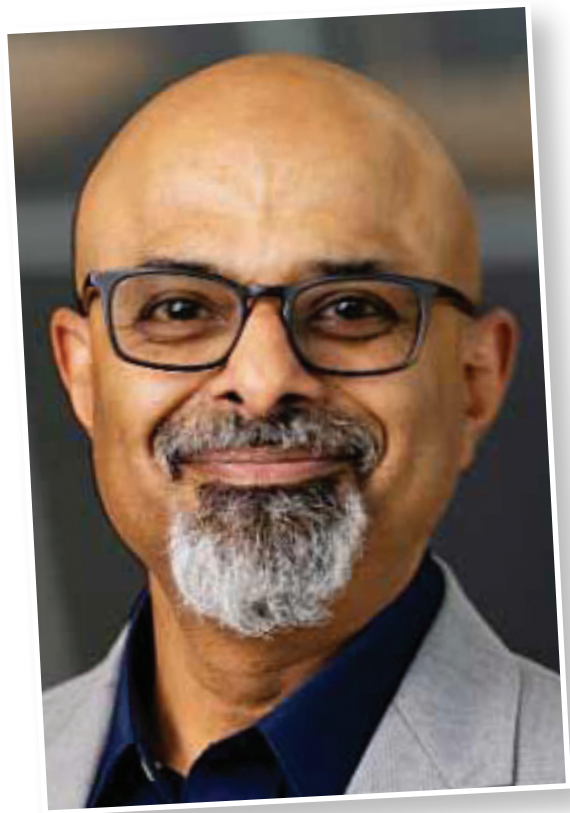




DULUTHINK

NEWSLETTER OF THE LAKE SUPERIOR FREETHINKERS



Join us Sunday January 4th at 10am at the Hillside Community Center,
12 East 4th Street (at the side door), in person and via Zoom.

For a presentation by UMD's Dr. Rajiv Vaidyanathan

TELL ME WHY YOU BELIEVE

Whether you're an atheist, a skeptic, or simply someone who values
reasoned dialogue, this session will equip you with tools to create more
meaningful, respectful, and successful exchanges.

———— *See Page 2* ————

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LAKE
SUPERIOR
**FREE
THINKERS**

Volume 29, Issue 1

LAKE SUPERIOR FREETHINKERS

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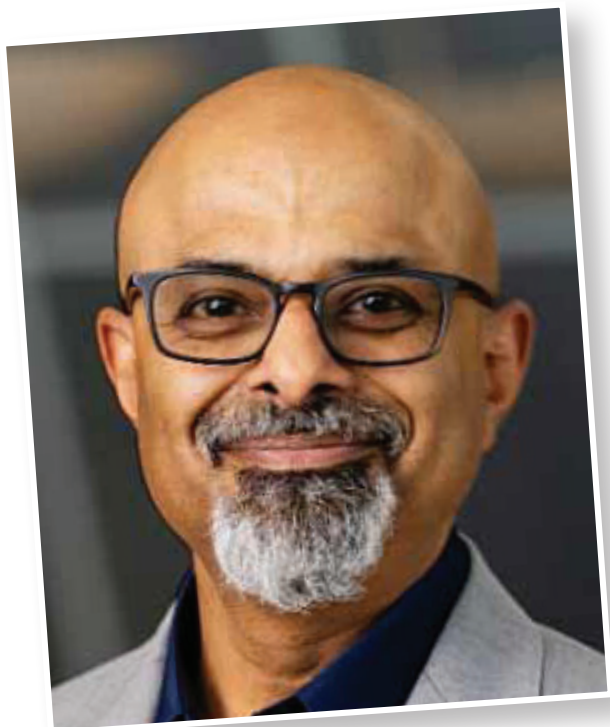
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JANUARY 2026

TELL ME WHY YOU BELIEVE



A presentation by UMD's Dr. Rajiv Vaidyanathan

Have you ever stepped out of a conversation about religion or worldviews feeling frustrated, misunderstood, or simply exhausted? Many of us have wondered why some discussions seem to go in circles, and why connecting across deep disagreements can feel so difficult. This presentation explores how the newest research in the science of influence, persuasion, and argumentation can be used effectively to transform those moments. We'll cover practical techniques for having thoughtful, productive conversations with people whose beliefs differ dramatically from your own, also you can walk away feeling informed, confident, and even inspired rather than drained.

DR. RAJIV VAIDYANATHAN is a professor of marketing at the University of Minnesota Duluth and an expert in the psychology of influence and decision making. He has won awards for his teaching, research, and service at the University. In addition to his academic work, Rajiv is a sought-after speaker on the psychology underlying leadership, sales, and executive decision making. He has worked with several large Fortune 50 companies as well as local and regional businesses. He teaches consumer behavior and marketing research and is actively engaged in applying behavioral science to organizational challenges.

March Speaker: **Dr. Michael Osterholm**

Dr. Osterholm is Regents Professor, McKnight Presidential Endowed Chair in Public Health, the director of the Center for Infectious Disease Research and Policy (CIDRAP), Distinguished Teaching Professor in the Division of Environmental Health Sciences, School of Public Health, a professor in the Technological Leadership Institute, College of Science and Engineering, and an adjunct professor in the Medical School, all at the University of Minnesota. He is also a member of the National Academy



of Medicine (NAM) and the Council of Foreign Relations. In June 2005 Dr. Osterholm was appointed by Michael Leavitt, Secretary of the Department of Health and Human Services (HHS), to the newly established National Science Advisory Board on Biosecurity. In July 2008, he was named to the University of Minnesota Academic Health Center, AOs Academy of Excellence in Health Research. In October 2008, he was appointed to the World Economic Forum Working Group on Pandemics.

Expertise

An internationally recognized expert in infectious disease epidemiology. Disease Surveillance, Epidemiology, Health Communications, Health Communications: Social Media, Infectious Disease, Infectious Disease: Foodborne, Infectious Disease: HIV / AIDS, Infectious Disease: Influenza, Infectious Disease: STDs, Policy / Politics, Public Health Preparedness, Vaccines.

Awards and Recognition

In addition to being awarded a university Regents Professorship in 2015, Dr. Osterholm is also a McKnight Presidential Endowed Chair in Public Health. In addition, Dr. Osterholm has received numerous honors for his work, including an honorary doctorate from Luther College; the Pump Handle Award, CSTE; the Charles C. Shepard Science Award, CDC; the Harvey W. Wiley Medal, FDA; the Squibb Award, IDSA; Distinguished University Teaching Professor, Environmental Health Sciences, School of Public Health, UMN; and the Wade Hampton Frost Leadership Award, American Public Health Association. He also has been the recipient of six major research awards from the NIH and the CDC.

JOIN US NEW YEAR'S DAY FOR **HAPPY HOUR 2026**

4:00-6:00 pm Thursday, January 1st
at Mexico Lindo, Fitger's Brewery Complex



JANUARY SOCIAL DINNER

Join us Wednesday January 21st at 5:30pm for LSF's Social Dinner
at Mr. D's Bar & Grill, 5622 Grand Avenue, Duluth

