces in July 2011. Every minute counted. He commanded from his fourteen-hundred-person headquarters in Kabul and traveled frequently throughout Afghanistan visiting the more than 150,000 soldiers from forty-nine nations, of which 100,000 were from the United States. By the fall he seemed to hit his stride. But every day in Afghanistan was hard, and no one was certain how it would end.

This was the story I would report across several months in Afghanistan, observing Petraeus and his team, embedding with combat units, and interviewing dozens of senior officials, officers, soldiers and Afghans. I spent time with infantry, artillery, Special Operations Forces and other military and civilian elements. I reported from the headquarters of the International Security Assistance Force in Kabul, the United Nations Assistance Mission in Afghanistan, and the U.S. Embassy. I flew by helicopter to the sandy desert of Helmand Province, the jagged mountains of the Hindu Kush in eastern Afghanistan and Kandahar's lush Arghandab River Valley. I broke bread with Afghan ministers, businessmen and barefoot villagers. I ate MREs and T-rations in the field with our soldiers, some of whom were my former peers or West Point classmates. I traveled with retired general Jack Keane on a theater-wide assessment in February, and I covered Petraeus's trips back to Washington for his testimony on the war before Congress, his drawdown discussions with the White House, his confirmation hearing to become director of the CIA, and his last week in Kabul. Throughout, I had numerous interviews and innumerable e-mail exchanges with Petraeus and his inner circle.

One of Petraeus's favorite quotes comes from Seneca, a first-century Roman philosopher: "Luck is what happens when preparation meets opportunity." This has been true for Petraeus at many turns; his greatest "luck," however, might have been the opportunity to lead the world's finest troopers over six and a half years of deployments since 9/11.

I've had some luck, too, with this endeavor, and I am grateful and wiser for the journey.

"I'm grateful to have had this book writing opportunity and eager to use the book to draw attention to those who have served and incurred battlefield wounds that have changed their lives forever," said Broadwell. "I'm giving book proceeds to veteran support organizations that help troopers recover, especially from "invisible wounds."



Paula is married to Dr. Scott Broadwell; they have two very busy young boys, Lucien and Landon. They live together in Charlotte, NC, and when Broadwell is not on the front-lines, online, or writing lines, they love to run, ski, and surf together.

To order "*All In: The Education of General David Petraeus*" visit paulabroadwell.com

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Hidden Treasures
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- Creates a fresh new look with the items you already own
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- Consults on paint & total home decorating
- Declutters & organizes trouble spaces (closets, cupboards, etc.)

Got Flax Milk?

by Mike Kopp



From field to processor to warehouse to retail outlets in the U.S. and other countries, Stephanie Stober oversees production and marketing of milled flax from her office on the family farm near Goodrich.

If you do, chances are it's because Stephanie Stober got it to you from her farm home near Goodrich, North Dakota. That's where she runs Flax USA with her husband, John.

The non-dairy milk made from flax, is the latest product innovation from a driven woman who likes challenges. Stephanie Sonju met John Stober while they were at North Dakota State University. After they married, she moved from Battle Lake, Minnesota to the family farm in Sheridan County, miles from the nearest neighbors. That didn't mean the outgoing, vivacious woman was about to shutter herself in to the isolation of the northern plains. "I knew I didn't want to be a recluse," Stephanie said. "So I started selling Mary Kay products. I would do as many as three shows a day from New Rockford and Beulah to Bismarck. I went all over."

Stephanie credits her experience as a Mary Kay representative as training ground for what would come later. It cemented her practice of goal setting. "I set my sights on the little things and kept shooting higher to achieve my goal. I wanted to be a director, to earn a car. I did it in 18 months."

She said she is driven to accomplish the small steps that will help her reach her goals. It's what has helped her become an international marketer for Flax USA, after an exotic step. "I went from helping women battle their wrinkles to making a living selling wrinkled dogs."

One night while watching the Tonight Show with Johnny Carson, Stephanie saw a dog so ugly it was cute. A few days later a story in the Fargo Forum directed her attention to the possibility of raising exotic wrinkled dogs – shar pei. She bought one to raise and sell the puppies. It started her next business career, raising and selling exotic animals such as Norwegian Lunde hounds, fainting goats, hedge hogs, miniature sheep and other breeds. "It was a huge trend," she said. "I had a zoo out here. It was good for my kids."

Raising exotic animals was one way Stephanie could stay at home with her children and give them hands on lessons in business. They became part of the exotic animal business by helping care for the animals.

She and her husband added 250 head of buffalo to their farm and started an "adopt-a-buffalo" program. "People from as far away as California would adopt, or own a buffalo. It was theirs but we raised it. They'd profit from it too, when it was sold," she said.

For 15 years, Stephanie and her family raised exotic animals and grew their family business, selling and networking around the world. She and her family landed on the cover of Successful Farming Magazine. They got involved in an international program

sharing their successes with others as far away as Russia. The former Soviet country was coming out of Communist rule and Stephanie spent time in Siberia living with farm families brainstorming with them on ways to support themselves.

In 1999, national fears about problems with Y2K began to energize interest in sustainable foods. That was when milled flax became Stephanie's next venture. She and John knew its nutritional value and began to capitalize on it. "We started working with another flax producer who was selling it in Arizona as a health food. I knew from my experiences that marketing was needed to sell the product. My marketing ideas went beyond just selling it as a health food in Arizona. So, John and I started on our own. First I went to craft shows in Bismarck and other areas. Then we traveled to California to the big Home and Garden Show. We took pallets of flax and it sold very well – it's a health-food."

While she was at a trade show in 2009, a vendor across from her booth caught her interest. He was selling non-dairy milk made from coconut, rice and soybeans. She said, "He came over and we discussed the possibility of inventing the first-ever flax milk. That started a whole new venture."

Producing flax products opened up the market to flax farmers all over North Dakota. The Stober farm raises flax but with the full product line, more flax is needed than they can produce on their farm. Stephanie's tireless efforts have introduced the product in stores such as Sam's Club, Walmart and Costco. It's sold in Taiwan, Turkey and Puerto Rico. She said her most powerful personal attribute that has fueled her drive to get flax milk in to national chains is her goal-setting mentality. Whether it's earning a car while working for Mary Kay, getting buffalo on the farm adopted by others or getting flax milk in to thousands of outlets

in the world, Stephanie is driven. "I'm not afraid to try," she said.

The newest product for Stephanie's company is flax milk – two words. However, it's one word when you find it on store shelves under the Flax USA label – Flaxmilk – All Natural Dairy Free Beverage. It's packaged and shipped from a building about 150 feet from the Stober farm house. Three local ladies fill the orders as they come. It's part of what satisfies Stephanie's desires – to give regional flax farmers an expanded market to sell their product, and to give at least three other local families a source of income.

"My biggest reward is helping others believe in themselves. It's how I succeeded with Mary Kay. I like to inspire others, especially women, to encourage them to set and reach their goals."

"You have to have dedication and attitude to make it work," she said. "You're not a failure if what you try doesn't work. You learn from it. It's not a failure if you learn. To me, a failure is giving up and not trying."



Flax USA Flaxmilk


Along with the cold-milled golden flax seed, the newest Flax USA product found on store shelves around the world is Flaxmilk – All Natural Dairy Free Beverage. It's rich in the dietary supplement Omega-3 and calcium. Consumers interested in boosting their daily intake of Omega essential fatty acids buy Flax-Milk from Flax USA. The company says it's perfect for those who like milk but are lactose intolerant. It's gluten-free and soy-free, kosher and great for vegans.

It's one more product born from Stephanie Stober's inventive mind and the headquarters on the Sheridan County farm.


Flax sprinkles, milled flax, flax milk and even flax for pets – a growing line of products that give North Dakota farmers an expanded market for the flax they produce, and that give health-conscious consumers more nutritional options.

Not giving up, learning new things, and coming up with new ideas are all carrying Stephanie in to 2012. This year, you can expect to see more Flax USA products in more store chains in the U.S. "We want to expand our market share for Flaxmilk. It is so new, we're educating consumers and getting it in to more stores."


Keeping with her desire to inspire others, Stephanie said her goal is more than the bottom line for her company. "I look for opportunities to share my story, to encourage others and to inspire others to challenge themselves, to reach their goals, even if they are isolated living on a North Dakota farm."




Susan Schwieters




Jill LaMont Goetz



Carol Hanson



Peggy Christman




Renee Daffinrud

Saluting Women of Vision

The Bismarck Cancer Center salutes the remarkable women of the BCC Foundation Advisory Board who generously give of their time and talents to help lessen the burden of cancer.

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Y Survive

"You will never know unless you try." Words Lori Gibson is now grateful she murmured to herself as a pep talk on her way to her first YMCA Y Survivor class. "If I wouldn't have taken those words to heart I would have never gone to Y Survivor that day... and ultimately, I would not have had the opportunity to grow emotionally, mentally, and physically."

Diagnosed with Chronic Myeloid Leukemia in January of 2007, Gibson noticed her energy levels and motivation to exercise drop with her cancer treatment. "Prior to the diagnosis, I enjoyed being active with my four children, being an avid runner, and performing strengthening exercises on a regular basis. After my body adjusted to the medication, I had more energy; however, I realized that I would never reach my pre-cancer levels again."

A free six week program for cancer survivors, the YMCA's Y Survivor

program is designed to provide cancer survivors with health and wellness resources that can improve quality of life and help bring back a feeling of normalcy to post-cancer life. A goal Gibson is excited to have reached, "The changes that I have made in my life after participating in Y Survivor have made me a healthier, happier person."

Gibson credits Y Survivor for showing her it's okay to take risks, "I now participate in Zumba – even though I can't always keep up, I thoroughly enjoy it! I also discovered that yoga is an extremely enjoyable, relaxing activity."

During the six weeks, participants meet twice a week as a group. Survivors are encouraged to bring a support person. Each session includes a group exercise class just for Y Survivor participants led by a certified group exercise instructor. Through partnerships with the Bismarck Cancer Center and Bismarck-Burleigh Public Health,

sessions also include presentations from local health professionals. Most importantly, Y Survivor fosters a health and wellness support system for cancer survivors.

"We became one cohesive unit as we exercised together, had small group discussions, laughed, sometimes cried, and motivated one another," said Gibson. "With the Y, I now have a support system that I can call on – knowing that I will be understood and welcomed with open arms."

The YMCA launched the Y Survivor program as a pilot project made possible through a community grant from the North Dakota Cancer Coalition. "Implementing free cancer survivorship programming for the community is something we have been looking to do for a few years," explains Amy Nitschke, Y Survivor Coordinator. "The funds received through the ND Cancer Coalition community grant allowed



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Y Survivor participants complete the warm-up portion of a Y Survivor fitness class.

PHOTO BY PLATINUM PHOTOGRAPHY.

us to pilot this program and offer Y Survivor free for all cancer survivors in the Bismarck-Mandan community. We welcome all survivors, whether a survivor for just a few months or a few years."

Nitschke and certified group fitness instructors Renee Schwab and Mandy Schaaf facilitate each class as the group covers various health and fitness topics. Participants also receive a free six week membership to the YMCA and are encouraged to try different activities and to workout in addition to the scheduled Y Survivor classes.

The trio also works hard to ensure all participants feel comfortable and confident at the Y and find the programs that work best for them. "There are so many available resources at the Y and we want to help participants find that match," comments Schaaf. "We want survivors to be able to continue, beyond the Y Survivor sessions, their journey to regaining their health and fitness post-cancer treatment."


Collectively, Y's across the country are working hard to address chronic disease as part of the Y's mission to improve the nation's health and

well-being. Programs from living with diabetes to cancer survivorship are being launched nationwide. The Missouri Valley Family YMCA's Y Survivor is one example of this mission at work.

New Y Survivor sessions are beginning in February and April. For more information, please contact Amy Nitschke, Y Survivor Program Coordinator at 701-255-1525 ext. 156 or amy.nitschke@bismarckymca.org. Information is also available at www.bismarckymca.org.

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Women's Heart Health

A proactive approach saves lives

by Kylie Blanchard



American Heart Association 
Learn and Live

Mary K. Vetter knew something wasn't right when she began noticing pain starting in the palms of her hands and radiating up her arms along with shortness of breath. At the time she was 49-years-old and after visiting her doctor, she was referred to a lung specialist.

"I was given inhalers with steroids which just enhanced my symptoms," she says, adding this was in an attempt to treat her for what was thought to be allergies. "I went back to the lung specialist because after a few months I couldn't even walk from a handicapped parking spot into a building."

Vetter says one of the best decisions she made was to insist on additional tests to determine the cause of her symptoms. While taking a pulmonary stress test to examine her lung function, it was revealed something was very wrong with her heart.

After being introduced to Dr. Eshoo at St. Alexius's Heart & Lung Clinic, a cardiac stress test was performed. Blockage was found in the arteries around her heart and, two weeks later,

an angiogram test exposed a congenital heart defect that contributed to the blockage. "They told me it couldn't be fixed with just a stint and I had a double bypass the next morning."

Now fully recovered from her open-heart surgery, Vetter says she has enjoyed having more energy. "If you don't have blood flow, you just don't feel well," she says. "I feel so good now. I am more active and I can go for walks without pain."

Vetter learned a valuable lesson from her experience that she feels is important to share with other women. "Anytime you feel the slightest 'twinge' or something doesn't feel right, don't just pass it off. Don't be afraid to talk to your doctor," she says. "You have to be your own best advocate because you know your body."

Education is Key

February is American Heart Month and marks the American Heart Association's push to grab the attention of all Americans regarding their heart health. During this time, the organization also targets women through its Go Red™ for Women campaign.

"It is so important for women to know the signs of a heart attack and get immediate medical treatment, but also work to prevent heart disease through a healthy lifestyle," says Joan Enderle, Communications and Go Red™ Director at the American Heart Association, North Dakota. "We want them to be an advocate for their own health."

Enderle offers some startling statistics when it comes to the heart health of women in the state and across the nation. "Heart disease is the number

one killer of women in North Dakota and many women are unaware they are at risk," she says. "More women die of cardiovascular diseases, including stroke, than all forms of cancer combined."

In 2009, 32.4 percent of the deaths in North Dakota were caused by cardiovascular diseases, including heart disease, heart attack and stroke, as compared to 21.4 percent of deaths caused by all forms of cancer combined.

The American Heart Association's Go Red™ for Women movement works to educate women on the risk factors for heart disease and to promote lifestyle changes that can benefit heart health. The American Heart Association has determined the following risk factors as controllable or treatable with the help of a healthcare professional or changes in lifestyle factors:

- Blood Cholesterol
- Blood Pressure
- Smoking
- Physical Activity
- Diet
- Obesity
- Blood Sugar

"Ninety-percent of women have one or more risk factors for heart disease and 80-percent of cardiovascular disease is preventable with lifestyle changes," says Enderle, adding it is important women take these risk factors and lifestyle changes seriously. "Women are more likely to die of their first heart attack and nationwide 26-percent of women die within a year of having a heart attack, compared to 19-percent of men."

Making Lifestyle Changes

"Heart disease used to be seen as more of a 'man's disease,' but we women caught up with them and, unfortunately, galloped passed them," says Melanie Carvell, director of the Medcenter One Women's Health Center, a women-focused fitness facility.

"It's often such a silent killer and we just can't see what is going on," she notes. "Sometimes the first symptom women have of heart disease is sudden death."

In addition to regular check-ups with a physician, Carvell says physical activity is a strong factor in preventing heart disease. "If you are going to pick one thing that will help all the risk factors, it would be getting regular exercise."

And she notes an important component of sticking with an exercise routine and lifestyle changes is developing a support system. "Join a group, join a club, or join league," says Carvell. "If we enjoy it, we are just going to be more likely to stick with it."

The American Heart Association in North Dakota is involved in all aspects of saving lives, says Enderle. "This includes funding two research projects at North Dakota State University, working with hospitals and healthcare providers across the state on stroke and heart systems of care, working with schools and worksites on promoting healthy eating and physical activity, advocating for policies and funding, and collaborating with the North Dakota Department of Health Heart Disease and Stroke Program on promoting the Million Hearts Campaign."

"Ultimately, we just want people to say 'Yes!' to healthy behaviors as a way to prevent heart disease," says Enderle.

For additional information on women's heart health and healthy heart living, contact the American Heart Association of North Dakota website at heart.org/northdakota or visit goredforwomen.org.



Kylie Blanchard is a local writer.

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Lifeways Clinic

Holistic Health Center combines several practices

by Tina Ding

Helping others become well on a physical, emotional and spiritual level through annual exams, family medical practice and comprehensive programming describes a day's work for Rhonda Jolliffe at Lifeways Clinic. As a holistic nurse practitioner, Jolliffe practices **Holistic and functional medicine** and is certified as a nutritionist and acupuncturist. Her clinic combines traditional and integrated medicine so clients are self-empowered to become well.



"We help patients become well in mind, body and spirit by promoting lifestyle changes while using a blend of traditional and holistic medicine," Jolliffe said. "Each patient is unique and we like to offer ways to not only assess their situation, but prevent and help to make key changes that otherwise influence their health. And if needed, their diagnosis and subsequent treatment will be developed to support their optimal health."

In their new location at 1001 Gateway Avenue at Bismarck, Lifeways Clinic offers annual exams, focused preventative care exams and medical lifestyle/weight management in a soft, serene spa-like setting. Warm neutral-toned wall colorings with inviting examination rooms help patients feel welcome and special. Jolliffe works closely with her RN, CNA, receptionist and adjunct health care practitioners in the clinic, offering a full gamut of services.

Diana Herner, LPCC, ("Choices Counseling & Educational Center") provides **mental health counseling** services from a Christian perspective. Diana is located on the main level in Lifeways. Diana counsels individuals, marriage and families in

transition. She is a BC/BS provider and accepts new clients upon referral.

Lifeways also offers a therapeutic lifestyle program, which promotes first-line treatments for chronic diseases such as high blood pressure and high cholesterol as well as conditions such as menopause, fatigue disorders and those related to obesity. Through lifestyle coaching, consultations and testing, **First Line Therapy** helps patients establish realistic goals, monitor progress and learn how to choose healthy, nutritious foods. Additionally, stress management and healthful, safe exercise are addressed for weight management. Jolliffe is also excited to add a new program this year: "Healthy Living with Beyond Organic", a 12 week educational series that provides education on topics of healthy nutrition, exercise, mind-body-spirit, raising healthy children and organic cooking.

The lower level holds a **Stott Pilates** studio where two certified instructors instruct clients either privately or in small groups. Stott Pilates exercises are performed on a reformer (equipment) encouraging and benefitting one's balance and flexibility, coordination and circulation as well as improvement of posture. Through basic core conditioning, the body functions and feels better with the use of the five basic principles: breathing, pelvic placement, rib cage placement, scapular movement and head/cervical spine placement. Certified instructors Susan Suchy, RN and Denise Enebo, PT student work with clients of all ages, all abilities and help their clients develop a fitness regime for a lifetime. The perfect complement to life, pilates will leave you looking toned, feeling revitalized, and moving with ease.

Also utilizing the studio is Pam Redline, **personal trainer** – who fills the need for individual training as well as post-injury and post-rehabilitation in the Bismarck-Mandan surrounding area.

Massage therapist Amy Leitner, specializes in therapeutic/clinical deep tissue massage for acute and chronic pain.

Tone-Lise Stenslie and Bel Neibel offer **BodyTalk**. A certified practitioner of Body Talk helps clients restore vital communication between various parts of their body and mind via muscle-testing and facilitate the body's ability to heal itself. They encourage patients to learn how to help heal the body, however will not substitute for medical treatment or diagnosing illness.

Having an appreciation for the restorative properties of being outdoors and enjoying sunshine, Jolliffe also recognizes the dangers of prolonged sun exposure. Since many enjoy

tanning throughout summer months, yet hope to do so safely, she sought a healthful way to tan. She recently welcomed aboard Megan Frohlich's Smile of the Sun **mobile spray tanning**.

Jolliffe encourages her patients to utilize **breast thermography** as a tool for both early detection and prevention of cancer cells at an early stage. This diagnostic tool takes infrared images (digital photography and computer programming) that detect heat to measure the physiological activity in a breast. Thermography does not replace a mammogram, but serves as an additional screening tool for breast tissue.

Jolliffe has been recently trained in **Medical Acupuncture** and is now providing this as an additional therapy for many conditions, including acute pain from injury, chronic pain, smoking cessation, appetite control, anxiety, depression, insomnia, and hormonal imbalances. There are five mechanisms for understanding medical acupuncture: 1. Produce effects by stimulating nerve fibers in skin and muscles, thus promoting local healing; 2. Reduces pain in a segment of the body where the needles are placed; 3. Reduces pain throughout the whole body; 4. Provides a calming effect and improves wellbeing; 5. Inactivates myofascial trigger points. Jolliffe's future plans are to add an additional service of "facial enhancement" or "facial rejuvenation" as an alternative to more invasive procedures of providing a more youthful appearance.

Jolliffe and the staff at Lifeways partner with patients to help them learn more about becoming healthy through individual lifestyle and habits. Each staff member works to help support an end result of optimal health by offering a holistic and functional medicine approach to: healthy weight management, nutrition,

exercise, sports injuries and physicals, thermography, stress management, aromatherapy, allergy testing, hormone balancing, metabolic repair, autoimmune disorders, osteoporosis, depression and anxiety, post traumatic stress disorder, fibromyalgia, chronic fatigue, inflammatory bowel disorders, insulin resistance, high blood pressure and high cholesterol.

"At Lifeways, we're about providing ongoing support while our patients 'become well,'" Jolliffe said. "We strive to empower our patients to come to know their own highest level of wellness on a physical, emotional and spiritual level."

Rhonda is married to Nick and has two sons, Nicklaus and Ben. Watching her boys in athletic events is what she loves most in life. Additionally, she enjoys golf, outdoor activities, reading and other social events with family and friends.



Tina Ding, local freelance writer, is also a wife and mother of three.

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AARC's Fine Dining Event is Valentine's Day Benefit

The Abused Adult Resource Center (AARC) is offering its second annual 'Love Without Fear' Fine Dining Experience Feb. 10th as a special Valentine's Day treat.

The benefit event is at the Bismarck Municipal Country Club at 930 N. Griffin St., with the proceeds supporting local families facing violence in their lives served by the AARC.

A social hour is planned at 5:30 p.m. with the dining starting at 6:30 p.m. Lady J's is preparing an exquisite seven-course meal for this event, accompanied by a taste of specialty craft beer, if you choose. McQuade Distributing is a sponsor of this fundraiser for AARC. Entertainment also will be provided.

The phrase 'Love Without Fear' has become part of this second annual fundraiser, but has long been the focus for AARC's award and tea ceremony normally held on Valentine's Day.

'Love Without Fear' originated as a Sunday event at the Abused Women's Resource Closet in Bismarck (now known as the AARC) in July 1979. Bonnie Palecek, who was the

director of the AWRC at the time, came up with the idea in a positive sense, and questions about why women stay in abusive relationships.

Fear is a major weapon of control in unhealthy and violent relationships. Therefore, a healthy, positive relationship means there is love without fear.

In 1980, the commemoration of 'Love Without Fear' was moved to Valentine's Day. 'Love Without Fear' Sunday evolved into 'Love Without Fear Week,' and statewide activities tend to focus on churches but also include fundraisers, volunteer recognition and memorial vigils.

At the AARC, the event turned into a month-long commemoration, and the AARC began presenting annually a 'Love Without Fear Award' to a worthy community member who has advocated selflessly on behalf of domestic violence victims. The award is presented on Valentine's Day each year in Pam's House, AARC's emergency shelter for women and children made homeless because of abuse in their lives.



Other activities including sending letters about 'Love Without Fear' to local churches as an effort to create community awareness and initiate action to help victims of abuse and their families.

Diane Zainhofsky, AARC executive director, said the intent of 'Love Without Fear' is to keep attention focused not only on the pain and loss inherent in families torn by violence, but also to focus on the ultimate goal of "love without fear" in intimate relationships everywhere.

The AARC is a Bismarck-based nonprofit serving victims of domestic violence and sexual assault and families in a seven-county area in south-central North Dakota.

Tickets are \$50, with seating for just 220 guests. Tickets can be purchased at URL Radio, 322 E. Broadway; Seeds of Hope Thrift and Gift Store at 520 E. Main, AARC offices at 218 W. Broadway; and at Lady J's at the Country Club.



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WINTER BBQ BEEF RIBS

Total preparation and cooking time: 2-1/2 hours

- 4 pounds well-trimmed beef chuck short ribs, cut into 3 x 2-inch pieces
- 1 can (8 ounces) tomato sauce
- 3/4 cup tomato juice
- 1/4 cup finely chopped onion
- 3 tablespoons cider vinegar
- 2 tablespoons Worcestershire sauce
- 1/4 teaspoon ground cinnamon
- Dash ground cloves
- Dash pepper

1. Place beef short ribs on rack in broiler pan so surface of beef is 3 to 4 inches from heat. Broil about 20 minutes or until well-browned, turning as needed. Place in Dutch oven.

2. Heat oven to 350°F. Add remaining ingredients; bring to a boil. Cover tightly and cook in 350°F oven 1-1/2 to 2 hours or until beef is fork-tender. Remove ribs. Skim fat from sauce. Serve sauce with ribs.

Makes 6 servings.

MEXICAN BEEF STEW

Total preparation and cooking time: 2-1/2 hours

- 3 pounds beef for stew, cut into 1 inch pieces
- 2 tablespoons vegetable oil
- 1/2 teaspoon salt
- 1 cup ready-to-serve beef broth
- 1 cup prepared thick-and-chunky salsa
- 2 medium zucchini, halved, sliced (3/4-inch)
- 1 can (15 ounces) black beans, rinsed, drained
- 1/2 cup frozen corn
- 2 tablespoons cornstarch dissolved in 3 tablespoons water

Toppings:

Chopped tomato, chopped fresh cilantro, dairy sour cream (optional)



1. Heat oil in Dutch oven over medium heat until hot. Brown beef in batches; pour off drippings. Return beef to pan; season with salt.

2. Stir in broth and salsa; bring to a boil. Reduce heat; cover tightly and simmer 1-1/2 hours. Stir in zucchini, beans and corn; continue cooking, covered, 15 to 20 minutes or until beef is fork-tender.

3. Stir in cornstarch mixture; cook and stir 1 minute or until thickened. Serve with toppings

Makes 6 to 8 servings.

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SUNDAY SUPPER MEATLOAF WITH ROASTED VEGETABLES

Total preparation and cooking time: 1-1/2 hours

Meatloaf:

- 1-1/2 pounds ground beef
- 3/4 cup quick or old-fashioned oats, uncooked
- 3/4 cup finely chopped onion
- 1/2 cup chili sauce
- 1 egg
- 1 tablespoon Worcestershire sauce
- 2 cloves garlic, minced
- 1 teaspoon dried thyme
- 3/4 teaspoon pepper
- 1/2 teaspoon salt

Roasted Vegetables:

- 1-1/2 pounds medium potatoes, quartered
- 1 pound carrots, cut into 3/4-inch pieces
- 1 small onion, cut into 1/2-inch thick wedges
- 2 tablespoons olive oil
- 2 cloves garlic, minced
- 3/4 teaspoon dried thyme

1. Heat oven to 350°F. Combine meatloaf ingredients in large bowl, mixing lightly but thoroughly. Shape into 8 x 4-inch loaf on rack in broiler pan. Combine vegetable ingredients in large bowl; toss. Spread in jelly roll pan; sprinkle with salt and pepper.

2. Place meatloaf on upper oven rack in 350°F oven; place vegetables on lower oven rack. Bake meatloaf 50 to 55 minutes to medium (160°F) doneness, until not pink in center and juices show no pink color. Brush with additional chili sauce during last 10 minutes, if desired. Let stand 10 minutes.

3. Roast vegetables 50 to 55 minutes or until tender.

Makes 6 servings.

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The GOD'S CHILD Project was founded by Bismarck-native Patrick Atkinson in 1991.