

CWA's 2006 Leadership Conference trains state leaders on effective grassroots techniques

Inspired, energized leaders return home ready for action

Concerned Women for America state and local grassroots leaders from across the country met in Washington, D.C., in October for CWA's 2006 Leadership Conference. This year's theme was "Proclaiming Hope" and state leaders were encouraged by I Corinthians 3:12 to use "great boldness of speech" to spread CWA's vision while taking a stand for our families and our nation.

CWA Founder and Chairman Mrs. Beverly LaHaye welcomed the ladies on opening night with words of encouragement and inspiration.

During the Friday morning session, the leaders heard from CWA Chief Counsel Jan LaRue, who spoke on the topic of Biblical hope as a cause for confidence. "How to keep fighting the good fight with confidence when it seems like the bad guys keep winning is tough for every Christian activist," said LaRue. "It's just as important for us to keep our leaders motivated, so that they keep fighting, as it is to provide training. I remind them that when we serve Christ from a pure heart with a right motive and proclaim His truth unashamedly, we win under His scoring system."

LaRue explained that a good response, interwoven with Christ, is ultimately a win-



ning response. "Each time I receive an e-mail from someone who disagrees with what I've said or done, I try to explain the rightness of it, but I also include an explanation of the Gospel and the plan of salvation. Even if I don't persuade the person to our side of the cultural issue, I'm confident that I've made a difference because, as Isaiah 55:11 tells us, the word of God will

not return to Him void.”

State directors received the equivalent of a media makeover as part of their training. Two intensive workshops helped our leaders return home with honed TV skills and a better grasp on the basics of good communication. A third workshop taught directors how to write persuasively – for everything from press releases to letters to the editor.

In addition, conference attendees received training from Jeff Crilley, an Emmy Award-winning reporter from Dallas, Texas. Crilley explained how to deal with the media and gave valuable tips on how to increase visibility and publicity of CWA events and efforts.

To locate a chapter of CWA in your area, go to www.cwfa.org and visit the “CWA in My State” section. ■

Fond farewell to long-time field director Barbara Plating

There wasn't a dry eye in the room as State Directors from around the country honored their long-time friend, CWA National Field Director Barbara Plating, with a surprise tribute at the 2006 Leadership Conference. Barbara Plating will retire in January, after more than seven years of service to CWA.

The beginning of every Leadership Conference is marked by a “State of the State” address from each leader, who has three minutes to update everyone on the victories their teams have won over the past year and the new projects for the coming year.

But this time things went a little differently. Instead of an update on their state, each leader surprised Barb with a special tribute — a thank you, a personal reflection, or an anecdote showing how grateful they were for all Barb's hard work.

Barbara Plating used her position to make an impact nationwide that will continue to resonate for many years to come, and now God is calling her to have an impact locally. She will serve with her husband at a local Christian school as a teacher and board member and will certainly be a positive influence in the lives of many children.

When God closes one door he opens another. CWA is pleased to announce that Kenda Bartlett, who has been actively

involved in CWA for over 20 years, will take over as National Field Director in February 2007.

As your State Directors are already aware, Kenda brings her 20 years-plus to her new position. Currently she is a special resource to your leaders in her role as CWA's Field Development Coordinator, where she has trained and recruited dozens of CWA leaders in your state organizations. She also served eight years as Special Assistant to Chairman Beverly LaHaye. Even prior to joining CWA's staff Kenda was active as a volunteer leader and state director in three states.

Keep both Barbara and Kenda in your prayers as they transition into the new roles God has planned for their lives. ■



**Barbara Plating,
National Field Director**