



WINTER 2022 | birthchoice.biz

BIRTH CHOICE

MERRY CHRISTMAS
from Birth Choice!



**Heartbeat
Volume IV**

Inside this issue:

- HOLY SMOKERS CHRISTMAS MEAT SALE! *page 2*
- WALK FOR LIFE TOTALS ARE IN! *page 3*
- MOBILE MEDICAL NEWS & NEEDS *page 5*



BRENT LAMBERT
Founder & CEO

The apostle Paul was no stranger to difficulties and hardships as he journeyed from town to town, sharing the gospel, establishing new churches, and following up on ones already established. His clear warning to all those early congregations was to beware of those who might try to sneak in unaware. They are like “wolves in sheep’s clothing” who “attack the flock” through false teaching and preaching, distorting the gospel of Christ.”

In 1 Corinthians 16, Paul wrote to the church at Corinth with some exciting news. He said, “But I will tarry in Ephesus until Pentecost. For a great and effective door has opened to me, and there are many adversaries.” Paul’s zeal for the gospel was always confronted with “many adversaries”.

When Roe vs. Wade was recently overturned, it was the greatest news that pro-life individuals and ministries like Birth Choice have seen in almost 50 years. This meant that hundreds of thousands of children in their mothers’ wombs would be saved from abortion each year. It also meant those mothers could be spared terrible guilt for having participated in the deaths of their own children. This was definitely a “great and effective door” that opened to us.

But as with Paul’s adversaries, powerful pro-abortion groups became emboldened in their outrage of any restriction on

abortion. Twenty-one Democrat Senators, led by Senator Elizabeth Warren of Massachusetts, signed a letter asking for the ‘masters’ of the internet (Google, Microsoft, Facebook etc.) to limit what Pregnancy Medical Clinics can do with internet advertising. Even though we pay those web giants hefty fees to reach abortion vulnerable women, they still are doing their best to limit our reach of vulnerable women and their families. Senator Warren has even proposed laws that would fine pregnancy ministries \$100,000 if we continue in our efforts to see unborn children saved from abortion.

It is amazing to us that abortion-loving politicians, media, and tech giants want to lash out at pregnancy centers this way, while they also refused to prosecute those involved with Jane’s revenge. That group wreaked havoc on pregnancy clinics across the nation, damaging and burning over 100 ministries since that Supreme Court decision.

We want our faithful supporters to know that Birth Choice will not be deterred in our mission to see women choose life for their children and to share the gospel with each and every one. We are not only actively working around big tech, but we are increasing our local advertising and working hard to develop new ways to help, train, support and encourage abortion-vulnerable women and their families to choose life for their children. Dear friends, Paul didn’t quit and we won’t either!



Christmas Meat Sale

Let Birth Choice do your Christmas cooking for you! We offer hickory smoked turkeys, hams, tenderloins, Boston butts, BBQ, spareribs, and whole chickens. For questions, email tiffany@birthchoice.us or call 731-453-8159.

Order at birthchoice.biz between November 25th and December 20th. Pick up on Thursday, December 23rd at Birth Choice in Jackson.

Save the Date:

- Spring Fundraising Banquet in April 2023. More details to come in the next newsletter.

- Father-Daughter Ball: February 2023. Watch for announcements on our Facebook and Instagram pages and our bi-weekly email updates.

WALK FOR LIFE REPORT: \$104,821.54 RAISED!

"We didn't just meet our goal, God's people gave so much more! We raised a total of \$104,821.54!" Praise God for providing these funds to help us continue serving families in our area. Our Walk for Life could not have been held on a more beautiful, sunny day! We estimate upwards of 200 people attended and walked 1.5 miles around West Jackson Baptist Church. With food vendors, a petting zoo, an illusionist show, games, and so much more, there was plenty to keep young and old entertained.

Thank you to all the walkers, donors, liaisons, and churches for taking a stand for life together and for helping us beat our \$90,000 funding goal! We also want to thank our volunteers, corporate sponsors and underwriters who made this event happen. Watch for an email and social media posts with an update on the top churches, number of sponsored walkers, and more cool stats!

Jackson and Mobile Unit Counties:
Total Raised: \$93,322.00
Top Walker: Lucy Overstreet raised \$9,390.00

Gibson County:
Total Raised: \$11,499.54
Top Walker: David Adkins: \$9,340.54



Hi! My name is Amy Lovins, and I am the Assistant Director of Development & Marketing. I am currently majoring in Public Relations at Union University. I am passionate about being an advocate for those who cannot be a voice for themselves, and I am so excited about having the opportunity to do this by serving the women and unborn children who come to our clinic every week.

Amazon Smile | For those of you who like online Christmas shopping, we have an easy way for you to give to life without spending any extra money. Sign into Amazon Smile, select Birth Choice of West TN as your charity, and start shopping! Amazon donates a percentage of the purchase price of your eligible items to our ministry. Let your friends know about this opportunity to help save lives!



Sanctity of
Human Life
Month

JANUARY

Sanctity of Human Life (SOHL) Month January is Sanctity of Human Life Month and January 15th is Sanctity of Human Life Sunday! Birth Choice speakers will be available throughout the month of January to speak at your church or small group. To schedule a speaker or obtain our free posters, PowerPoint slide images, or other resources, please contact Tiffany at tiffany@birthchoice.us or 731-453-8159.



FROM THE HEART OF A VOLUNTEER TEACHER

DONNA MULVILLE

*Teacher with our Gibson
County Clinic*

I volunteer as a teacher in the ESTHER Prenatal Program at Birth Choice. I teach young ladies how to take care of their babies. Because I have enjoyed Bible study for many years, I'm also able to help young ladies to get to know a little about the Bible and hopefully help them enjoy God's Word.

By participating in the ESTHER Program, an earn-while-you-learn program, I can help these women get what they need and want for their babies. I enjoy giving people a path to get what they need, physically, spiritually, and sometimes emotionally. I get as much out of these classes as the ladies that come and share it with me.

"But if it is disagreeable in your sight to serve the LORD, choose for yourselves today whom you will serve...but as for me and my house, we will serve the LORD." Joshua 24:15



FROM THE HEART OF A CLIENT ADVOCATE

CINDY BUSH

*Client Advocate with our Mobile
Medical Unit*

I am a retired schoolteacher who loves Jesus. As a Client Advocate at Birth choice, I absolutely love COLs. What is a COL? It is the most wonderful time during the ministry of Birth Choice after a mother gives birth to her baby. An advocate has the joy and responsibility of working with this mother during the nine months of her pregnancy by calling, texting, or writing cards of encouragement and offering resources. We rejoice with the mother that she has chosen life for her baby.

C stands for "CELEBRATION." The mother brings her new baby to one of the MMU buses along with the proud father, siblings, grandparents, and friends. All the advocates, nurses, and bus drivers just laugh and admire this very small person who is getting so much attention. Everyone takes way too many cell pictures and compares the smallest details of every little dimple and neck wrinkle of that precious little one. We love to party hearty with the many gifts that fill an adorable baby diaper bag that's given to mommy for baby.

O stands for "OF," a preposition that connects something to someone else. I thank God that His amazing love is actively connecting women who passionately want to share the Gospel of Christ our Savior with women who need this knowledge of salvation and loving encouragement.

L stands for "LIFE". We lift our hearts in never ending adoration to the Creator and Sustainer of all life in heaven and on earth. Our Father in heaven must rejoice in His human creatures whom He has made in His own image. May we rejoice in our Redeemer who forgives our sins and gives us abundant life. A Celebration of Life!!!

FROM THE HEARTS OF OUR CLIENTS

When our clients leave our office they are asked to fill out an exit survey. These are several comments they shared:

"[My advocate] gave me a lot to think about. [My nurse] took her time and was very sweet and helpful. [I loved] just seeing and hearing my baby's heartbeat...." This young mother changed her mind from abortion and chose life for her baby.

"The care [I was given at Birth Choice] was very informative and resourceful at no cost to me. It's a comfortable environment." This young mother-to-be is still unsure about having an abortion. Please pray for her to make a life-affirming decision.

This client was initially considering abortion, but she chose life after her experience at Birth Choice. She said, "I'm excited. The best part was just talking [with my advocate and having] the ultrasound.[this is such great] help if [women] are having doubts."

"Being able to see [my] baby is just an overwhelming feeling (in a good way). The staff was so nice and comforting. I felt more like a family member than a patient."

After coming to Birth Choice this abortion-determined client changed her mind and chose life for her baby.



WELCOME TO OUR NEW CO-DIRECTORS OF THE BIRTH CHOICE MOBILE MEDICAL UNIT MINISTRY!

In August, we lost our MMU director, Katy Simpson, as she followed God's leading into a new vocation with another Christian organization in town. Katy takes with her our great appreciation and our prayers.

HOWEVER, we are VERY excited to announce that God has already provided new leadership for our mobile ministry! Mrs. Kim Cupples will step into the position of MMU Director of Nursing. Kim is a registered nurse who has served many years at our Jackson location and now 2 years on our buses, performing ultrasound. Mrs. Sherry Dorris, a former Client Advocate at our Jackson office, will serve as the new MMU Clinic Director, overseeing the day-to-day operations of both our mobile units.

These ladies have their work cut out for them, but together they are committed to keeping our 2 buses up and running, in order to serve women and their children in 5 different counties.

Welcome, Kim and Sherry, and God bless you!



Left: Kim Cupples, MMU Nursing Director
Right: Sherry Dorris, MMU Clinic Director



LOOKING FOR WAYS TO SERVE OUR MOBILE MINISTRY? WE NEED YOU!

MMU Team Coordinator Needed!

This volunteer position could be worked remotely (from home) to schedule our MMU teams of three (Client Advocate, Medical Personnel and Driver) who go out daily on our two buses. This person would need access to a computer to assign team members to the weekly schedule and the ability to take phone calls from advocates, medical personnel and drivers who may need to reschedule their shifts, sometimes at a moment's notice. This job is critical to the success of the mobile units being on site on their assigned days to serve women in five different counties.

Medical Staff Needed (either leaving from the Jackson office, or meeting us at certain locations)

We are looking for more trained sonographers (RDMS) or registered nurses to serve on board our mobile units. If you are an RN, training to perform ultrasound is available, with a minimum 1-year commitment. Serving schedule could be twice a month up to multiple days a week.

Two new iPads needed, one for each of our buses.

Our nurses and advocates enter data digitally and the iPads are much more user-friendly than the two Kindle Fire Tablets we are currently using. If you would like to make a monetary donation for these items, please earmark your donation "MMU iPad".

Mother/Baby Resource Rooms needed in Bolivar, Brownsville, Somerville, and Savannah

We are praying for one local church in each area to consider taking this on to be able to offer a room or closet for pregnant and new moms with items for them and their baby. The hope of having this IN a local church is to get our clients connected to local believers and congregations so that they can build relationships and maybe even have a Bible study or class to attend.

If you or someone you know is interested in helping with any of the needs listed above, please email Sherry at sherry@birthchoice.us.

WELCOME BOO SELLERS, LEAD RECEPTIONIST

Sadly, we had to say goodbye to Kaitlyn Pindak, our lead receptionist for almost 6 years. God has led her to Southern Seminary in Louisville, KY where she will complete courses to become a Christian counselor. We miss her, but we are excited about all God has for her in the future.

As always, God already knew our need and He sent Mrs. Boo Sellers to be our new lead receptionist! Her story is one that has come full circle. Boo was a former client advocate at our Gibson County office. After she left her position there, in God's providence, sometime later, a young woman who had come as a client to our Jackson office, met Boo at her church. She then chose Boo and her husband, Mike, to adopt her baby boy. Brady is now 14 years old, and Boo already



has him doing some volunteer work here at Birth Choice.

Boo is doing a wonderful job for us, and this is what she shared: "When

God allowed this journey to begin at Birth Choice, I knew that He would equip me with compassion for the women who call our office, especially those women who are very abortion-determined. It brings me such joy when they make the appointment to come in and then they choose life for their baby." Welcome Boo, you are such an answer to prayer!



Each quarter, Birth Choice will receive a portion of the proceeds raised by the sale of "Choose Life" license plates! Those donations will grow and grow as pro-life Tennesseans show their support.

Tennessee's official, state-authorized "Choose Life" specialty license plates are available at your county clerk's office and can be purchased at a pro-rated cost regardless of your normal plate renewal date!

Each quarter, Birth Choice will receive a portion of the proceeds raised by the sale of "choose life" license plates! Those donations will grow and grow as pro-life Tennesseans show their support.

When you purchase the "Choose Life" specialty plate, you will support the choice of life in two ways:

- First, you're telling everyone who follows you down the highway that you "Choose Life" and they should, too!
- Secondly, the proceeds from the Choose Life plate are used to provide support and assistance to women and families facing difficult or unexpected pregnancies.

2023 WINTER TRAINING SEMINAR for New Volunteer Client Advocates and Medical Personnel in Jackson and Gibson County



Just three or four hours of your time once a week can make a difference between life and death for an unborn child.

Our winter training dates will be February 7th, 9th, 14th, 16th, 21st, 23rd, 28th

Tuesday/Thursday evenings, 6:00 – 9:00 p.m.

It's important for you to attend all sessions if possible. (Dates are for both the Jackson and Gibson County Locations)

Request an application today!

Contact our clinic directors:

Jackson: Chris Veteto at Chris@birthchoice.us

Gibson County: Kelly Wall at Kelly@birthchoice.us



STAFF AND BOARD OF DIRECTORS

CORPORATE STAFF

- Brent Lambert - Founder & CEO
- Beverly Lambert - Administrative Assistant
- Tiffany Dawson - Director of Development
- Amy Lovins - Assistant Director of Development
- Pat McLeary - Financial Secretary
- Kelly Wall - New Beginnings Director

JACKSON STAFF

- Chris Veteto - Clinic Director
- T.C. Talley - Director of Men's Mentoring and Abstinence Education
- Kim Mayer, RN, MBA - Director of Nursing
- Boo Sellers - Lead Receptionist
- Renee Ragon - Part-time Receptionist
- Sandy Clifford - Part-time Receptionist
- Juanita Talley - Part-time Receptionist

GIBSON COUNTY STAFF

- Kelly Wall - Clinic Director
- Guinda Flippin, RN - Director of Nursing
- Renee Ragon - Receptionist

MOBILE MEDICAL UNIT STAFF

- Sherry Dorris - Clinic Director
- Kim Cupples, RN - Director of Nursing

Performing Ultrasounds:

- Kim Cupples, RN
- Jennifer Delk, DNP, MSN, RN
- Joy Hunn, RDMS
- Judy Koonce, RN
- Rachel Lewis, RN, LPN
- Beth Logan, RN
- Kim Wuestefeld, RN
- Mary Yates, RN

BOARD OF DIRECTORS

- Mr. Marty Phillips - President
- Mrs. Debbie Currie - Vice President
- Miss Susan Blankenship - Secretary
- Mr. Brad Anderson
- Mrs. Cindy Borgognoni
- Mrs. Britt Boswell
- Mrs. Jane Campbell
- Mr. James Parker

MEDICAL ADVISORY COMMITTEE

- Dr. Paul Gray - Medical Director
- Laurie Butler, RDMS
- Dr. David James
- Donna Wallis, RNC, WHNP

ADVISORY BOARD

- Dr. Dean Currie
- Mr. Bill Dement
- Dr. Steve Hammond, Sr.
- Mr. Donald "Bubba" Holsinger
- Mrs. Peggy Korn
- Dr. Samuel W. "Dub" Oliver
- Mr. Chris Richards



**FROM THE HEART
OF A PASTOR**
PASTOR JIMMY EDDINGS
The Gathering Rutherford

Life is in the blood. Life begins at conception. Life is a precious gift from our Father. The Father is for LIFE. The Gathering Rutherford (TGR) sincerely supports the work of Birth Choice and prays for their work and establishment of their hands.

King Jesus spoke about life many times as He walked this earth. If Jesus promoted life, then it should be the business of every follower of Jesus to promote life. The opposite of promoting life would be to promote death – there is no middle ground. TGR holds firmly to the Biblical view that life begins in the womb. Psalm 139:13-16 says “For you created my inmost being; you knit me together in my mother’s womb. I praise you because I am fearfully and wonderfully made; your works are wonderful; I know full well. My frame was not hidden from you when I was made in the secret place. When I was woven together in the depths of the earth, your eyes saw my unformed body.”

Our congregation supports Birth Choice not only because of their hearts for service to the unborn, but also how they walk beside and minister to the families who are involved. I have seen firsthand the steps they carefully take to make sure the family involved has every piece of information to make the decision for life. I cannot think of any better ministry to support financially or cover in prayer than Birth Choice. May God continue to establish their work and provide in abundance for His name to go throughout the Earth.

OFFICE HOURS

JACKSON:

MON., TUES., & THURS. - 9a.m. - 8p.m.
WED. - 9a.m. - 4p.m. FRI - 9a.m. - 1p.m.

GIBSON COUNTY:

MON. - 9a.m. - 4:00p.m.
TUES. - 9a.m.-7:30p.m. THURS. - 9a.m.-5p.m.

MOBILE MEDICAL UNIT

10:00 a.m. – 4:00 p.m. DAILY
MON. & WED. – LEXINGTON WED. - FAYETTE
TUES. – BROWNSVILLE TUES. & THURS. – BOLIVAR
FRI. - SAVANNAH

JACKSON VOLUNTEER PERSONNEL

Medical Director

Dr. Paul Gray

MENTor

T.C. Talley (staff)

Performing Ultrasound:

Kim Cupples, RN	Rachel Lewis, RN
Tracie Flynn, RN	Jayne Ragon, RN
Jullie Hutchison, RN	Jamie Wilson, RN
Kim Mayer, RN, MBA (staff)	

Support Nurses:

Lorraine Kail, RN	Leia Webb, RN
Jill Webb, RN	Kerrie Whiteaker, RN

Security Team

Gary Clements	John Lambert	Jerry Powell
Allen Dunn	Phil Meal	Jeff Young
Keith Kennedy	Wayne Morgan	

Client Advocates

Sherry Bell	Mari Heredia	Marie Pugh
Ashley Cain	Ruth Hoppers	Renee' Riddle
Judy Dorris	Amber Kelley	Jessica Smith
Diane Dougan	Kim Lancaster	Lili Tankersley
Ranelle Dunn	Tina Norwick	Susie Toomey
Jill Faulkner	Beth Patterson	Tammy Valdivia
Dawn Furrow	Susan Pierson	
Marsha Gaskill	Pat Pope	

Teachers

Barbara Acred, RN	Sharon Borntrager	Judy Rose
Jennifer Beebe	Mari Heredia	Karen Rushing
		Juanita Talley

Wendy's Room

Cookie Collomp	Allen Dunn	Gaye Phillips
Annette Conaway	Marian Hines	Mary Ann Price
Phyllis Davenport	Sharon Longley	

Office Aides:

Becky Browder	Doris McKenzie	Alice Nettles
Kathy McCann	Marilyn Morgan	

GIBSON COUNTY VOLUNTEER PERSONNEL

Medical Director

Dr. Paul Gray

Performing Ultrasound:

Guinda Flippin, RN (staff)	Anne Jackson, RN
Amber Hansen, RN	Lenile Sargent, RN

Support Nurses

Debbie Lowery, RN
Allison Matthews, RN

Childbirth Education

Debbie Lowery, RN
Lenile Sargent, RN

Client Advocates/Teachers

Sandra Avery	Donna Mulville	Jane Wilkins
Chelsea Crenshaw	Renee' Ragon	
Kacey Milam	Elizabeth Robinson	

Resource Room

Judy Carpenter	Shayna Jackson	Alicia Whitten
Jill Gibson	Ally McCartney	
Haley Gibson	Autumn McCartney	

Receptionists

Renee' Ragon (staff)
Sheilah Spangler

MENTors

Tom Mulville
Denny Wall

MOBILE MEDICAL UNIT PERSONNEL

Client Advocates

Irene Ballinger	Doreen Dyess	Karen Lawson	Debbie Williams
Krystal Barker	Carla Hall	Pat Pope	
Cindy Bush	Vickie Hicks	Jeannie Veil	

MMU Drivers

Reggie Buckley	Wayne Morgan
Josh Burns	Jerry Powell
Allan Clement	Steve Priddy
Gary Clements	Mike Pyron
Mark Cruse	Brent Varner
Jeff Keas	Jeff Young
Keith Kennedy	
Phil Meals	

OFFICE AIDES

Marilyn Morgan
Janice Sickle

PLEASE VISIT OUR UPDATED DONOR AND CLIENT WEBSITES:
www.BirthChoice.biz | www.yourprivatechoice.net

BIRTH CHOICE QUARTERLY PUBLICATION
Volume 4, 2022

391 Wallace Road
Jackson, TN 38305
731-664-8443

1281 Hwy. 45 By-pass
Trenton, TN 38382
731-855-2900

Mobile Medical Unit
Fayette, Hardeman, Hardin,
Haywood, Henderson
731-664-8443

NON-PROFIT ORG.
U.S. POSTAGE
PAID
JACKSON, TN
PERMIT #1012

ADDRESS SERVICE REQUESTED



**Thanks for helping
my mommy
and my daddy,
Birth Choice.**

God's got plans for me!

Melissa Higgins Photography

FROM A BIRTH CHOICE CLIENT:

“My client advocate was very sweet and helpful and also gave advice that I needed. I’m not going to give my baby up. Just to hear my baby’s heartbeat warmed my heart...I almost cried. [They] were very informative and they prayed with me.”