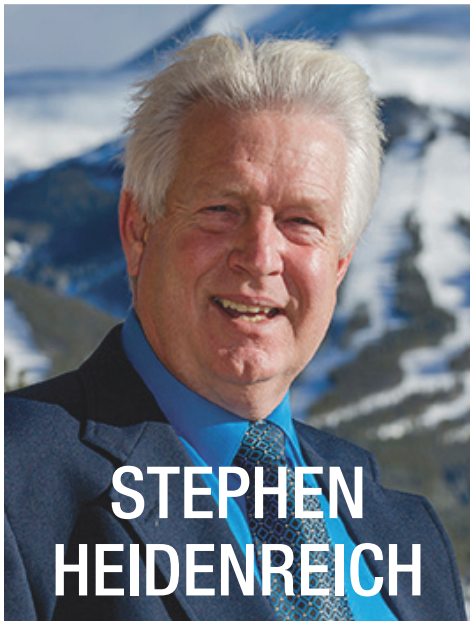




“Don’t tell me what I can’t do”

—Stephen Heidenreich

PRESS KIT



STEPHEN HEIDENREICH

**SPEAKER • AUTHOR
ADVOCATE • CHAMPION**

- Keynote Presentations
- Seminars and Workshops
- Coaching, Consulting

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High resolution images files are provided for download on the Press Room website page.

BIO:

In 1976 Stephen Heidenreich was the top candidate to make the Olympic team that year. Stephen anchored the Indiana University 4-mile relay team to a world indoor record in 1974. In 1975, he ran eight sub-4-minute miles. In 1976, he was the first Big Ten runner to run a 4-minute flat mile indoors. The Olympics was his next challenge. Then a near-fatal hit-and-run accident while he was training changed his life forever. His neurosurgeon gave him a five percent chance of survival with little hope of ever recovering beyond a vegetative state.

Despite these unfavorable odds, Heidenreich completed a Master of Business Administration, a Master of Science in Health Administration, and a Master's in Education specializing in Special Education. He even trained for the 1980 Moscow Olympics.

By applying the world-class athletic training and skills that he learned while training under three Olympic Track and Field Coaches in his recovery and life, Stephen was able to beat the medical odds and succeed in academics, business, and life.

CHALLENGES:

- Suffered Traumatic Brain Injury after being the victim of a hit and run accident while in a training run for the 1976 Olympics.
- Suffered permanent brain damage.
- Given a 5% chance to live. *"If he lived he would, probably be a vegetable. We could not expect him to graduate from college or compete again."* — Stephen's neurosurgeon, 1976
- Woke up with the mental age of a two year old in a twenty-two year old body.
- Decided to complete Senior Business classes at Indiana University with the mental age of a 13-year old.

POST ACCIDENT SUCCESSES:

- Co-author of *Running Back*, Hawthorn Books.
- Successfully completed an MBA at Indiana University, MSHA at University of Colorado, M.Ed. in Special Education at Regis University.
- Trained for the 1980 Olympics.
- Successfully coached high school cross-country and track and field.
- Successfully taught Special Education, Gifted and Talented, ESL. and GED.
- Certified track and field coach with the USTAF, United States Track and Field.

HALLS OF FAME:

- South Dakota Sports Hall of Fame, Sioux Falls, SD
- Indiana University Hall of Fame, Bloomington, IN
- Watertown High School Hall of Fame, Watertown, SD
- Dakota Relays Hall of Fame, Sioux Falls, SD

STEPHEN HEIDENRICH'S NEW BOOK

RUNNING TO WIN Strategies to Triumph in Record Time

In *Running to Win* you'll learn how to be excellent in athletics, academics, or both. This inspirational book will help you become successful in business or whatever your desire for greatness may be. By reading this book, you will learn step-by-step strategies and tools to succeed in business and life. Here you will learn the habits for long term success and optimum performance. When these habits for success are applied, your long-term success will be phenomenal.



QUOTES ABOUT *RUNNING TO WIN*:

"I was so eager to read your book, I put it first on my list! I've spent this beautiful Sunday afternoon on my patio reading it from "cover to cover." What a great job of telling your story, and stopping to teach the lessons. Your relating it to business is so well done. Love the motivational quotes at the end of each chapter. I teach positive visualization, but I have to use other people's stories. Yours proves it works! I know nothing about track and wasn't sure it could keep my interest, but I couldn't wait to see what was next! I want to buy the first copy and give it to my grandson who uses some of these techniques in his tennis games. You can teach him more.

Congrats Stephen on a job well done. You have succeeded yet again!"

—*LeAnn Theiman, Author of Chicken Soup for the Soul, Everyday Catholicism: Real Stories of God in Our Lives and Chicken Soup for the Soul: Everyday Catholicism: Seeing God's Action in Our Lives*

"*Running to Win* is a book that I definitely recommend to all athletes and coaches. It is a very motivating book about overcoming obstacles and how to do great things in running and school. Stephen's story is an authentic and true description of a collegiate runner trying to make an Olympic team and shows us that life can throw hurdles our way. Just like in track & field, through perseverance and hard work, you can achieve success and overcome any obstacle in your way. *Running to Win* will give you hope and inspiration to accomplish your goals! I plan on sharing this book with my athletes as motivational literature."

—*Jeremy Aydt, Cross Country/Track and Field Coach, Gibson Southern High School, Indiana*

"Steve's book, *Running To Win* is very inspirational! After competing in the higher ranks of race car driving myself, I can testify to the things that are important to win in competition and life. Steve captures this perfectly and is an inspiration!"

—*Thomas Wieringa*

"This book is really inspirational. It will help you become successful in whatever you want to do with your life. READ IT! GET INSPIRED! AND DO WHAT YOU WANT TO DO WITH YOUR LIFE."

—*Matea Green*

QUOTES ABOUT STEPHEN'S SPEAKING PRESENTATIONS:

"Steve's warm personality and inspiring presentation deeply resonated with our members. His enthusiastic storytelling took us through the range of human emotions: people laughed, people cried, people were amazed and more than anything, people were inspired. One member, who had also experienced a TBI, enjoyed the yoga presentation so much that he asked if we could get Steve to come back on a weekly basis. Steve is gifted at connecting with people and that's what made his presentation so powerful to everyone that attended."

—*Jon Nerdig*

"You recently came to Northern State University and shared your story. I just wanted to take this time to say thank you because you opened my eyes to just how important setting your goals high and not stopping until you achieve them is. I found your story incredible and very inspiring. Thank you again for taking the time to speak to us. You are a phenomenal athlete with an incredible story. I hope to one day to have as much success as you have."

—*Sasha Hovind*

"Steve Heidenreich delivers an inspirational and power message on how personal strength and perseverance can overcome incredible physical and mental obstacles. He is a role model for all, and his personal journey and story is a great example how through extraordinary human spirit and hard work anyone can achieve their goals. His inspirational message is something that you will remember and benefit from today and for years to come."

—*Kim Ramey, PT, St. Anthony Summit Medical Center*

ABOUT 3:55 PRESS:

With the launch of my book, *Running to Win*, it seemed fitting to honor my best time and name my publishing company 3:55 Press. This publishing company will be the platform to distribute more inspiring stories. Its purpose is to inspire athletes, students, people in business, people with challenges to become successful in any area they desire.

STEPHEN HEIDENRICH—SPEAKER:

Stephen's mission is to inspire others who have encountered setbacks and unexpected turns of fortune. Each of us has a reservoir of strength that we do not acknowledge until we need it. Stephen's experience is inspiring and reassuring.

Stephen's area of expertise includes:

- Overcoming Obstacles
- Step-by-Step Long Term Strategies
- Proven Approach for Elevated Performance
- Habits for Success
- Facing Challenges
- Embracing Change
- Discipline
- Starting All Over Again

Professional Development:

- Strategies to Achieve Defined Objectives
- How to be Extraordinary in Athletics, Business, and Life
- Visualization: Beginning With The End In Mind
- How To Build A Team
- How To Lead A Team

STEPHEN HEIDENRICH—ADVOCATE:

Stephen is an advocate for persons with disabilities. He volunteers with the Statewide Independent Living Council (SILC) being a strong voice in keeping the needs of persons with disabilities moving forward in Colorado. He has worked tirelessly as a member of the State Rehabilitation Council and MindSource Brain Injury Network. He has represented Colorado at the National Centers for Independent Living Conference in Washington D.C. He has volunteered for the Colorado Youth Leadership Forum that teaches leadership skills to the next generation of advocates for persons with disabilities. His advocacy is so powerful because it is often based on his own experience as a person with a disability working to ensure that services and resources work effectively and efficiently.

STEPHEN HEIDENRICH—COACH:

Stephen is a certified track and field coach with the USTAF, United States Track and Field.

After Stephen taught the Northwestern High School boys and girls running team his successful racing strategies, the boys team won the conference meet, placed second at regions, and took third place at the state championship. The girls team finished 2nd in conference, 2nd at regions and 6th at the state meet. The South Dakota State meet allows 16 teams to participate. You have to qualify at the regionals.

TRAUMATIC BRAIN INJURY (TBI) FACTS:

Traumatic Brain Injury (TBI) is a significant cause of death and disability in the United States. Visits to the emergency room, hospitalizations, and TBI deaths have increased 53% from 2006 to 2014. An average 155 people each day die from TBI injuries in 2014.

Effects of TBI impairments:

- Thinking and memory
- Movement
- Emotional functioning, depression, personality change
- Sensation, vision, or hearing

These issues not only affect individuals, but they can also have a lasting effect on families and communities.

What is TBI?

It is a blow to the head that can be mild to severe.

- A benign occurrence is a brief change in mental status or consciousness, a concussion.
- A severe event is a loss of unconsciousness or memory loss for an extended period.

How severe is this problem?

- There were 2.9 million emergency department visits for TBI hospital-related visits and deaths in 2014.

Leading causes of TBI:

- Falls account for one-half of all TBI-related emergency department visits.
- The second leading cause was hitting or getting hit by an object accounting for 17% of all TBI-related visits in the United States.
- Falls and motor vehicle accidents were the leading causes of TBI, 52% and 20%, respectively.
- Intentional self-harm was the leading cause of death.

VISUALIZATION IMPROVES PERFORMANCE:

Visualization increases athletic performance by improving concentration, coordination, and motivation. It decreases fear and anxiety and enhances relaxation. As I found out, performing in a relaxed state is the key to any world-class performance. Visualization helps a person to do that and do it with poise, confidence, and perfection.

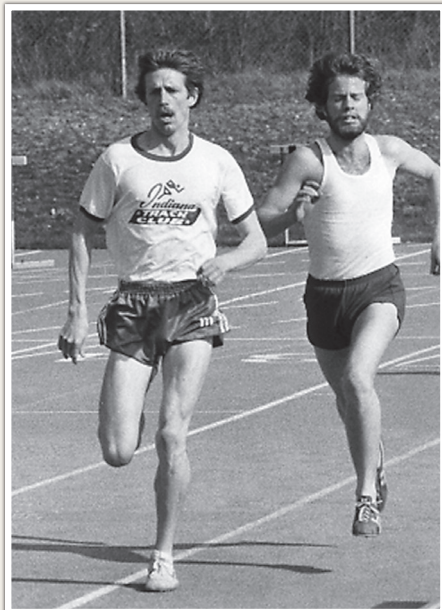
There is strong scientific evidence on how and why visualization works. When we visualize, we stimulate the same brain regions as when we physically practice the action. The visualization gives you free practice at home or anywhere you want to visualize the perfect performance with no physical effort. You are just practicing with your mind.

Visualizing every day is essential. However, we don't need to spend all day thinking about our perfect practice. **We need to stay in the moment some time.** —*Huffington Post*

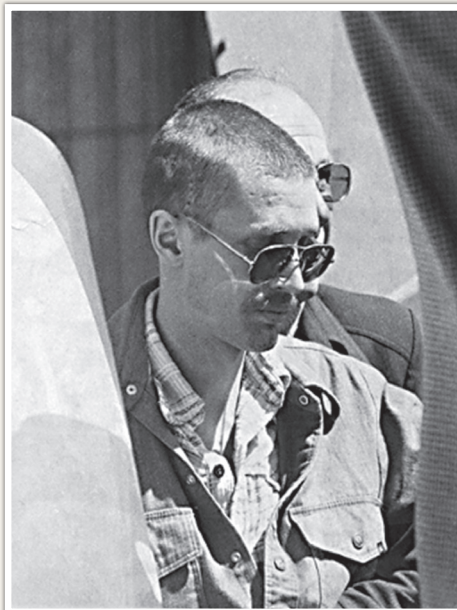
Mental practice can help one prepare for success. Those practices are almost as effective as physical practice. The mind has incredible power over the body and its muscles.

Visualization produces the same mental instructions as real physical action. Cerebral processes in the brain; motor control, attention to detail, perception, planning, and memory are affected by these mental instructions. These mental practices increase a performer's confidence and belief in themselves and enhance motivation to perform a perfect performance. —*Psychology Today*, Seeing is Believing: The Power of Visualization

VISIT STEPHENHEIDENREICH.COM TO DOWNLOAD THESE HIGH RESOLUTION IMAGES.



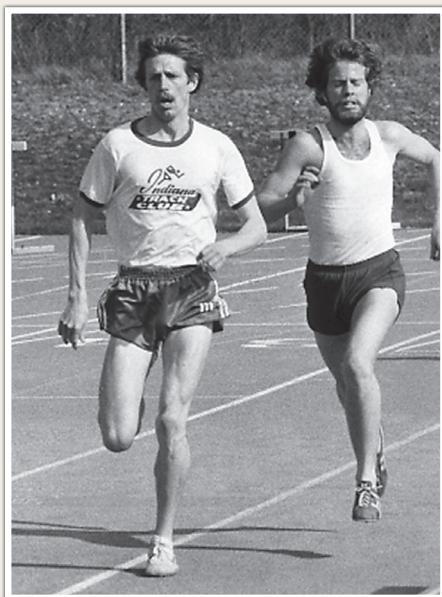
My first race thirteen months after my accident.



Leaving the Bloomington hospital with the great Olympic Coach Sam Bell. I was the mental age of a toddler in a 23-year-old body, gaunt, shaved head, with a scar from the miraculous brain surgery.



Cross Country Training in the best shape of my life.



1976 indoor NCAA Track and Field Championships; I'm trying to pass this runner to take the lead.



Stephen Heidenreich at his South Dakota Hall of Fame induction.



Stephen Heidenreich



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