

# **UNIQUE MOTIVATIONAL SPEAKING TEAM**

## **Two “Must Hear” Success Stories The Swiss Team & Swissy Mascot**

### **SERGE ROETHELI**

“Swiss Endurance Runner Extra-Ordinaire”

“Ran the World with his wife”

Saillon, Switzerland

*“Anyone can achieve their DREAM!”*

*Serge*



### **DR. JOSEPH ROETHELI**

“American Entrepreneur”

“Built 8<sup>th</sup> largest pet food company in the  
World in a decade”

North Kansas City, Missouri USA

*“The American Dream is still alive &  
well!!”*

*Joe*



Serge and Joe are blood relatives from two continents who only learned of each other in 1995. They will inspire and fascinate you with their stories of success in achieving their dreams. Attributes they relied on included a dream, creative thinking, and a positive attitude of gratitude; plus passion, enthusiasm, persistence, dedication, risk taking, and step-by-step execution.

## **FEAT**

First recorded human to run “Around the World”. This was accomplished by running the distance of the circumference of the world, primarily in the Southern Hemisphere. Serge’s entourage was simply his wife, Nicole, riding a small motorcycle at his side; they lived out of a pup tent. Nicole chronicled their days with camera, video, and pen. Serge’s purpose was to achieve his dream of proving his running endurance ability and raising awareness of the plight of children in Third World Countries. Serge drank 5.5 tons of Coca Cola on the world tour, wore out 64 pairs of shoes and 120 pairs of socks. He averaged more than a marathon every other day for 1,901 days or 63 months. The obstacles Serge and Nicole overcame with persistence to go over, under, around, or through hurdles will amaze and inspire listeners. This is a prime example of what nearly anyone can achieve with a dream, creative thinking, passion, and step-by-step execution. It is a way for leaders to learn and lead.

Co-founder and CEO of an entrepreneurial company that in less than 10 years, from start-up in 1996, became the 8<sup>th</sup> largest pet food/treat company in the world. Joe and his wife, Judy, had no previous knowledge of experience in the pet industry. They basically achieved this with one product in more than 60 countries. More than 750 million Greenies® were sold – enough that if laid end-to-end would circle the globe 1.67 times. It would take an employee 90 years to count to 750 million at the rate of 1 number per second. Creative thinking, building personal relationships, and use of appropriate incentives were basic to their success. Joe and his wife have shared stories of their alliances with people and companies, as well as the philosophy and culture they nurtured into a successful business endeavor. S&M NuTec, its products, and its founders were honored with more than 4 dozen awards and honors between January 2002 and mid-2006 including an American Business Association for the Best Overall Company with under 100 Employees. Joe & Judy sold S&M NuTec to the Mars Company in May 2006.

## OTHER ACCOLADES

- Serge and Nicole were featured in Time europe.
- Selected as a boxer to represent Switzerland in the 1976 Olympic Games
- Ran from the southern tip of Argentina to Fairbanks, Alaska, a distance of 15,080 miles averaging a marathon every other day for 35 months – a warm-up event!
- Successfully crossed, on foot, the infamously dangerous Darien Gap on the Columbia-Panama border.
- Ran Europe in winter (>1,700 miles)
- Ran the Grand Canyon (down and back up) in a single day.
- Climbed the Matterhorn 49 times.
- Climbed Mt. McKinley
- Climbed Mt. Aconcagua, the highest peak in the Americas.
- Ran Death Valley in the summer.
- Ran the 1,800 mile long Atacama Desert- earth's driest desert.
- Feature in a documentary film.
- Subject, with wife (Nicole), of 4 books.
- Raised, with wife, over \$450,000 for children in poverty
- Social Worker in Switzerland
- Visited many hospitals and some prisons to inspire youth.
- Inspired abused teens in Kansas facility.
- Serves, now with wife, as owners of a tea room.
- Accomplished motivation speaker (in French) and also capable of effective delivery of English.
- S&M NuTec was honored by the American Business Association with two Stevie Awards (business counterpart to an "Oscar") for Best Overall Company in American with under 100 Employees and for product marketing excellence.
- Honored, with wife (Judy), by the Greater Kansas City Chamber of Commerce as the Best Small Business in the metro area and with the Mr. K Award for entrepreneurship.
- Inducted, with wife, into the Ernst & Young Entrepreneurs Hall of Fame.
- Recipient, with wife, of Ernst & Young Entrepreneurs of the Year Award for Manufacturing in western Missouri & Kansas.
- Honored, with wife, as U.S. Exporter of the Year by the National District Export Council
- Drafted legislation that became law when signed by President George W.H. Bush; then assisted in the implementing first program in the U.S. where the Government was authorized to take equity position in private company rather than just giving a grant.
- Lead author on topic of "Biomass" in The Encyclopedia of Agricultural Science.
- Guest editor, International Journal of Bioresource Technology
- Co-author of two chapters in the 1992 Yearbook of Agriculture.
- Key player in development of TVA Renewable energy program in 1980.

## PHILANTHROPY

- Raised over \$250,000, with his wife, for Third World children in poverty.
- Visited many orphanages, children's hospitals, and teen prisons along the route of the world tour
- Supports and works with International Vision Quest (IVQ)
- Participated in IVQ mission to Costa Rica, with wife, to assist eye surgeon restoring sight to the poor.
- Created and funded The Lil'-Red Foundation
  - With wife, building village of about 100 homes, a school, community center/church, and store in Jamaica for the homeless.
  - Funding project at the University of Missouri, with wife, to greatly expand pet therapy for the elderly across the state.
  - Supporting expansion of entrepreneurship programs at the University of Missouri's campuses in Columbia and Kansas City with wife.
- Sponsored, with wife, Small Business Monthly's Annual 25 under 25 Awards program in Kansas City.
- Speaker at numerous graduate and/or undergraduate classes at universities.

## PREVIOUS OCCUPATIONS

### SERGE

- 7-time Swiss boxing champion
- Mountain guide in the Alps
- Ski instructor in native Alps
- Social worker in Switzerland
- Cheese maker in Switzerland

### NICOLE

- Tri-athlete
- Waitress

### JOE

- Academician
- Government “bureaucrat”
- Entrepreneur

### JUDY

- Teacher
- Waitress
- Homemaker
- Entrepreneur

## FAMILY

Wife Nicole; two children

Nicole was his sole accompaniment on The American Challenge (Argentina to Fairbanks) and on “Run for Kids” world tour. She was the motorcycle rider who gathered firewood along the route for evening fires and cooking, camera operator plus constant companion, tent mate, and part-time cook.

Wife Judy; two children

Judy serves as President of the couple’s businesses since they began in 1996 and works side-by-side Joe daily. Judy also manages the home and is an outstanding cook and mother.

## PHILOSOPHY & MOTIVATON

This is a great big world to see and experience including a fascinating humanity, diverse, cultures, and many social and economic differences including poverty and the plight of children in Third World countries. Serge, the son of middle-income parents was born in a developed country, Switzerland, but under adverse conditions. He was born 4 months premature and weighed in at just 3.5 pounds. He actually was born on a street of Zurich between a taxi cab and the hospital door. Born a “fighter” and “survivor”, he became an achiever. He turned running, initially training for boxing, into a life-long endeavor in which he became highly proficient. Serge learns as he goes using common sense, creative, critical, and passionate thinking, calculated risk-taking, and a step-by-step approach to go over, under, around, or through obstacles to achieve what no human as ever accomplished previously-to run the world! He provides no back-up plan for his dream, as a backup plan is always an easy way to change course without trying all other options to succeed in reaching one’s goals. Teamwork is crucial to success in reaching one’s goals, even if it is just a team of two, such as Serge and Nicole.

Joe is the great grandson of an orphaned Swiss immigrant. After only six weeks of arriving to America and knowing no English, only 3 of the 25 Roetheli family members aboard the ship were still alive-the oldest of these three orphans was Joe’s great grandfather who was just 9-the others died of cholera in an epidemic that was raging when they arrived at Hermann, Missouri. Joe’s parents, grandparents, and great grandparents eked out meager livings on small farms on the edge of the Ozarks. Despite his parents having only had the opportunity for an 8<sup>th</sup> grade education, he persisted to earn a Ph.D. Joe learned the value of hard work, self discipline, and good morals. He believes that a dream and positive attitude are keys to success and that creative thinking, hard work, and achieving personal attitude of gratitude. He has always been passionate, persistent, and prepared; plus creative. Correct incentives and reinforcements are powerful goals greatly reinforce a positive can-do & will-do attitude of gratitude. Correct incentives are powerful motivating forces that drive achievement and progress.

# MESSAGE

Everyone can and should have a dream for their life. By supplementing a dream with desire, dedication, and self discipline plus willingness to accept risk, much can much can be achieved with little. Serge & Nicole successfully completed their world tour despite having: minimal personal finances; no major financial sponsors, loss of their charitable partner along the way; Serge and Nicole both had serious bouts with malaria; survived a coupe attempt in Africa; they had no advanced education; Serge was struck by a taxi in India sustaining a broken arm and Nicole's bike was destroyed by a car in South America; Serge with bitten by a snake, and they had no formal training in foreign languages; but with a step-by-step approach to executing one day at a time, they succeeded in achieving their dream despite the obstacles—a trek around the world!

*You can have a dream and achieve it too, no matter what your circumstances, if you want it bad enough to sacrifice, take calculated risks, and use your talents effectively. We succeeded; you can too!*

Success requires a dream, creative thinking, fortitude, persistence, preparedness, willingness to take risks, and enthusiasm to execute daily, no matter the circumstances, to transform your dream into reality. Joe and Judy's entrepreneurial success has led and inspired them to begin new endeavors. Joe now serves as CEO of the following organizations:

- Key Companies & Associates™, LLC
- MSJJ Holdings, LP
- The Spa Tuscano™, LLC
- Simple Man Products™, LLC
- Ace of Hearts BBQ Specialties™, LLC
- The Roetheli Lil' Red Foundation™

You can succeed too; begin to dream, think creatively, be passionate, persistent, prepared, and then do it!

*The American Dream is still alive! Grab it. Start today by writing your epitaph: your life dream! Then continue working on the other attributes for success listed above. Achieve and you will enjoy life more!*