



# MAKE A DIFFERENCE

*“As I lay in a hospital bed in Vietnam, I made three vows to God, one of which was to make a difference in people’s lives.”*

Jon Hovde, National Keynote Speaker and Author of  
“Left For Dead: A Second Life After Vietnam”



# ABOUT JON HOVDE

**J**on Hovde lost his life twice in Vietnam in 1968. When the armored personnel carrier he was driving hit an anti-tank mine, the first medic to reach him couldn't detect a pulse in his left wrist and told the squad leader Hovde was dead. But Hovde's arm--which was still in his sleeve--had been severed in the blast along with his left leg. When the squad leader saw him move moments later, Hovde was rushed to a field hospital by helicopter. No one expected him to survive. A few days later, doctors operated to try to stop an infection that had raised Hovde's body temperature to 108. During the surgery his heart stopped and he was declared dead a second time. Then suddenly, his heart started beating again.

It was time to make a deal with God, Hovde decided. If he survived, he would do three things. Have the fastest car in Polk County, Minnesota, not depend on the government to take care



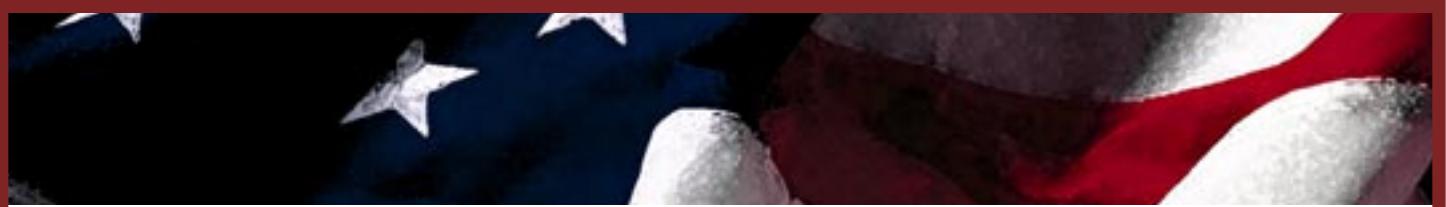
of him, and make a difference with his life.

Hovde is a retired from 3M and former president

of the Minnesota School Boards Association who served 16 years on the Fertile-Beltrami, Minnesota, school board. He's now a motivational speaker who entertains and inspires with stories of how he's kept those three vows.

Hovde is also the co-author, with Maureen Anderson, of *Left for Dead: A Second Life after Vietnam* (University of Minnesota Press, 2005).

If you would like to book Jon as a speaker, please call 218-945-6781. If you would like a personalized copy of *Left for Dead*, please go to [www.leftfordeadthebook.com](http://www.leftfordeadthebook.com).



# NOTED CLIENTS

## SCHOOLS

Jon has spoken in over 60 school auditoriums in Minnesota, North Dakota and New Hampshire including:

- Mora, MN
- Madison, MN
- Windom, MN
- Blue Earth, MN
- Grand Rapids, MN
- New York Mills , MN
- Woodbury, MN
- Pelican Rapids , MN
- Breckenridge, MN
- Fosston, MN
- Kelliher, MN
- Mankato, MN
- Finley, ND
- Oak Grove Senior High, ND
- Discovery Junior High, Fargo, ND
- Ben Franklin Junior High, Fargo, ND
- Kennedy, MN
- Pine Island, MN
- Argyle, MN
- Lake Park, MN
- Goffstown Senior High, NH

## CONFERENCES

Jon has keynoted and spoken at conferences regionally and nationally.

- Aflac Insurance State Conference (Little Rock, Arkansas & Tyler, Texas)
- Fargo Air Museum
- North Dakota Grain Dealers State Convention
- American Red Cross
- American Legion State Fall Conference
- MSBA Leadership Conference
- MREA Fall Conference
- F-16 Fighter Unit State Conference (Happy Hooligans)
- West Fargo Exchange Club
- Minnesota State University-Moorhead
- University of Minnesota-Crookston
- Foster Grandparent State Conference
- Crookston Chamber of Commerce Banquet
- Minnesota State Rehabilitation Conference
- County Veteran Service Officers State Conference
- American Legion 9th District Conference
- Joint In-Service for four nursing homes

- Women's Farm Conference
- Northwest Minnesota Community Education Council In-Service
- Educational Summit in Crookston
- Four school teacher in-service at Ada Public Schools attended by 200 teachers

## MEMORIAL DAY AND VETERANS DAY PROGRAMS

Jon is an extremely popular Memorial Day and Veteran's Day speaker.

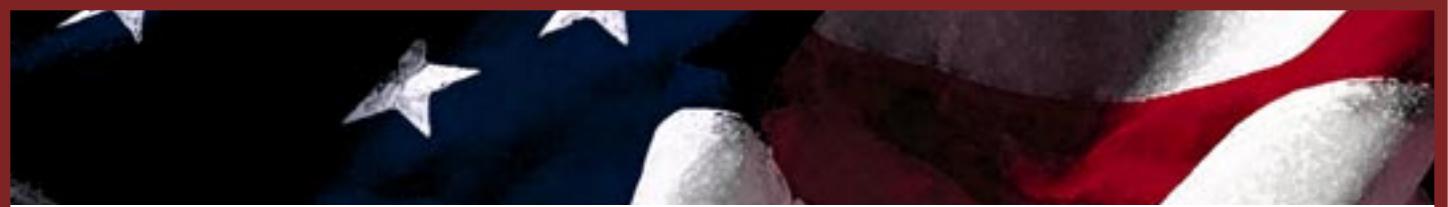
- Fertile, MN
- Kennedy, MN
- Pelican Rapids, MN
- Erskine, MN
- Fosston, MN
- Starbuck, MN
- Morris, MN
- St. Peter, MN
- Anoka, MN
- Windom, MN
- Blue Earth, MN
- Goffstown, NH
- Madison, MN
- Mora, MN



# PUBLICATIONS

Jon has been the subject of many articles over the past several years including:

- *Albuquerque Journal*, November 11 & 12, 1998 (Front Page- 2 days)
- *St. Paul Pioneer Press*, November 8-12, 1998 (Front Page- 5 days)
- *Moorhead State University Alumni News*, Winter 2002 (Feature Article)
- Recipient of MSUM Distinguished Alumni Award in 2003
- *Minnesota Legionnaire*, November 2000 (Front Page)
- *Fertile Journal*, November 2000
- *National Enquirer*, June 23, 1968
- *Goffstown News*, June 1, 2000
- *Fairbault County Register*, November 5 & 19, 2001
- *Northern Watch*, November 13, 1999 & May 2004
- *Morris Tribune*, May 1998
- *The McIntosh Times*, November 17, 1993
- *The Forum of Fargo-Moorhead*, January 28, 1996
- *Pelican Rapids Press*, May 29, 1996
- *The Forum Forum of Fargo-Moorhead*, Terry DeVine, September 26, 2002
- This Corner, Al Zdon, *Legionnaire*, January 2001
- *Anoka County Union*, November 2000 (Written by Jon Hovde)
- *Cottonwood County Citizens Online*, November 15, 2001
- *Grand Rapids Herald-Review*, November 2000
- *St. Paul Megaphone*, April 1976 (Front Page 3M Newspaper)
- *Hallock News*, January 31, 2002
- *North Star News*, November 19, 1998
- *Messenger*, Stephen, MN, October 30, 1997
- *Warren Sheaf*, November 5, 1997
- *Minnesota High School League Bulletin*, Spring 1996
- *MSBA Journal* (24 times), 1996 & 1997
- *Becker County Record*, May 28, 2003
- *Boston Globe*, November 13, 1982
- *McLean County Journal*, Turtle Lake, ND, May 2, 2003
- *The Forum of Fargo-Moorhead*, January 28, 2003
- *Union Leader*, New Hampshire's largest paper, May 2000.  
(Authored by Jon Hovde)
- *Kanabec County Times*, Mora, MN., (front page) November 20, 2003
- *Cass County Reporter*, Casselton, Kindred, Hunter, ND., (front page)  
November 12, 2003



# TESTIMONIALS

*"You could have heard a pin drop -- the students were fascinated with the presentation."*  
Supt. Kristen Anderson

*"I don't know that I've ever seen our entire student body in grades 3-12 sit for a full hour without moving or talking to one another. You held their full attention."*  
Supt. Walt Aanenson

*"Our 900 students were 100% attentive and closed the program with a spontaneous standing ovation. It was self evident that what we experienced that morning transcended the customary Memorial Day assemblies held throughout the county."*

Principal Chris Mosca

*"You were the talk of the town the remainder of the weekend -- you made a difference in a number of lives including mine."*

Ray DeZurik, American Legion State Commander

*"Your message is so powerful. We were truly moved. The critique sheets say it all -- a 10+ on a scale of 1-5!"*

President Janet Barlage  
MN CVSAs Assistants & Secretaries Assn.

*"Jon D. Hovde weaves a story of a young man growing up in America, coming of age in Vietnam, and fulfilling his dreams back home in the most inspirational 60 minute presentation any audience of any age will ever witness."*

Wendy Wustenberg  
Director of Legislative Services  
for Gov. Jesse Venutra

*"Hovde took everyone in the gymnasium on a journey. It began with despair and the struggle to stay alive but ended with the message of hope and inspiration. Everyone in the Grand Rapids Middle School Gymnasium felt the vow Hovde made to make a difference and responded with an enthusiastic standing ovation."*

Beth Biley, Grand Rapids Herald-Review

*"Your message was so powerful and appropriate. All 950 students attended to your every word even after the end-of-the-day had rung! That's a tribute to you and your message."*

Supt. Keith Lester

*"You really made a difference. You inspired everyone, but most of all you hit home with me."*

Frank Davies, VP &  
Aflac Insurance Southern  
Territory Director

*"We could all tell your sincere and powerful message came from your heart not a professional speechwriter and that's what makes it so effective and powerful."*

Principal Kurt Kahlenbeck

*"I heard nothing but positive comments about your presentation. We met our goal to motivate our volunteers! You are awesome! Keep your great attitude!"*

Deb Kluck, Red River Valley Hospice



# LETTERS FROM STUDENTS

*"I consider myself special because you allowed me to get to know you & your life. I will never forget you, please don't forget us."* -- Dawn K.

*"When you got done talking & played "The Dance" by Garth Brooks and you came around to shake our hands I started to cry because all that I could think about is my dad Don 'Bomber' Larson, because he was over there the same time as you."* -- Summer L.

*"I feel that when I get down, I can think of you and become inspired."*  
-- Wendy L.

*"Thank you for helping me realize just how lucky I am."* -- Chuck L.

*"He was probably the best motivational speaker I have ever heard and probably the best grasp on life I have ever seen."* -- Josh B.

*"Not once did he hint towards hurt and anger regarding the war. I found it to be a refreshing change from the usual cynicism of today."*  
-- Sarah N.

*"It was like I could feel some of the pain that you have experienced. I was speechless and that doesn't happen very often."* -- Mande S.

*"One of the most important messages that a person should leave with after listening to Mr. Hovde is that you should always do what your gut tells you is right. For example, Mr. Hovde said he did not really want to go to war at first, but he knew it was the right thing to do."* -- Kathryn E.

*"The book tells us facts and information but it isn't half as good as having someone that lived what is said in the book."* -- Kris S.

*"When John talked to us, I wanted to listen. He brought out scars just to share his story with us. I really admire him for that."* -- Amber G.

*"It must have been awful to make these new friends, become close and see them lose their lives."* -- Kylie R.

*"When Mr. Hovde talked everyone listened not just with their ears, but they wanted to think about what he was saying and see what it meant to them. I don't think anyone in that room could have felt sorry for themselves."* -- Kevin G.

*"I also learned that the littlest things, that no one thinks about, can carry many memories. You were lucky to repair your Bulova watch."*  
-- Jessi M.

*"I would more than likely of given up if I had to lay in an ice bed with injuries that you ended up with."*  
-- Michelle H.

*"I hope you continue this on for a long time, because other kids really need to hear it."* -- Leah F.

*"I also remember when you said that you like to touch at least one person in the audience's heart. Well I don't know about anyone else, but you surely touched mine."* -- Diana G.

*"I think it's important for people to know what went on during the war, and the best way to get that information is from people like yourself who take the time to tell their stories."*  
-- Jamie T.

*"Most teachers and people have a hard time getting my attention, but you kept me interested and on the edge of my seat during your whole story."* -- Jesse D.

*"I found your story very emotional. It must have been something being reunited with your nurse after all of these years."* -- Jeff M.

*"Your experiences really touch the heart of others. Especially mine."*  
-- Breanne F.

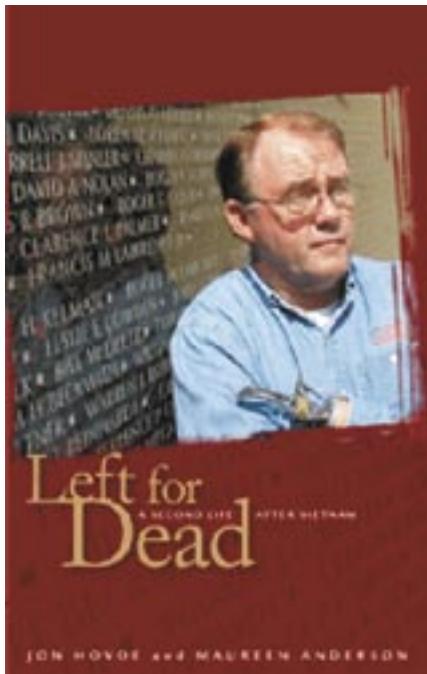


# ABOUT THE BOOK

**A**Vietnam veteran's story of war, loss, and a life rebuilt.

Jon Hovde's journey begins with despair and the struggle to stay alive and ends with hope and the inspiration to live. As a twenty-year-old soldier in Vietnam, Hovde lost an arm and a leg when the armored personnel carrier he was driving hit an antitank mine. He was nearly left for dead when the medic at the scene accidentally took his pulse in the arm that had been severed. For weeks, doctors gave Hovde very little chance of survival.

When he finally returned home, the transition was not easy. He used alcohol and fast cars to cope with both the physical pain of his injuries and the emotional pain caused by uneasy stares from his friends and neighbors. The straightforward words of a highway patrolman finally opened his eyes to his reckless behavior: "Why would a guy like you, who's survived all you survived, want to come back and kill yourself on our highway?" Hovde went on to marry his



**LEFT FOR DEAD: A SECOND LIFE AFTER VIETNAM**  
By Jon Hovde and  
Maureen Anderson

high school sweetheart, realize a successful business career, and become a leader of city and state school boards. In 1998, his war story found some closure when he successfully tracked down and

was reunited with the nurse who had helped save his life. He was finally able to thank her.

Left for Dead is a gripping memoir that not only recounts Hovde's remarkable recovery from his injuries but recognizes the efforts of the people who aided him—including the courageous medic who rescued him, a caring army nurse, and army chaplains. Far more than just another tale of combat, Left for Dead will stir emotions in veterans, the families of veterans, and civilians. Hovde's lack of bitterness and abundance of hope inspires anyone overcoming obstacles.

*Jon Hovde is a Vietnam veteran who lost two limbs in combat in 1968. He retired from 3M and was president of the Minnesota School Boards Association. He is now a motivational speaker.*

*Maureen Anderson is host of the syndicated radio program The Career Clinic. She is coauthor with Dick Beardsley of Staying the Course: A Runner's Toughest Race.*